

**PAGES
MISSING**

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI

PUBLICATION OFFICE: TORONTO, JANUARY 5th, 1917

No. 1

Welch's

"The National Drink"

THE steady increase in Welch business has on several occasions brought reductions in price. Three years ago we were able to reduce our list so that Welch's might be sold at the popular prices of 10c, 25c and 50c.

But, since that time, the costs of grapes and all packing materials have repeatedly advanced. We delayed increasing our list to meet the situation, hoping for some relief that would permit a continuance of our popular resale prices.

December 12th we were compelled to announce an increase in the 10c and 25c sizes, the latter size to be resold at 30c per bottle. There are no changes in prices of the 50c and Fountain sizes.

1917 Trade Prices:

	Lots of	
	One or more Cases	Less than one Case
50c size (1 doz. to case)	\$4.50 a case
30c size (2 doz. to case)	5.00 a case	\$2.60 a doz.
10c size (6 doz. to case)	5.20 a case	8.75 a doz.
Fountain (8 bot. to case)	5.00 a case	.65 a bot.

Terms: 30 days net. No Discount for Prepayment.

Sold by leading jobbers.

The Welch Co., Limited

St. Catharines

Ontario

LARGEST MAKERS IN THE WORLD

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

A profitable cigar line for your tobacco counter



CRITICAL lovers of the weed appreciate the cool, even smoke that this big
three-for-a-quarter line gives. That is why grocers find **THE ORLANDO**
INVINCIBLE a “repeater” and a profit-maker.

Give the Orlando a try-out in a corner of your tobacco show-case. Prove its value
for yourself.

Webster's Clear Havanas is another excel-
lent line to feature. Try it out with your
next order.

W. R. WEBSTER & COMPANY, LIMITED
SHERBROOKE, CANADA

Which are you carrying— quick sellers or dust collectors?



THE repeat orders will tell you. Occasional sales are good, but they are not the kind with which to build up a healthy, profit-making business. It's the steady repeat business that does this and that is just the kind of business that

Royal Shield Products

will bring to your store.

HERE'S a line of tried and trusty goods that will make your cash register ring and keep it ringing, too, with a constant flow of come-back sales.

There's a superiority about every product bearing the Royal Shield trade-mark that "gets" the discriminating customer, that customer whose patronage you are sometimes hard put to retain.

Royal Shield quality will enable you to retain it, and besides it will help to obtain new trade for you and to consolidate what business you already have.

Just test the advantages of selling these reliable lines. Order a supply to-day. Get a display out on your sales counter. Recommend them to every customer and let the results convince you that Royal Shield is worth while.



Campbell Bros. & Wilson, Ltd. Winnipeg

Campbell, Wilson and Horne, Limited
Calgary, Lethbridge, Edmonton, Red Deer

Campbell, Wilson and Millar, Limited
Saskatoon

Campbell, Wilson and Strathdee, Limited
Regina and Swift Current

WHAT WELL-KNOWN MERCHANTS SAY

About Artemas Ward's Famous Grocer's Encyclopedia

"It is a very fine book and we have occasion to refer to it many times." *Kimball Bros. Co., Wholesale Grocers, Bath, Me.*

"We want to congratulate you on this excellent work. Although we have only had the book for one week, we would not take \$100 for it if we could not get another copy." *F. W. Udy, Gen. Mgr., Flat-Top Grocery Co., Wholesale Grocers, Bluefield, W. Va.*

"A most valuable and interesting book and very complete." *Falk Wholesale Co., Wholesale General Merchandise, Boise, Idaho.*

"It is a mighty fine book and it will fill a place in the library which has heretofore been vacant." *A. G. Van Nostrand, Bunker Hill Breweries (Charlestown), Boston.*

"Your book has filled a long-felt want." *E. D. Bear, Groceries, Provisions, etc., Carlisle, Pa.*

"The Grocer's Encyclopedia far surpasses our expectations. Yours has evidently been a labor of love and your book looks good to us." *L. G. Kunze, Wholesale and Retail, Chicago.*

"It certainly is a very fine book . . . The best \$10 I ever spent." *John F. Schulte, Wholesale and Retail Grocer, Cleveland.*

"We are very much pleased with the production." *Corinth Grocery Co., Wholesale, Corinth, Miss.*

"It is a wonderful book and it will be a valuable aid to the grocer who is so fortunate as to possess a copy." *G. Reddish, Secretary, Denver Retail Grocers' Assn., Denver.*

"A very attractive book and one which we should think every groceryman would be glad to own." *E. G. Whittlesey & Co., Inc., Wholesale Supplies, Hartford, Conn.*

"I am very much pleased with it. I would not part with it for many times its cost if I could not get another one." *Wm. T. Blackman, Blackman & Fuller, Wholesale Grocers, Hastings, Nebr.*

"We wish to congratulate you upon the very comprehensive manner in which this book has been compiled." *A. M. Todd Co., Growers & Distillers of Essential Oils, Kalamazoo, Mich.*

"We consider it to be very valuable to us and would sooner do without a dictionary than one of these books." *Bittmann-Todd Grocer Co., Leavenworth, Kans.*

"Permit us to congratulate you on the beautiful work which you have turned out. It is far superior to anything of the kind we have ever seen." *Chr. Hansen's Laboratory, Little Falls, N.Y.*

"The book is very beautiful and practical." *The Jones Company, Wholesale Grocers, Louisville.*

"The writer has been looking for a book of this character for a great many years, and we assure you it comes fully up to expectations. We think you deserve great credit for getting out a book so exhaustively covering the broad line of Groceries." *H. O. Rice, V-P. Sergeant & Rice Co., Wholesale Grocers, Nebraska City.*

"We have received The Grocer's Encyclopedia. Consider it more than worth the amount charged." *V. G. Walne, Mgr., A. M. & J. Solari, Ltd., New Orleans.*

(To be continued)

The Encyclopedia tells how to select, care for, and use all kinds of foods—and many other articles sold in modern groceries. It contains 500 illustrations, including 80 beautifully executed full-page color-plates. It cost nearly \$50,000 to produce, but it sells for only \$10.50. Copies can be obtained from the BOOK DEPARTMENT, MACLEAN PUBLISHING COMPANY, Toronto, Canada.

Here's a Real Achievement

The perfect production of milk products for 60 years has made

BORDEN'S

famous the world over—a name inseparable from "Milk Products of purest quality." The Borden Lines are more satisfactory to the housewife for so many purposes, it will pay you handsomely to give them prominence in your window displays. Be sure your stock is kept complete.

If you are not already acquainted with Borden selling value get a small trial supply to-day.

You will not want to be without it afterwards.

Here is the Borden list and everyone is absolutely reliable.

"Eagle Brand" and "Reindeer" (Condensed Milk)
 "St. Charles" and "Jersey" (Evaporated), "Reindeer" Cocoa and "Reindeer" Coffee.



Borden Milk Company, Ltd.

"LEADERS OF QUALITY"

Montreal

Branch Office, No. 2 Arcade Building, Vancouver

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



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.



Waste Paper
\$13.00 a ton.

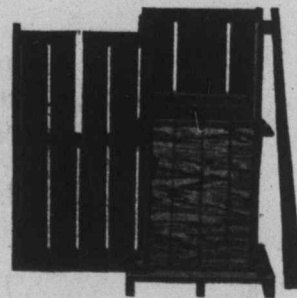
A
"Climax"
All teel Fireproof

Baling Press
convert your waste
into compact bales
ready to ship and
sell at the highest
prices.

Ask us for infor-
mation.

Climax Baler Co.
Hamilton, Ontario

WHY WASTE PAPER should be baled



THE JEWEL PAPER BALER

It is worth \$10.00 per ton and up.

It is more easily and quickly baled than burned or otherwise disposed of.

The JEWEL BALER means a permanent convenience and a permanent revenue.

Write to-day for full particulars re baler and paper market.

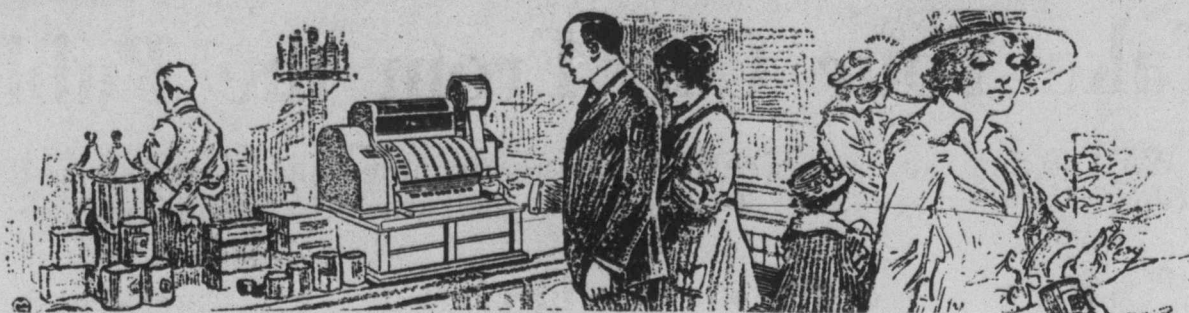
General Sales Co.
203 Stair Bldg., TORONTO

Your best customers will not thank you for paring a few cents off the price of their coffee.

Give them something exceptionally good at a fair price and you will have their trade to keep.

In other words sell Chase & Sanborn's
HIGH GRADE COFFEES.

CHASE & SANBORN - Montreal



If You Cannot Apply This Test to Your Method of Handling Cash—You Are Losing Profits

How much money is there in your cash drawer now? No, don't say you'll count it—do you know? Can you say at a glance?

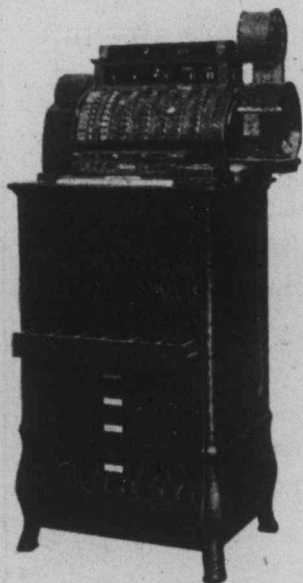
And how much **should** be there—can you tell? At once? Is the sum that should be there the same as that the drawer actually contains? Is it more—or less?

Both of these questions are fair tests of your cash methods. If you cannot answer them promptly — without doubting, without hesitating — you need a National Cash Register.

It will answer both these questions—at a glance. It will answer them correctly—it is infallible. Every transaction made in your store it permanently records—removes all uncertainty about your cash.

A National Cash Register Will Bring Efficiency in Your Store

Rid yourself of those old-fashioned, slipshod ways of handling cash. Put in their place efficient methods—that safeguard your profits and win you the confidence of satisfied customers. A modern National Cash Register forces you to record every sale on which you allow credit—to give a receipt for every cash sale. Write now for full information about the cash register made to suit your kind of store.



No Merchant Can Do All These Things Effectively — Our 1916 Model Can

It forces accurate records of all transactions between clerks and customers. In two seconds it prints a receipt or sales slip showing the amount paid or charged. It gives the merchant the cheapest, most direct, and most effective advertising of his store and service. It prints a visible list that tells the merchant which is his most valuable clerk. It tells the total number of customers daily and how many customers each clerk waits on and the amount of his sales. All these things save the merchant time; free him from work and worry; attract trade and increase profits.

The National Cash Register Co.

of Canada, Limited

Christie Street

Toronto, Ontario

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

Take Your Cue From the Public

What do they think of Shirriff's? Constantly increasing demand shows that it is Shirriff quality they want. Let them have their way. Let them know you sell

Shirriff's Jelly Powders

Let our window displays help you. The result for you will be like that enjoyed by hundreds of grocers all over Canada—a good margin of profit and rapid turn-overs.

There's a fruit flavor for every taste and quality that makes steady customers.

Write us for particulars.



IMPERIAL EXTRACT CO., TORONTO

AT LAST WE HAVE THEM

*Fibre
Vinegar
Measures*

PINT QUART FUNNEL

\$2.50 per Set

Used and highly commended by the
Grocery Trade in the
United States.

WALTER WOODS & CO.
HAMILTON and WINNIPEG

Keep Up The Connection

you have made by past efforts in advertising. New friends are alright, but it is a fallacy for one thing, and bad business for another, to create a demand for goods or service and then lose the fruits of your work by default. Letting your old friends know that you want their business is also the surest way to gain new ones.

Advertising in CANADIAN GROCER is the medium.

Rate Cards and full particulars on request.

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

1917

The new year, 1917, has opened under world-wide conditions of stress and strain. Markets are going to be difficult and prices hard to gauge. But merchants can always be certain of one thing, that is the quality of

St. Lawrence



Sugars

And it's quality that counts in the long run.

We stand behind every pound of sugar that leaves the refinery.

St. Lawrence Sugar Refineries, Limited
MONTREAL

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

E. P. SAUCE

(Epicurean Fruit Sauce)

Made-in-Canada

A big favorite, with every person appreciating high-grade, quality and palatable wholesomeness.

You will find E. P. a dependable seller and a sure repeater if you give it prominence on your sales counter! And the profits are worth while.

Send for samples.

The
Canada Sauce and Vinegar Co.

519 King St. W., Toronto



In your Locality are many Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S DOG CAKES, Puppy Biscuits and Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

Purity TABLE SALT



Ask the other
fellow

Any dealer who has tried out the selling value of "Purity" Table Salt will tell you that it is a pretty good thing to bank on for bigger, better business.

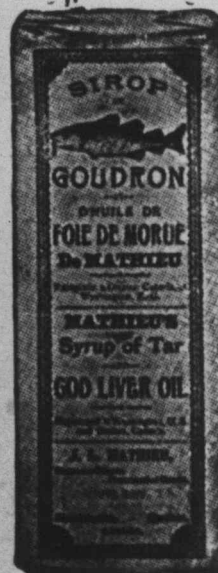
Housewives everywhere appreciate its unquestioned purity and economy. Purity salt is made under ideal conditions in an up-to-the-minute plant, positively guaranteeing it pure to the last degree.

"Purity" salt is unequalled for table or dairy use. It satisfies the most critical.

Now is an opportune time for you to test the popularity of this housewife's favorite seasoner.

Send in your order to-day.

**THE WESTERN SALT
CO. LIMITED
COURTRIGHT
ONT.**



Introduce Every Customer to

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

With the coming of the cold wintry days comes the opportunity to sell your customers this well-known and reliable remedy. For coughs and colds in any stage there is no more reliable remedy than Mathieu's Syrup of Tar and Cod Liver Oil.

Your customers will appreciate your thoughtfulness in suggesting this splendid body builder. And you can confidently guarantee results.

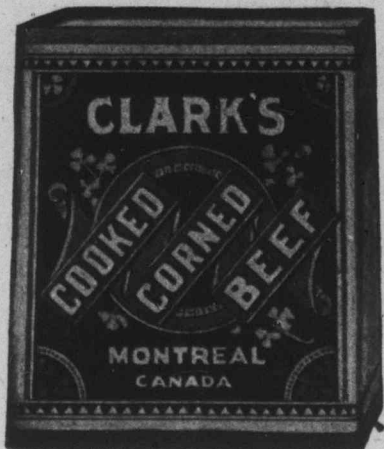
Feature this effective cold breaker now.

Profits are good.

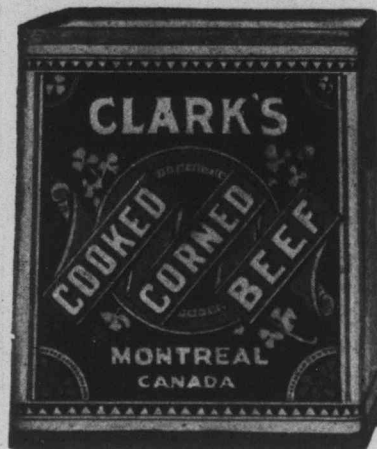
J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE QUEBEC

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

CLARK'S COOKED CORNED BEEF



Sizes
1/2, 1, 2,
6 and 14



The goods you want, Mr. Grocer, are the goods that "SELL."

The QUALITY and REPUTATION of Clark's Cooked Corned Beef will make you more SALES, and more friends than any other.

THIS IS THE TIME TO BUY

W. CLARK, Limited, Montreal

Clark's

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

ONTARIO

Send me samples and quotations of white

BEANS

FRED J. WHITE
BROKER
27-29 Wellington St. East
TORONTO CANADA

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

W. H. Escott Co.
Limited

Manufacturers'
Agents
Wholesale
Grocery
Brokers

Winnipeg
MANITOBA

BRANCHES:

Regina
Calgary
Saskatoon
Edmonton

ESTABLISHED 1907

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

FOR SALE
Choice Potatoes, Selected Eggs,
Creamery Butter, Honey,
Fancy Dressed Poultry.
C. A. MANN & CO.
78 KING ST. LONDON, ONT.

Loggie, Parsons & Co.
Merchandise Brokers and Manufacturers'
Agents
Open for Agency for Ontario or Coast to
Coast. Best References.
"We cover Canada 3 times a year."
33 Front St. E., Toronto, Ont.

WESTERN PROVINCES

Start the New Year
right.

Ask us for prices.

**W. H. Millman
& Sons**
Grocery Brokers
TORONTO

Watson & Truesdale, Wholesale Commission Brokers
and Manufacturers' Agents

Have live men working the retail trade daily. They get the business,
and can get it for you. Write us, and we will explain our system.

Trackage Storage Distribution
120 Lombard Street, - - WINNIPEG, MAN.

G. B. THOMPSON
Wholesale Commission Broker
and Manufacturers' Agent.
We can handle a few more good lines.
Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

THE H. L. PERRY CO.
214-216 Princess Street, Winnipeg
We can make a success of your Agency.
Our STORAGE, DISTRIBUTING and
FORWARDING facilities are unexcel-
led.
Correspondence solicited.
"Always on the Job."

FEATURE FOR THE TRENCHES
**G. Washington's
Refined Coffee**

Canadian Sales Agents:
Edmund Littler,
169 William St., Montreal, P.Q.
W. Geo. Varty,
29 Melinda St., Toronto, Ont.
W. G. Kyle,
261 Stanley St., Winnipeg, Man.
E. J. Roberts,
215 10th Ave. West, Calgary, Alta.

C. S. Turner Co.
147 Bannatyne Ave. East
WINNIPEG
Manufacturers' Agents
Excellent Storage, Forwarding and
Distributing Facilities

C.H. GRANT CO.
Wholesale Commission Brokers
and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can
give you results on yours.

F. D. COCKBURN
Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd.;
John Taylor & Co., Ltd., Toronto, and many
other large British, American and Canadian
firms. We can give the same time and service
to your product.
149 Notre Dame Avenue, East, Winnipeg

McKelvie & Stirrett Co., Limited
Wholesale Grocery Brokers
and Manufacturers' Agents.
CALGARY ALBERTA
We solicit agencies for staple lines.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

QUEBEC.

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

To The Trade
Buyers and sellers of
**All Kinds of Grains
and Seeds**

Denault Grain and Provision
Co., Limited
SHERBROOKE, P.Q.

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

G. Gagne Grocery Broker
and Manufacturers' Agent

We have a connection in Quebec City
and throughout the province.
111 Mountain Hill Quebec City

MARITIME PROVINCES.

This space \$1.00
per insertion on
yearly order.

J. N. COCHRAN
Manufacturers' Agent and Grocery
Broker
FREDERICTON, N.B.
I have a connection with both wholesale
and retail trade throughout the entire
Maritime Provinces.

NEWFOUNDLAND

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

Six Thousand Copies Sold

A recent circular describing THE GROCER'S ENCYCLOPEDIA contained several pages of commendations by wholesale and retail grocers; by manufacturers and food experts; by editors, librarians, and educationists. But even more impressive is the fact, just announced, that **Six Thousand Copies** have been sold. This is wonderful testimony to its practical money-making and money-saving value.

If YOU do not already own a copy, why not make yourself a present of one?

The Grocer's Encyclopedia is the source from which hundreds of up-to-date grocers, scattered throughout the country, are obtaining the information that is creating for them new and higher business reputation and is delighting and astonishing their customers.

Why not help yourself into the same class when you can do it so easily—merely by reading a book which you will find much more entertaining than a daily newspaper?

You will read a few lines here and an article there, and, before you realize it, you will have absorbed a great deal of knowledge on the goods you handle—you will have, at your tongue's end, interesting information that customers will enjoy hearing from you—and that will speedily give you the reputation of a man who "knows everything about all kinds of foods."

You will be surprised to observe what a difference such a reputation will make in the way that people think of you and refer to you. It establishes you as an authority in your line of business. Your word and your opinion will carry much more weight than they do to-day.

Such knowledge and such reputation are a great deal in return for an outlay of only \$10.50—the price of the Encyclopedia, delivered to you.

Copies can be obtained from **THE CANADIAN GROCER**, 143-153 University Ave., Toronto, Canada.

Furnivall's

FINE
FRUIT
PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto.
Montreal—W. S. Silcock. St. John, N.B.—MacLaren Imperial Cheese
Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E.
Sheppard. Hamilton—R. M. Griffin. Winnipeg, Man.—W. L. Mac-
kenzie & Co., Ltd. Calgary, Alta.—MacLaren Imperial Cheese Co.,
Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—
Mowat & McGeachy.

THE surest way to build up more profitable jam sales is to constantly feature Furnivall's Fine Fruit Pure Jam—the jam whose peerless quality and deliciousness is making lasting friendships everywhere.

You can recommend Furnivall's, knowing it to be as good and as pure as the skill of the most expert jam makers can make it.

Keep it well displayed. It pays good profits.

FURNIVALL-NEW, Limited
Hamilton Canada

Where to Buy Your

Elgin National Coffee Mill



Ask your jobber for Catalog No. 24C. Any ELGIN NATIONAL you purchase is guaranteed by us to give YOU continual satisfactory service.

WOODRUFF & EDWARDS CO., Elgin, Ill., U.S.A.

BUY

STAR BRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila
and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

E E E E E

of

P o l i s h

GIPSY

Stove Gloss

Order from your Wholesaler.

HARGREAVES (CANADA), Ltd.,

The Gray Building, 24 & 26, Wellington St., W., Toronto. Western Agents: For Manitoba, Saskatchewan and Alberta: W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Creeden & Avory Rooms 5 and 6, Jones Block, 407 Hastings Street West, Vancouver, B.C.

The soap for all- round service

Get your customers once thoroughly acquainted with the sterling merits of WONDERFUL SOAP and the repeat sales are assured. For Wonderful Soap gives a service, an all-round satisfaction-giving service, that is positively unequalled by any other.

For laundry work, or scrubbing, for toilet purposes or the bath there is no other soap of such all-round excellence.

If you are not now selling Wonderful Soap you should begin immediately. The profits are good.

Guelph Soap Company
GUELPH ONTARIO



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



Will you be one

of the wide-awake grocers who are going to materially increase their profits during the coming social season by featuring

E. D. Smith's Grape Juice

—the common sense temperance drink?

Your customers will like this delicious product. They will like it for its own inimitable goodness and because it is the most economical Grape Juice on the market. So rich in strength and purity is it, that dilution is necessary to make it palatable.

All the sweet, natural flavor of the Concord Grape is preserved by the E. D. Smith process. The demand is growing. Why not get your share of the resulting profits?

E. D. Smith and Son, Limited

WINONA, ONT.

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

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

Wagstaffe

Suggest

Wagstaffe's Pure Marmalade

with every order



ORANGE MARMALADE
GINGER MARMALADE
PINEAPPLE MARMALADE
GREEN FIG MARMALADE



With the Compliments of the Season.

Wagstaffe Limited

HAMILTON, CANADA

➔ Our customers have been increasing their purchases of high-grade black teas.

➔ The public are demanding quality.

➔ Our specialty has always been cup selections.

➔ We have a large stock in store and can match any line of Ceylon or Indian at lowest prices.

"SATISFACTION GUARANTEED" OR "RETURN AT OUR EXPENSE"

KEARNEY BROS., LIMITED

TEA AND COFFEE MERCHANTS

33 St. Peter Street

MONTREAL

Every Day Is Pay Day

THAT'S right—every day you work our plan, your pay is given you. "Pay yourself first" that's the idea of our representative plan. When you devote ten hours daily acting as our representative—your pay is sure and certain.

We need a hustling representative right in your district. A young man capable of producing good business, preferably one with salesmanship experience. The position will pay big money to one with enthusiasm, energy and ability. Do you know, or are you such a man?

If you are and are willing to exchange your spare time, representing our publications, we will show you how that same spare time, properly used, will produce for you as much cash as your regular income.

Does this interest you, if so write us TO-DAY and we will tell you all about it.

The MacLean Publishing Co.
LIMITED

143-153 University Avenue, Toronto, Ont.

Making real coffee profits

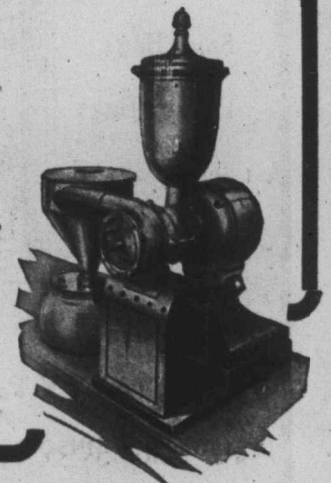
is easy when you are properly equipped. To realize what good, sound coffee profits are you should serve your customers from

The Hobart Coffee Mill

Install this satisfaction-giving little mill and watch your coffee sales grow. Then you will be in a position to give every customer absolute coffee satisfaction—coffee without a trace of chaff, coffee that is up to expectations.

There is no better mill obtainable than The Hobart. We would like to give you full particulars of our easy payment plan. It pays for itself.

The
HOBART MFG. CO.,
149 Church Street
Toronto, Ont.



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

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

To Manufacturers and Shippers

To take care of our agencies, we have competent sales staffs, offices and large warehouses at

Winnipeg
(Manitoba)

Regina
(Saskatchewan)

Saskatoon
(Saskatchewan)

Calgary
(Alberta)

Edmonton
(Alberta)

Vancouver
(British Columbia)

We are in daily touch with every Wholesale Grocer Jobbing House in the Provinces of

**Manitoba, Saskatchewan, Alberta and
British Columbia**

If you require SERVICE and RESULTS in marketing your products, communicate with us at any one of our offices.

Donald H. Bain Company

Wholesale Grocery Commission Brokers and Manufacturers' Agents.

WINNIPEG, MAN.

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

Write us for samples of

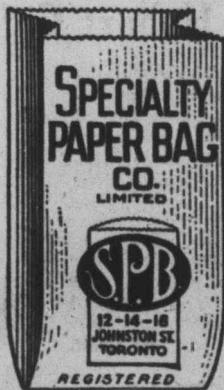
S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

- Confectionery Bags
- Spice Bags
- Peanut Bags
- Jelly Bags
- Lard Bags



We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.

Department G

12-14-16 JOHNSON STREET TORONTO, CAN.

Century Salt

Pure,
even
crystals

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

THE DOMINION SALT CO. Limited
SARNIA - ONTARIO

What They Say About Red Rose

One of the most common comments on Red Rose Tea by good judges of tea in the wholesale and tea brokers' offices is, "They do not know how we put such splendid quality in at the price."

It is the expert knowledge of combining qualities of different teas, especially those of the Assam district in Northern India, that produces and maintains this splendid quality.



A Pleasure to Sweep With

Let your customer feel the weight of the "Keystone" Nugget Broom in her hands. She will realize what a help it will be on a big day's sweeping.

Then assure her that, being a Keystone, it has got the quality, too—that is, the fine green corn will NOT come out or turn over at the ends.

Profit and satisfaction for you in this line.

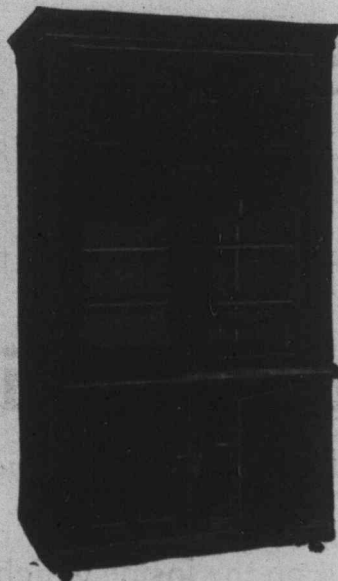
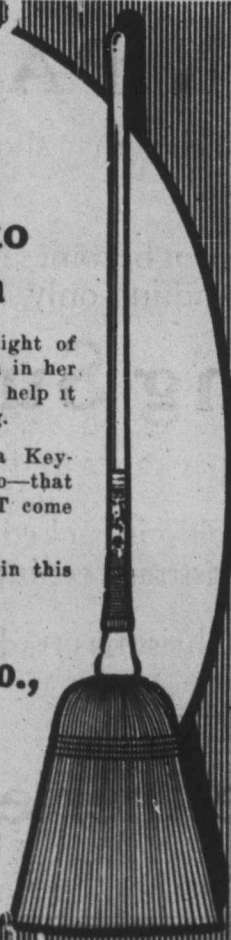
Write for Prices, etc.

Stevens-Hepner Co.,

LIMITED

Port Elgin, Ont.

The "Nugget" Broom is only one of the famous Keystone Brand Brooms and Brushes.



We were the first

to place on the Canadian market a refrigerator of the cold storage type, with cold storage windows and doors. The Eureka was the name of that refrigerator. It was a leader then. To-day it is ahead of all others. Eureka features and patents are all original. Why experiment with inferior imitations which are neither patented nor of any practical use?

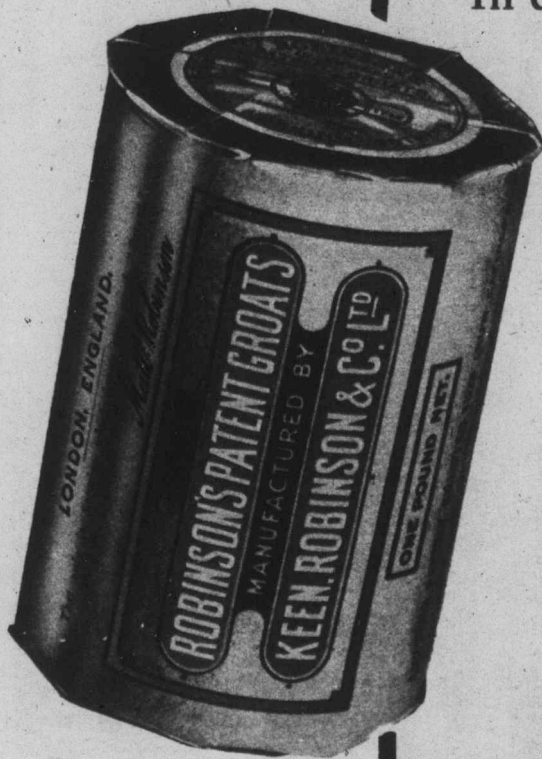
Get the one common-sense refrigerator obtainable. Get the best there is. Get a Eureka. It pays in the long run.

Eureka Refrigerator Company

Limited

31 Brock Ave. TORONTO

REPRESENTATIVES:—Wolf, Sayer & Heller, 76 St. Paul St. E., Montreal. P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc.



In demand everywhere—

Robinson's "Patent" Barley and "Patent" Groats

The widespread popularity of these two cereals is creating big sales and profits for dealers all over Canada.

Your customers need no introduction to such well-known cereals. Just remind them through a neat little display of these attractive packages.

See if your stock needs replenishing.

Magor, Son & Co., Limited

30 Church St., Toronto 191 St. Paul St. W., Montreal

AGENTS FOR THE DOMINION OF CANADA.

ICING SUGAR IN PACKAGES

If there is one kind of sugar as against another that should be put and sold in original packages it is Icing.

When stocked in bulk for any length of time it becomes hard and lumpy. Avoid unnecessary trouble in this direction by handling only

Lantic Icing Sugar

packed 20 and 50 *one pound* packages to the case.

In addition to the carton our Icing is packed in a paraffin bag on the inside which insures keeping qualities.

Order a case to-day for your Christmas trade.

Atlantic Sugar Refineries, Limited
St. John, N.B. Montreal, Que.

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

CANADIAN GROCER

Vol. XXXI.

TORONTO, JANUARY 5, 1917

No. 1

Wholesalers Review Conditions

Optimistic Reviews of the Past Year's Trade — Interesting Suggestions From Men Prominent in Trade—The Prospects for the Coming Year — Caution in Buying is Advised—Experience That Will Help in the Coming Year's Trade.

THE wholesaler has his fingers pretty closely on the business pulse of the country. Dealing as he does with merchants in different parts of the country his opinion is based on conditions not alone of one section, where local conditions may have engendered a false prosperity, or a depression that does not represent the country as a whole. On the whole the opinion of the wholesaler on trade conditions is a satisfactory standpoint as any upon which to base an estimate of the past year's trade and the prospects for the coming year.

It is a reassuring fact to note that practically without exception the wholesalers speak of a very satisfactory year's trade, satisfactory not alone in the volume of business done, but in the general condition of the terms on which this business was done.

W. G. Patrick & Co., Wellington St., Toronto, speak of the biggest year's trade they have had since 1913, which was the banner year's trade. To be able to surpass the lead of a year before the burdens of the war had been added to all lines of trade, is in itself no mean feat, even when it is taken into consideration that the increased price of goods may give a certain superficial element of improvement in business conditions.

When this fact has been discounted, however, and a proper perspective obtained on the year's business and this business still shows a decided advance then it is indeed a fact that justifies a little congratulation.

From Hamilton, Wagstaffe Limited report an exceptionally satisfactory year. Mr. Wagstaffe, the managing director, states: "Business for 1916 has been exceptionally good. The reason for the increases are first, British importation being cut off. We formerly imported from seven to eight hundred thousand dollars' worth of jam a year. Second, the housewife, now that she can buy a better class



of jam, marmalade, etc., has ceased to put down so much fruit for herself. The high price of butter, bacon, eggs, etc., has also been a factor in helping sell our goods."

A Greater Volume of Business, Profits Less.

From Montreal, a well known coffee house doing a Dominion-wide business reports that their business for 1916 showed a much greater volume, but that the profits were smaller. This increase in business was attributed to the fact that every worker was employed generally at good wages.

Regarding the retail trade their firm speaks in most satisfactory terms. "The retail dealer is doing well and is more prosperous than ever." This is due partially to the fact that the non-progressive and non-aggressive retailer is gradually being eliminated.

Future Conditions Depend on Readjustment After the War.

What are the prospects for 1917? This firm takes the position that so many others have adopted, that not knowing the future it is idle to express an opinion. To quote the exact words: "One prediction is as good as another. Future prospects depend on the duration of the war and the nature of the readjustment thereafter."

W. H. Millman & Sons, Toronto, write in a very optimistic strain:

"Business for 1916 with us was larger than for previous years. We presume the increase is due partially to the war, and the natural increase in growing business.

"We would think the prospects for 1917 business should be good. Of course, if the war should terminate suddenly it no doubt would upset a great many people's calculations and alter things materially, still, they should right themselves, and on the whole 1917 should be a prosperous business."

A Large Increase in Business.

E. D. Smith, of E. D. Smith & Sons, Winona, Ont., also takes an optimistic view both of past conditions and of future prospects. He writes:

"Our business in 1916 was 35% ahead of 1915, due to better demand from the grocery trade, caused, no doubt, by the stopping of imports from Britain, and the depletion of stocks in 1915, also stoppage of jam exports from Britain, from which country Canada has imported as much as \$800,000 in a single year, no doubt made a much greater demand on Canadian producers. I doubt, however, if the same volume of jam was used as in 1912 or 1913, owing to very greatly increased prices due to high price of sugar.

"I think prospects for 1917 excellent. Prices will only be slightly higher, due to increase in price of tin and glass, but not likely, I should think, any higher for

sugar, and it may be that we shall get sugar enough cheaper than last year to make up for increased cost of tin and cases and labor. Anyhow, sales will be good I should think."

A Word of Caution.

W. H. Despard, of White & Co., fruit and produce merchants, Toronto, while speaking optimistically of the prospects, sounds a note of warning that is worthy of serious consideration. Unquestionably this continent is at the moment enjoying an era of prosperity. This prosperity is based on war business and incidents growing out of this business. Just what stability there is to this apparent prosperity, just how long it may remain, and just how the cessation of the war may affect it are questions that no one can answer absolutely, so Mr. Despard's caution that this inflated prosperity be not used as a basis for future guidance is certainly a timely word.

Mr. Despard's letter is printed here-with:—

"We have your letter of the 23rd inst., with reference to giving you our views on the business for this past season. The volume of business done in 1916 was considerably in excess of any previous year, from 20 to 25%. This increase is partially taken up in increased cost of commodities. Generally speaking the trade have been buying heavily this past season on account of the fact that labor has been well employed and considerable money has been given to the soldiers' dependents through the various concerns, giving them considerable spending money. Prospects for the coming season look very good, at least we think so, as long as the war lasts, and after that period it is very uncertain. We believe, however, it would be well to use caution in all transactions and not use the basis of inflated prosperity as a guide to the future. The shortage of the crops in Canada this past year has been off-set owing to the very heavy prices paid for them.

"In the fish business, in which we are considerable factors, supplies have been very light this past season owing to the larger ships on both coasts being used for patrol work, also to the very heavy export trade to England on account of the shortage of her catch. Also the fact is, that the people have been taking more and more to fish for a daily diet than heretofore, owing to the wide publicity the Government and private channels have given to this article of food. Furthermore this industry is getting a very staple business and we look for brighter prospects for years to come."

Obtaining Supplies the Great Difficulty.

Walter Wood & Co., Hamilton, Ont., in speaking of the prospects for the coming year lay their finger on the item of difficulty that pervades all the forecasts. Demand is good, people are prosperous,

the goods can be sold; but can the goods be procured? Will it be possible to get all the goods we require? This Mr. Wood thinks is the crux of the situation as to the probable prospects of next year. Perhaps Mr. Wood thinks this may have a good effect in bringing Canadians to a closer realization of the war and its nearness to us. Mr. Wood writes:

"Responding to your favor of December 23rd. We are glad to say that trade with us for 1916 has been very good, in fact our very best year, as to turnover, owing chiefly to the fact that every man and woman who is able to work and will work can do so and receive good wages. Then there is the man who rules us all (Mr. Farmer). He had fair crops and more than average prices (so we thought at **Turkey Time**), which has helped greatly toward our big business for 1916. We do not find any particular change in the retail trade, but the change in terms which was started some years ago is still moving to the desired end, cash in thirty days or less. As for the prospects for 1917, we have little to say, though we do not think that our worries are over, and that procuring supplies will be one of our troubles intensified, and perhaps Canadians generally will begin to realize that there is a war and that it is going to cost them something. We wish we could help to have everyone learn to save, and then be ready to help our gallant soldiers and sailors who are giving up everything for us."

The letter of A. M. Broder, manager of the White Swan Spices and Cereals Limited, is such an interesting and suggestive document that we print it in full.

"The year 1916 for the White Swan was the biggest year in our history and in more ways than one is much the most satisfactory year we have ever had.

"Sales increased even beyond our expectations and our cost of doing business despite added expenses all along the line have not exceeded the previous year.

"It has not, of course, been possible for us to maintain the same ratio of profit on this year's turnover as for the previous year, but in the face of rising markets throughout the year we consider ourselves fortunate in having been able to cover the advances from time to time.

"What we consider far more important for the past year than the actual increase in volume of sales is the fact that what we term our 'specialties' have become more firmly established with the trade as well as the consumer."

How Advertising Helped.

"Advertising is an ever-increasing factor in our scheme of merchandising and we never consider that our products are really 'sold' until they reach the ultimate consumer. The big thought, therefore, back of all our advertising is to sell the 'dealer' and then

sell the 'consumer' through the dealer — but without the co-operation of grocers our advertising would not be worth a cent.

"Sales in advertised specialties for the first three months of our Fall campaign more than doubled the sales for the first six months of the year and are now at the rate of a 400% increase over the first half of the year.

"We consider the main reason for our advanced progress in 1916 the co-operation of dealers with us in our advertising and not 'increased prices,' as might appear on the surface. The latter has contributed somewhat to the increase, but really does not account for the satisfactory change in our position, as it is always difficult to maintain the same ratio of profit in the face of rising markets.

Improved Condition of Canadian Trade.

In reference to changes in retail trade conditions Mr. Broder writes:—

"According to figures compiled for the nine months ending November 30 the number of failures in Canada was sixteen hundred as compared with twenty-six hundred for the same period in 1915. And the liabilities twenty millions as compared with forty-one millions during the preceding period. This is in itself a remarkable change in conditions of the trade. It necessarily follows that, if Canada as a unit can prosper, the individual dealer will share in that prosperity to the extent of his own efforts.

"The great bulk of the buying public is mainly the working class and the workingman has probably never had the same means at his disposal as he had during the past year.

"Added to the fact that he has had the wherewithal with which to discharge his liabilities and maintain his family with proper food it cannot be denied that temperance legislation has also done much to improve his position.

"It is all very well to say that 'people must eat,' but dealers know that they are not particularly anxious to have people eat unless they have got the money to pay for the goods they get. And I think that the biggest change that has affected the retailer during the year is the big change in the status of his biggest customer—the working man."

Non-Aggressive Retailer Foredoomed to Failure.

"As to the non-aggressive class of retailers. They are gradually being eliminated.

"In business as well as anything else it is simply a 'survival of the fittest.'

"There is a 'reason' for everything that happens and 'success' or 'failure' bears no relation to 'accident' or 'luck,' but is the result of rigid laws as to 'right' and 'wrong.'

"The non-aggressive dealer is a negation of 'action' and wherever you go—

(Continued on page 37)

Bookkeeping for 1917

A Practical System for Retail Merchants in All Lines—Simplicity Combined With Absolute Efficiency—The Books Needed.

By Henry Johnson, Jr.

EDITOR'S NOTE.—Henry Johnson, Jr., is back after an absence of two years. For many years he was a regular contributor to CANADIAN GROCER and his articles were always practical, helpful and readable. Now he has prepared a new series of articles dealing in the most practical way with store systems; and they will be a regular feature of all issues of CANADIAN GROCER from now on. The first of the series appears herewith.

I PROPOSE to start you on a system right now before you have finished your inventory. This because you can begin at once and get running without delay. Inventory totals can be inserted later. And next week I shall indicate some vital points about the inventory.

Most systems of bookkeeping are cumbersome, unwieldy and often not really informative. You want a system which is simple, concise and informative. It must be simple, so you can understand it readily. It must be concise, so you can operate it without devoting all your time to bookkeeping. It must be informative, so you may know what your business is doing.

I propose to tell you the details of my system, operated for seventeen consecutive years. It requires from twenty to thirty minutes a day. It will tell you just where you are at. Its details are ample for any business doing up to \$150,000 a year—and I know no reason why it will not do for one of \$1,000,000. How concise it is may be gathered from the fact that my seventeen years' record is contained in one ledger of 136 pages, and there is room for fully ten years' further history in that book.

Commence At Once

So let us start right off to-day so as to be ready for 1917. Get a ledger, standard size—page $10\frac{1}{2}$ x $15\frac{1}{2}$, ruled in detail with faint lines dividing the dollars so vertical columns are easily kept. Get a journal same size sheet, ruled six (6) columns, about 160 pages. Now proceed to open ledger accounts as follows:

Page 1, write "cash" at top and leave blank pages 2 to 14. Page 15, write "merchandise" at top, then skip to 29. At 29, write "interest and discount" and skip to 43. At 43, write "expense." At 57 write your own name, for your "personal account," and follow with names of other parties, corporation officers or partners, who have personal accounts, leaving about three pages blank to each. about page 70,

write "building," if you own your store. If you own several properties, open an account for each, indicating in each heading to which the account refers. About page 80, write "barn." About page 85, write "wages." Page 90, write "bills payable." If you deal largely in notes, taking customers' paper in settlements, etc., you should follow with "bills receivable" about page 95; but in usual practice, this account is superfluous. Page 100, write "advertising." Page 105, write "furniture and fixtures." Page 110, write "loss and gain." Page 114, write "savings." Page 120, "capital." Page 124, write "surplus."

Ample Reserve Space

This will leave you 12 pages at the end of the book; but except what I call the cardinal accounts, cash, merchandise, interest and discount, expense, barn, advertising, etc., none of the captions will work out just as the space is allotted. Some will overrun; others will occupy less room; and there will be special accounts from time to time which you will learn to "sandwich in" here and there as experience indicates may be most practicable. But, taking things by and large, this allotment will work out well.

Now set the ledger away, for you will not need it until after February 1st.

Of course, you take inventory sometime between December 25 and January 2nd. I take that for granted, and I take it that you know how to list your goods; so I'll pass that part of it until next week, when I expect to give you some valuable points thereon.

Meantime; let us get started.

Practical Operation

The best records for every purpose are original entries and documents. These are best for the collection of insurance in case of fire loss; best for reference, to settle any kind of dispute; best because if intelligently preserved for reference, they save time—time, which is the most expensive commodity in which we deal.

So our aim is to get as nearly down

to the first principles of original documents as possible, and the first requisite is a good, roomy safe. This need not be "burglar proof"—if there is such a thing—unless you are located in an isolated place and are apt to have considerable quantities of cash at times. The proper place for cash, other than the needful amount for the transaction of daily business, is the bank. Deposits should be made daily, in the afternoon, so that there will never be any great amount of money lying around. But the safe must be fireproof, and a large one may prove a very profitable investment, as we shall see.

The safe must contain: your books of original entry—that is, the ledger and journal; your unpaid invoices; your cheque book; all customers' original charge slips until they are "paid"; your record of customers' accounts. I may say that if you have an "account system" which is kept in a really fireproof cabinet, then you need not keep such documents in your safe. But be sure that said cabinet is fire-proof—in fact, be "absolutely" sure of that point. Remember that "fire" is the chief danger of the merchant; and that it is apt to be on the job 24 hours daily. Lastly, the safe must contain the documents I am about to describe.

This last is the file I call "Petty Vouchers." This is a common counter book, or "blotter," like we used to use years ago for the entry of orders and charges. The transactions which are most frequent in your daily business are the petty ones. You buy eggs, butter, hay and grain, potatoes; you pay express and freight; you hire the sidewalk swept or the windows cleaned; you pay cash for bakery goods, yeast, oil and gasoline, sometimes for fruits and vegetables; you send out for a few bolts to tighten the whiffletree or mend the stove. On the other hand, you are paid certain sums on account, or in settlement. Another most useful entry consists in a memorandum of agreement covering the terms on which you employ help. If you hire a man, or boy or girl, it is well to write: "Henry White begins Monday, January 8, at \$8.50 per week—driver on No. 3. Breakages and losses to be paid for by Henry thru deductions from wages." This is written on a regular entry slip and signed by both parties. If Henry is a minor, have

(Continued on page 28.)

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, *President.*

H. T. HUNTER, *Vice-President.*

H. V. TYRRELL, *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.

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Vol. XXXI.

TORONTO, JANUARY 5, 1917

No. 1

AN AMERICAN newspaper referring to the new Order-in-Council, speaks of it as Canada's New Sherman Law, and describes it as: "The extreme of public prejudice visited upon the most convenient goat." Well that's about the way it looks apparently to a lot of the folks over here.

* * *

A TACOMA Washington despatch notes the arrival of a ship from China with a heavy shipment of *English* walnuts. We have grown used to the idea that the English walnut is grown not in England, but in France. But it is a disturbing thought that the English walnut comes from China.

* * *

BRADSTREETS report of failures in the United States for the week of Dec. 16 shows 322 failures for the week as against 297 for the same week of the preceding year. It is interesting to note that 92 per cent. of the failures had less than \$5,000 capital and 6 per cent. had from \$5,000 to \$20,000. An interesting commentary on these bankruptcy proceedings is the case of one of the failures, liabilities \$13,000 assets \$12,000 of which \$10,200 was represented by open accounts. This is rather a striking example of why some grocers fail.

* * *

HERE is a new angle on the Egg Boycott idea. A woman's organization of Louisville, Kentucky, has declared a boycott on eggs, because of what they consider unjust prices. Now it appears that the farmers have become incensed and have declared a boycott against Louisville. No more eggs to go there till the egg boycott is lifted. There is something of the boomerang about this boycott business. One never knows just where it is going to hit. We judge, however, that the Kentucky farmers have a little the advantage of the Louisville housewives.

SOMEBODY ALWAYS LOSES

A CO-OPERATIVE Grocery Concern, known as the Ball Company has recently gone into bankruptcy in the United States Courts of Kansas. Like many another of these schemes it was financed by sales of stock to farmers and small traders who in return were supposed to buy the commodities they needed at a greatly reduced figure. The fact would not be worth mentioning except to point a moral. There is a type of person who makes a living promoting just such schemes as these. Several such companies have been brought to the attention of the CANADIAN GROCER quite recently. As long as they live up to the requirements of the law there is nothing that can be said. It is safe to hint, however, that the regularly established channels of trade are best, that these schemers that are represented as working so disinterestedly for the public benefit seldom, if ever live up to their object. The concerns usually pass away within a few months of their birth leaving few to mourn except those who have been beguiled by an attractive prospectus or a fluent organizer. Somebody always loses but it is not the organizers of these interesting schemes.

THE FARMER AND MARGARINE

THE Waterloo County Board of Agriculture at a recent meeting in Kitchener, Ont., placed itself emphatically on record as opposed to the removal of the prohibition against the sale of Margarine in Canada. A resolution was passed at the meeting requesting the government not to allow the importation of this article. That the Waterloo board feels strongly on the matter was evidenced by the fact that in place of the introduction of Margarine to reduce the price of butter, they suggest in their resolution to the government that, if necessary to bring butter

to a more normal price, it should take over the Creameries in Canada.

It is a little difficult to see where the country as a whole would benefit by government control of creameries. There has been no suggestion to date that the creameries were making undue profits. The troublesome part of the situation is that not enough butter is being produced to meet the actual demand, and this in turn is due to the shortage of milk. It is questionable if even the care of the most benign government would stimulate the reluctant cows to produce one more pound of milk. The prohibition of margarine is distinctly a protective measure. But why should it be necessary to protect an industry that cannot supply the demands made upon it?

There is also the question as to why the farming community as a whole should be opposed to the introduction of margarine, when the chief constituent of this product is steerine, a product that is made from beef fat. The demand for this product would naturally increase the price of certain beef products which would definitely accrue to the benefit of the farmer. It would seem as broad as it is long as far as the farmer is concerned.

"TO THE ADVANTAGE OF THE COMPANY"

THERE is no surer back-firer in the world than a derogatory word spoken against a competitor. It is a veritable boomerang, and while the utterer is eagerly watching to see its effect, it is more than likely to come whirring back to spill his own business brains about the shop.

It is a natural impulse perhaps, to decry anyone who walks the same path of life with us.

Everyone hankers to be the big frog of the puddle, and to have his own voice the loudest in the choir of the pond. That's human nature; human nature too, perhaps to suggest that bull-frog No. 2 is singing off the note if he seems to be attracting more attention than we. But it is human nature based on the fallacy that there is only one pond and only one degree of success.

To try to undermine your competitor was an accepted system of early business. But new business ethics and a widening of the business horizon have proved that it is neither good ethics nor good business. You can't point out the beam in your neighbor's eye without drawing unusual attention to the mote in your own. You can't undermine the public confidence in your competitor without in some degree injuring yourself. Silence in itself bespeaks success. It is a sign of inferiority to whine.

One large merchandising company expresses the idea in these words:

"It is the policy of the company to obtain and hold its trade by offering extensive variety, constant supply, careful selection, fair prices, uniform treatment, prompt attention and absolute reliability. Accordingly you should rely on these points in solicit-

ing business, and be careful to refrain from criticising and making derogatory remarks respecting any of our competitors, even though it should be called to your attention that some of them are engaged in unfair tactics. Such an attitude on your part, maintained constantly even in trying circumstances, is sure to win the respect of the trade and react strongly to the advantage of the company."

There is the gospel of the soft answer opposed to the big stick—not on the word of a preacher, but on the word of a business man. It is good business to speak no evil of your neighbor, it is "to the advantage of the company."

TAKING THE PROFITS, EVADING THE COST

IT IS seldom that a man or a nation can avoid all misfortune. Great advantages in one line, are more than likely to be compensated for by losses in another. No business system yet devised has been able to eliminate the possible element of loss. A certain percentage of loss is inherent in all business enterprises.

What is true of a business is true of a nation. Success, prosperity aggrandizement must be paid for, and the payment is a debit item. The world, the vast majority of the world, is at war. Nations are paying in blood and treasure for the cause they hold to be right.

The greatest Neutral, our neighbor across the line, has been lifted from a period of financial and late depression into unheard of heights of prosperity. The mantle of the world's financial prestige has fallen on her shoulders. She has gained greatly and paid little. She has paid only on the higher cost of goods for home consumption.

The retail merchants of California are presenting a petition to the President urging the placing of an embargo on foodstuffs.

Retail merchants of the state are supplied with petitions for signing. The instruction reads as follows:

"Ask your customers to sign their names and address. When they complain of the advance in price of these goods, explain the urgent necessity for an embargo to prevent their exportation to other countries.

"Let us 'FEED AMERICA FIRST' and reduce prices to normal."

In 29 States, newspapers of all political creeds are urging an embargo on wheat. Is America starving? No. Her prosperity is a by-word. The advantages of war have come to her unearned; born of the blood and tears and suffering of other lands. Such an embargo would place another burden on peoples less able to bear it. How deep does the "America First" attitude go? In a time of World cataclysm why should American prices be normal?

Will she take the profits and evade the cost?

Outlook in the Tea and Coffee Market

Some Hints of the Probable Trend of These Commodities—How Conditions Point to a Firmness of Price—The Probable Effect of Peace on These Two Lines—Some Interesting Information Relative to Canada's Coffee Trade.

LAST year there was a crop of tea in all parts of the tea-producing world that seemed sufficient to glut the market beyond hope of recovery. It seems impossible that the immense surplus should be consumed, yet the impossible happened. Not only was this immense extra supply readily consumed, but the expected glut failed to materialize; in the place of it there was a gradual increasing firmness in all grades of tea.

This year the prospects for the tea crop are not by any means as rosy. There is estimated to be a good crop, but even the most sanguine estimates place it far below the output of last year.

An Enormously Increased Demand

To what can this surprising increase in the demand for tea be attributed? For one thing there is the immense allied army in the field. This is making enormous demands on the food supplies of the world. Unquestionably a goodly portion of these men, sprung from the poorer classes, are enjoying better fare than ever before. Here alone there has been an immense increase in the consumption of tea. Nor is that all, even on this continent, the imports of tea have been increasing enormously during the past couple of years. This is accounted for in various ways. The wave of prohibition that is sweeping over the continent may be expected to have some effect in promoting the use of other beverages. But a greater factor than anything else probably is the ever-increasing prosperity on both sides of the border. A class of workmen who have never been able to enjoy anything that resembled a luxury have for the past couple of years been getting wages that they never dreamed of before, and are become a factor in the market of all lines of goods. It seems evident then that this year's supply of tea has to meet a market that in the past year has shown an enormously increasing demand. There seems no likelihood of any decline in the tea market. One large Canadian tea house has outlined its opinion of the situation in the following letter:—

Peace and the Tea Situation

"Cable from London this morning: 'Market steady, occasionally dearer.'"

"Peace—The fact that Germany is offering peace is bound to make everyone think more about peace than they have done. It seems quite impossible that peace is anywhere near at hand, may be

years away, but some day we will have to think seriously as to what effect peace will have on the tea situation. Perhaps the universal off-hand opinion is that prices will go down, but we wonder if exactly the opposite will not be the case.

"European countries will be completely bare of stock, and after the armies have become accustomed to the use of tea, the demand for it in Europe will be immensely larger than in pre-war times. Furthermore, we doubt very much if Russia has been able to obtain anywhere near as much tea as she could use and Russia is one of the countries that is likely to make very rapid progress after the war. In other countries stocks will not be more than normal and we doubt if transportation difficulties will be lessened for a considerable time after the war closes. First, the very large number of troops to be transported to Canada will keep a large number of ships employed and the great demand for materials for the rebuilding of the devastated countries will give new employment to a very large number, so it seems to us that the probable, perhaps the almost inevitable result, when peace eventually comes, will be that teas will be dearer rather than cheaper, and we think this is likely to continue for quite a period.

"Eventually the market would be somewhat lower, but to what extent it is almost useless to have opinions. Certainly there is small chance, we think, of ever going back to pre-war time prices, as we doubt very much if production can be increased more than enough to take care of the extra and growing demand that the war will have created."

Nor is this the opinion of one individual or one firm. The impression is growing daily that following the war there is not going to be the tremendous upheaval that it has grown to be a custom to expect. In many lands the supply of goods has been so depleted that there must of necessity be a heavy buying. As our correspondent above states, there is no immediacy about the probability of peace, but nevertheless, it is well to face the matter fairly and the growing opinion certainly is that the end of the war will see vastly heavier buying instead of lesser buying, and this can only have one result. This opinion is confirmed by the head of another large package tea house.

Buying Everything Available

"Tea is increasing in price," he said, "simply because there is not the necessary supply to satisfy the demand, and

the reason for this is that for one reason or another the countries of the world are actually consuming more tea than they were accustomed to. As for peace, it may be near or far, but it is not to my mind likely to be a depressing element in the tea market. The Central Empires are not very heavy tea drinkers, but still their buyings would be a considerable factor and would tend to increase the price of tea. Of course, no man can tell as to the future. He can only follow his own judgment and in following my own best judgment, I am buying everything that I can possibly get, not only in tea, but in boxes and aluminum, and in all the different items that are used in the manufacture and sale of package tea."

This is one man's opinion, a man who is closely associated with the tea trade and whose faith is expressed not in words alone, but in the fact of buying to the limit.

That is the situation in tea that has shown a considerable advance since the war began. What of coffee, that has remained practically at normal?

Effect of the Rumor of Peace on Coffee Market

From a Chicago coffee market report of recent date we quote the following:

"The market enjoyed a good rally from the peace reports, advancing sharply on the announcement that the German Government was ready to enter into negotiations, this, it being argued by the bulls, preparing the way for the end of the war and the reopening of the Central European markets to coffee which has been shut off by an embargo for the present year. The pressure from Brazil, it was inferred, would be quickly relieved should the Allies prove in a receptive mood, heavy receipts having of late forced steady decline in futures."

Here is another authoritative indication on the belief that the coming of peace will be a strengthening rather than a weakening element on the trade situation. Not that it is possible to feel as sanguine of immediate relief as the Chicago coffee market does. It will probably be many a long day before peace actually dawns, and in those intervening days there is a likelihood that coffee will remain fairly normal. There may be slight fluctuations on the primary markets, but these are not likely to be of sufficient magnitude to make any appreciable difference to the retailer. But the coming of peace will have a most material effect. At least such is the opinion of W. S. Greening, of T. B. Greening &

Co., and his opinion seems to be born out by the movement of at least one coffee market on the merest rumor of the possibility of peace. In this connection Mr. Greening volunteered some very interesting information. "The Central Empires," he said, "are the second largest coffee consumers in the world, the United States being the largest users. At the outbreak of the war there were a million bags of coffee warehoused in Antwerp, the property of the Brazilian Government, and another million bags in Berlin. These were, of course, seized by the German Government. Added to this, probably five million bags have sifted through Holland from her East Indian colonies. This, though it appears an enormous quantity, is a mere nothing to satisfy a three-year demand, and consequently both Germany and Austria must have long been bare of supplies in this line. It is obvious, then, that the moment peace is declared, both these countries are going to come into the market to buy sufficient quantities to meet a demand made more imperative by long abstinence. It would seem obvious that this must of necessity force an increase in price of a most decided character.

Canada's Trade in Coffee

This will have a decided effect on Canada, where the demand has been steadily growing until the heavy duties imposed on the commodity in 1915 brought about a temporary backward trend. It might be interesting to note the consumption of coffee in Canada for the last few years. In round figures it may be stated as follows:—

1912	12,000,000 lbs.
1913	15,500,000 lbs.
1914	16,500,000 lbs.
1915	8,250,000 lbs.
1916, to Sept.	8,200,000 lbs.

Though 1915 showed a very considerable decline owing to the causes stated above, it is evident that this decline does not in any way represent the general conditions prevailing in the coffee trade, nor even in Canada for that matter, for even with a fairly severe tax rate, the buyings for this year up to September equal the total of 1915 and it is held as certain, in well informed circles, that the complete returns for the year will bring it up to the figures of former years and may probably increase these figures.

Western Provinces the Coffee Users

One interesting point that Mr. Greening noted in connection with this growing demand for coffee was that the increase was more or less a matter of section. Practically all the increase in the sale of coffee comes from the districts west of the Great Lakes. It is mainly the Rio coffee that is sold in that section, whereas the better grades find a readier market in the east.

Mr. Greening backs this statement as follows: "Allowing a six million population east of the Great Lakes there is a

per capita consumption of coffee of only one pound, whereas allowing a population of two million west of the lakes, which closely approximate the actual figures, there is a per capita consumption of five pounds. In the west the consumption of Brazilian coffee is around 85 per cent., while in the east it is only about 45 per cent. In other words the easterner uses less coffee, but coffee of a better quality."

Where Canada's Coffee Comes From

Brazilian coffee, however, is the big item in the Canadian coffee trade; about 68 per cent. of the coffee consumed in Canada is Brazilian. Next comes Columbia, with about nine per cent., and the British West Indies with five per cent. Costa Rica, Venezuela, Guatemala and Mexico supply about three per cent. each; the Dutch East Indies, India, and Arabia about two per cent. each.

As the market item quoted suggested the Brazilian supply is proving a weakening market feature. With the second largest coffee consuming nation cut off from buying, it is natural that there should be an over-supply. In other words there is no immediate likelihood of an advance. But peace must come some time and when it does come it is going to add enormously to the buyings in coffee.

Moreover, the mere rumor of peace is sufficient to influence the market into a firmer tone, when there is any real basis for such a feeling, whether the actual accomplishment be still years away or not, it is certain that there will be heavy holding of the commodity to meet the expected demand, and in all probability will come an era of increased prices in a commodity that, barring a few minor increases due to congested freight conditions, has remained at a practically normal figure throughout the war period.

Views Worthy of Serious Consideration

World conditions are things that can only be guessed at. No man can safely say that thus and so will it actually happen. Unforeseen elements often step in to set at naught "the best laid plans of mice and men." It is possible, however, to foresee the conditions. They are as outlined above. The conclusions from these conditions cannot in the nature of things be absolute, but they appear to be reasonable. They are backed by the opinion of men of long experience in the trade, men who have enough belief in these opinions to spend actual money on the basis of their probable correctness. It would seem, then, that they are at least worth the serious consideration of all the trade.

The Sale of Flavoring Extracts Under a Retailer's Name

Retailer Who Places His Own Name on an Extract Other Than as Vendor Assumes Responsibility for Its Correct Manufacture—The Law Governing the Manufacture and Sale of All Flavoring Extracts.

MANY retailers have been accustomed to use their own names on many of the commodities they sell. While this may be of commercial advantage, it may also cause an element of risk unless great care is taken. Of course, in all lines of goods, it is permissible for a firm to have their own name placed on an article as the vendor, provided that the manufacturer's name also appears, but to place a name on an article without the manufacturer's name accompanying it, at once places the vendor in the position of assuming entire responsibility for the quality of the article. In some lines of goods, of course, it is even possible to assume this responsibility without any particular danger.

Assuming Responsibility for Flavoring Extract

Recently the CANADIAN GROCER has had a number of enquiries as to the advisability of a merchant putting his own name on flavoring extracts. An en-

quiry of the Chief Analyst of the Inland Revenue Department, brought the opinion that, "if the vendor is himself the manufacturer of the goods, or if he is willing to accept responsibility for their character, it is, of course, legitimate for him to place his name on the label. He may also put his name on the label as vendor provided that along with his own name that of the manufacturer appears."

It is interesting to note in this connection, too, the law governing the manufacture and method of marking various flavoring extracts. According to the 26th section of the Adulteration Act, passed in 1912, the following is the standard of manufacture, and the standard that the vendor must assure himself of if he proposes to place his name on any flavoring extract without the name of the manufacturer accompanying it.

The Laws Governing Manufacture and Sale

1. A flavoring extract is intended for

(Continued on page 30)

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 24

USES OF THE INDEX HAND

IT has been emphasized many times in this series of cardwriting lessons, that it is, not at all necessary, to be an artist to become a proficient cardwriter. Nevertheless, it is necessary to be able to draw, to a certain extent, in order to fulfill all the requirements of a cardwriter.

Among the many little bits of art work a cardwriter is called upon to do is the index hand. This is something a cardwriter in a large store may have to draw many times during a week's work. A cardwriter of a smaller store does not have the same call for this kind of work but should be able to do it as well as his more experienced brother.

Speed and effect are the two main points to be obtained. The cardwriter should be able to make the directory or index hand very rapidly, as this style of card should be turned out just as quickly as the other style of cards.

There may be many cardwriters who cannot work quickly because of non-practice. For the benefit of these, the

following quick method of obtaining a drawing of the index hand is suggested. Draw very carefully and lightly an index hand on tough drawing paper. Have it well proportioned and full of life. When it is satisfactory trace heavily. This will be a pattern that is always ready for instant use. To use, place a piece of carbon paper under the drawing and trace. This will give a faint outline in the desired position on the card. This should then be retraced with pen or brush as the case may be. About three different sizes should be made and kept ready for instant use. These patterns may be reversed by simply using the carbon paper with the black side up and under the drawing already on. This will give a drawing of a hand pointing in the opposite direction.

One thing essential is to have the drawing beyond reproach, even by an artist. That is, have the proportions correct and make it appear full of life and snap. This must be done entirely by outline. Shading of the drawing should not be attempted. Another thing to be avoided is the tendency to reproduce the

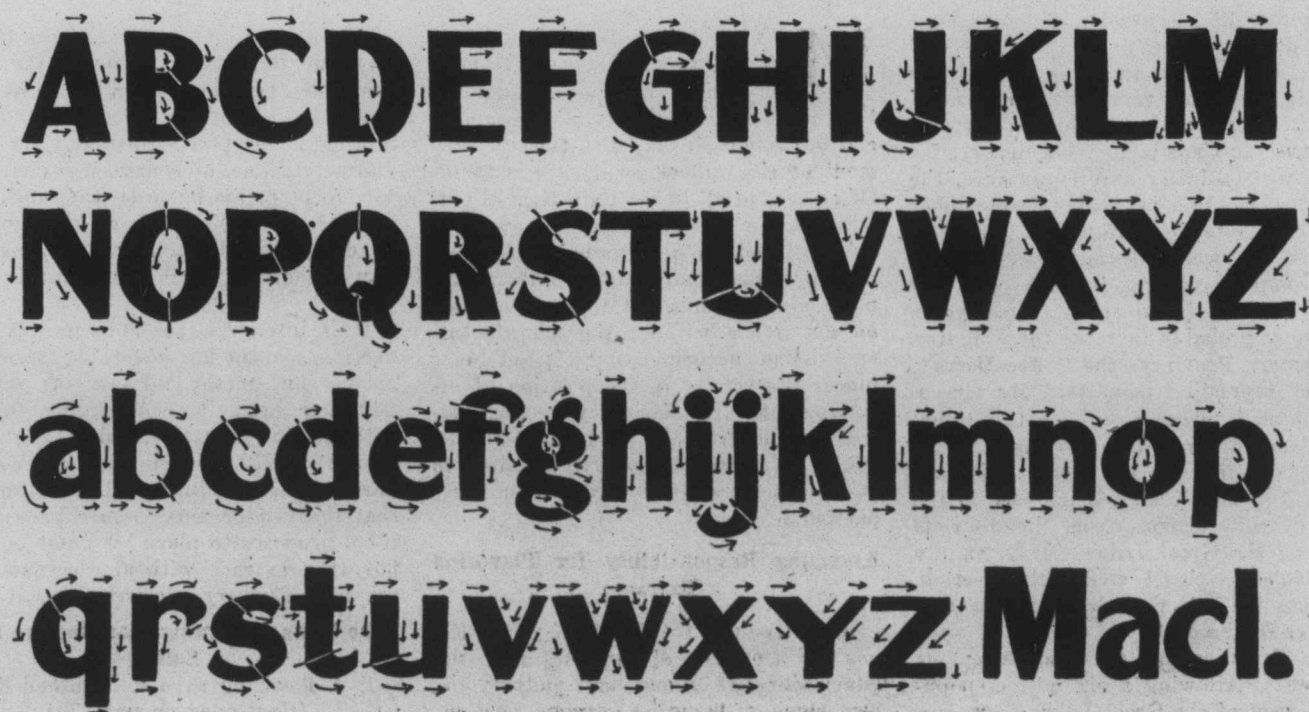
human hand in its natural state. It should only be made as an outline drawing that will give at a glance the desired result of acting as a directory.

Some cardwriting courses on the market to-day use a method for hand formation which should be commented upon. This style is the using of angles, etc., in order to get the hand in the proper proportions. It is a very slow process and all one can say about it is that it is not "modern cardwriting." It is more of a draughtsman's or designer's method and too slow for rapid cardwriting.

It is well to have various styles of index hands that can be used for variety's sake. If one keeps their eyes opened, these may be found from time to time in magazine advertisements.

Note carefully the collection of cards illustrated in Fig. 1. Here we have a few styles of index hands in actual use on show cards. These only represent a few of the various ways in which the hand can be used.

Card No. 1 is 11 x 14 inches in size and shows a brush stroke outline index



hand in use together with the upper case lettering shown in this month's chart.

The pointer shown is a style which is favored by many cardwriters, both on account of its being an easy one to execute and being snappy in appearance.

Card No. 2 is 14 x 22 inches in size and written portrait style. A card after this nature can be used to attract the attention of the customer. It should be hung near the stairway so that the hand would be pointing down in the right direction. If suspended from the ceiling, it should be similar on both sides. It will be noticed the hand is not the same shade as the card. Mix a flesh shade of opaque show card colors (red, yellow and white) and paint all the interior. This is not shading and only takes a couple of minutes to do. This makes a very effective contrast to the white background. The hand is first outlined in black with a small brush. The lettering on this card follows out this month's lesson chart with the exception of the words "in the basement," which are brush stroke work. The underlining is flesh color, the same as the hand, and the outline border of the card is black.

Card 3, the "Children's Section" card, shows the use of a silhouette pointer. This makes a very effective card and readily attracts the attention of the customer. This drawing is very similar to that on card 1, except that this one is made silhouette by painting in with black. Note how the narrow white lines bring out the lines of the fingers and nails. Note how the cuff is treated. The lettering is of the lower case type and shows this month's lesson put into use.

In card No. 4 we have the arrow used on the card as a pointer in place of the hand. This is not so popular as the latter, but is quite as effective. It is very easily drawn and serves as a variety. Note how the grey shade is used behind the arrow. This makes it stand out in



relief. The word "stoves" illustrates how a work with the letters receding is made. It starts at the left, about 2 1/2 inches in height and slopes to about 1 1/2 inches. The top of the work is kept parallel with the top of the card. The bottom of the word slants up to the right.

Card No. 5 shows the pen-drawn index hand in use. A drawing like this should be used on a card that is to be seen at "close up." The fine lines are too light for a card that is to be seen at a distance. This card also shows this month's lesson in use.

It will be noticed by viewing all these cards the importance of proper spacing to allow for the index hand. Note how the lettering is curved and sloped to

make the pointer prominent. This is a very important part of the work and special attention should be paid to it.

Errors in Drawing

In Fig. No. 2 we have an object lesson. These are a few of the many errors made by beginners who will not take the time to make these drawings correct.

"A." Here is a hand that is too narrow. Note how narrow the wrist is. This mistake is often made and should be avoided.

"B." This is just the opposite to the preceding one. It is too short and thick at the wrist. Note how clumsy it appears.

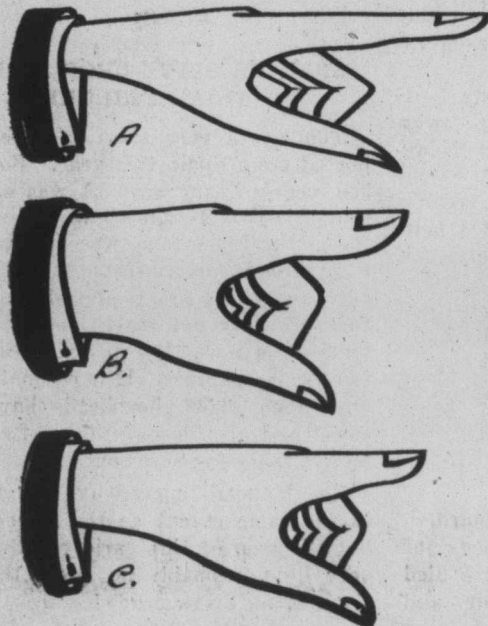
"C." This is another common mistake. The wrist is too long and the fingers and thumb are too short and stubby. It is important that this be avoided.

During this entire series of "Card-writing Made Easy" lessons, many varieties of alphabets, both of heavy and light formation, have been taken up, some suitable for large show cards and others for the finer kind of show cards. All of these are important to the cardwriter because each and every one has an important place in the show card world.

The alphabet this month shows yet another style. This one is called by sign painters "thick and thin." Some cardwriters call it a single and double stroke. It is a bold faced letter which is used on large signs and show cards alike with good effect.

For the finer show card work it is not advisable because a small bold faced letter has not the appearance that a finely spurred pen or brush stroke Roman letter has. So it is well to keep this letter to the larger cards and posters. For any card or sign that is to be read at a distance this type is excellent.

For reference sake we will call this a thick and thin type. It gets this name because one stroke of the letter is thick-



er than the other. On show cards, when this type is used, always use a brush that makes a stroke the same width as the narrow stroke of the letter. That means the narrow strokes are all to be made with one stroke of the brush. The wider strokes being twice as broad or two strokes wide. This type when executed properly does not need any filling in because the outline strokes will completely cover the centre of the letter.

It will be noticed that the stroke of each letter has not been numbered on this chart as on previous charts. This is more difficult to illustrate on account of the more numerous strokes than the brush stroke letters have. However, with the previous lessons in mind one should experience no difficulty in working out this formation. The numerous overlap-

ping of strokes also makes it impossible to number them correctly.

The first thing is to have the brush working properly. It must have a good chisel point and without a ragged edge. As the width of the fine stroke is a brush stroke use the size of brush that will make this stroke properly. Have the color working smoothly and work the brush to a good point on a piece of waste card before attempting this work. An individual explanation of this alphabet is not necessary, as the same method applies all the way through. Some of the curved letters are marked when the strokes join or overlap. The arrows indicate the direction in which to draw the brush. Notice that the ends of all strokes are finished with a stroke across the end.

kept, together with any later agreements, in the White account.

Now, whether you use a cash register or not, the best way to care for all such petty matters is to write each item on a slip and keep for reference. In case of payments, have the recipient sign the receipt. This helps out a lot, too, in many cases.

When you begin operations in the morning after you have balanced your register or cash, take these petty slips and sort them into merchandise payments—butter, eggs, etc. Barn payments, hay, oats, axle grease; expense payments, such as coal, light, telephone, wages, whether all taken together or subdivided into clerks' and barn wages, etc. When you have them sorted, paste them into the counter blotter, one below another, each class by itself, so that only the bottom of each under slip is visible. Now extend to the outer column of the book the amount of each slip and add up the separate totals. Here, now, you are all ready to begin as I shall indicate next week.

Canada's Potato Crop

IN the Census and Statistics Monthly, published by the Government, the following figures appear:

Prince Edward Island—The total production amounted to 6,386,000 bushels, as against 3,558,000 bushels last year. The average price was 52c per bushel, as against 46c last year.

Nova Scotia — This year 6,935,000 bushels, against 4,759,000 last year; while the average price was 69c per bushel, as against 58c last year.

New Brunswick—7,488,000 bushels, against 5,772,000 last year, and an average price of 84c, as against 64c.

Quebec showed a considerable falling off, there being 14,672,000 bushels, against 17,510,000 bushels. The difference in average price per bushel was 97c, as against 55c.

Ontario showed a still more pronounced falling off. This year showed 8,113,000, as against 14,362,000 last year, while the price shows a practical reversal, \$1.28 being paid for what was bought for 76c last year.

Manitoba shows a slight increase—4,760,000, against 3,104,000; the differences in prices were 61c per bushel, as against 54c.

Saskatchewan figures are 5,280,000 this year, 4,428,000 last; the prices were 62c, against 49c.

The far Western provinces all showed a considerable falling off.

Alberta produced 4,602,000, against 5,155,000; while the price rose from 33c to 53c.

British Columbia also showed a falling off; the yield was 2,892,000, against 3,956,000, and the price increased from 45c a bushel to 70c.

The total yield for all provinces was

61,828,000, against 62,604,000 bushels, a falling off of upwards of a million and a half bushels; while there was actually paid for this crop \$49,654,000, against \$35,964,000. In other words, though there was actually a crop scarcity over the former year of a million and a half bushels, there was paid for this short crop over \$13,000,000 more than for the crop of last year, making a percentage price of 81c a bushel, as against 57c last year. This might serve in a measure to explain the causes of the high prices of this year as compared to last, and set at rest some of the newspaper agitations on the potato question.

Hay and Clover More Plentiful

The report also outlines some of the other Canadian crops. Turnips and other roots have fallen below the figures of last year by 23,000,000 bushels, while the price paid for them was the same as last year.

Hay and clover advanced nearly four million tons and sold somewhat lower than last year, the average price being 11.51, against 14.22.

Fodder corn was short of last year's production about a million and a half bushels, but sold at approximately the same price.

The production of sugar beets declined 70,000 bushels, or practically half. The price was 6.20, as against 5.50.

BOOKKEEPING FOR 1917

(Continued from page 21.)

his mother, father or other guardian sign for him. I have saved lots of trouble that way. Such slips are filed with charges in the account file and

WAR AND THE SPINACH CROP

It seems a far cry from war to spinach, yet the war is given as the direct cause of the short crop of this healthful vegetable. The United States Department of Agriculture reports that Hollands embargo forbidding the export of spinach seed has materially lessened the acreage of this commodity. It is estimated that the crop will reach 550,000 barrels, compared with 786,826 barrels for last year. There is a considerable quantity of this product imported into Canada both fresh and canned, and the shortage may have an effect on the price here.

SPANISH OLIVE CROP A PRACTICAL FAILURE

There is a very short Olive crop reported from Spain this year. Following last year's heavy crop, it was expected that this year's crop would be light, but the natural shortage was increased by the inroads of insects. The Queen Olive crop is a practical failure, will in fact probably not reach more than one tenth of a normal crop and the quality is reported as poor. It is estimated that only about 3,500 hogsheads have been cured and of this only about 2,500 will be available for shipment.

The Manzanilla crop has not suffered to the same extent as the Queen Olive but the crop of this variety will also be very light, probably not more than one sixth of an average good crop.



CURRENT NEWS OF WEEK

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



Maritime Provinces

A change is announced in the personnel of the firm of John Hopkins, 186 Union street, St. John, N.B. The present change involves the retirement from the firm of one member, G. A. Stanley Hopkins. His two brothers, Aquila D. and Frank B. D. Hopkins, continue business at the old stand.

After an inquiry into the cost of producing and retailing milk, the City Council of St. John, N.B., came to the conclusion that they could not pronounce the present price of ten cents a quart unjustifiable. In consequence of this no further action will be taken by the civic authorities to combat the increased price.

Quebec

J. H. Debelois of Joliet, Quebec, was on a business visit to Montreal during the past week.

Montreal retail trade during the holidays is reported extremely good, and the outlook for the New Year is considered very hopeful.

Friends of Alex. McIntosh, baker of Point St. Charles, Montreal are glad to hear that he is improving in health after an attack of grippe.

R. Fournier of the staff of Hudon Hebert et Cie, wholesale grocers, Montreal, was in St. Jerome, Que., over the New Year holiday. He found business there exceedingly brisk.

P. M. Girard of the staff of Hudon Hebert et Cie, Montreal, has been most unwontedly detained from his accustomed place at business this week owing to passing indisposition.

J. A. Padgett of the staff of the Robin Hood Milling Co., in Montreal for the past couple of years or so, is leaving that firm shortly to go into business for himself in Lindsay Ontario.

Missed by a wide circle in the flour business will be Andrew Holiday, the veteran cooper, who passed away quite unexpectedly on the first day of the New Year. Although 84 years of age, Mr. Holiday was at work till the last working day of 1916, drawing his pay on Saturday afternoon. He has been known to flour merchants of Montreal for the past 40 or 50 years, and was a sterling character of the old school.

The death occurred at the General Hospital, Montreal, on New Year's day, of Norman S. Croker president of the Castle Blend Tea Co. The late Mr. Croker was found shot through the head

in his warehouse St. Maurice St. Montreal on Dec. 7 but owing to his great vitality survived the wound until the end of the month. An inquest is to be held into the circumstances. Deceased who was well known and respected in tea trade and business circles of Montreal, leaves a widow and three young daughters.

Ontario

Wm. McNabb, Toronto, has sold his grocery business.

The Quick Bread Flour Co., Toronto, have discontinued.

Hub Grocery and Meat Market, Fort William, have commenced business

W. E. McMann, Toronto, has sold his grocery store to E. H. Mulbert.

J. P. McDonald, grocer, Port Arthur, has been succeeded by J. L. McMullen.

W. A. McPhail, Ottawa, has been succeeded in his grocery store by S. R. Gibson.

Roy E. Elsley, Bronte, has been succeeded in his grocery business by L. Joyce.

J. P. McDonald, Port Arthur, has been succeeded in his grocery store by J. L. McMullen.

Fire broke out in A. L. Campbell's grocery store, Lindsay, on December 26, causing \$3,000 damage. The confectionery store and stock of W. McWaters was also damaged slightly.

The Kitchener Commercial Travelers' Association was organized on December 26. The election of officers was followed by a banquet, where a number of short addresses were given by a number of prominent speakers, amongst whom were J. G. Kane, of Toronto, president of the Commercial Travelers' Association of Canada, and J. H. Laughton, of the London Association. W. J. Moody was elected president of the association.

Western Provinces

E. Foran, Winnipeg, Man., has opened a grocery store.

A. Erne, grocer, Drumbheller, is commencing business.

Rose Shaw, Beausejour, Man., has opened a grocery store.

J. P. McDougall, St. Boniface, Man., has opened a grocery store.

Woodside, Ltd., Saskatoon, Sask., have sold their grocery store.

R. J. Walker, Carnduff, Sask., has been succeeded by J. B. Anderson.

Herbert and McGregor, Brandon, Man., have opened a grocery store.

G. A. Brown, Beausejour, Man., has added groceries to his butcher shop.

Mitchell Fruit Co., wholesale fruit, are commencing business at Condor, Alta.

Nimens and Wilson, Winnipeg, grocers, have been succeeded by F. P. Wilson.

The Provincial Canning Co., Victoria and Rivers Inlet, are commencing business.

J. A. McWatters, Penticton, B.C., has opened a grocery and gents' furnishings store.

W. H. Liese, Nokomis, Sask., has sold the stock of his general store to N. C. Taylor.

Prelate Supply Co., Prelate, Sask., have sold their general store to John Chechik.

S. L. Deroche, Winnipeg, Man., is advertising the stock of his grocery store for sale.

Dederer Bros., Winnipeg, Man., have opened a branch grocery store at Prussia, Sask.

Hugh J. Hickey, of Mason and Hickey, Winnipeg, was out of the city over Christmas.

Ida M. MacMillan, Winnipeg, Man., has sold her grocery store to Wagai & Blackburn.

S. T. Wallace, groceries and furniture, Vancouver, B.C., has disposed of his furniture stock.

The Fairview Grocery, Vancouver, B.C., has been taken over by the Calladine Grocery.

M. A. Rowe, general merchant, Nanaimo, B.C., has sold his business to Malpas & Wilson.

H. B. Norwood, Edmonton, has started a wholesale and retail fruit and produce business.

T. D. Watt, Escott specialty man, spent Christmas in Winnipeg at the home of his sister.

Robert Campbell, Saskatoon manager of W. L. MacKenzie and Co., was in Winnipeg last week.

J. Ross, Winnipeg, Man., suffered loss to his grocery store by fire. The loss was covered by insurance.

H. C. Andrew, the Calgary manager of the Donald H. Bain Co., was a visitor in Winnipeg during the holidays.

J. A. Campbell, manager of the Dauphin branch of Cameron and Heap Ltd., was in Regina over the holidays.

Rosholt and Wold, St. James, Mani-

toba, have been succeeded, in their grocery and butcher store, by H. Shapiro.

W. E. Carruthers, manager of the Moose Grocery Co., Moose Jaw, was recently married to Miss Phebe Hysop.

George McLean, head of the Geo. McLean Co., Winnipeg, wholesale grocers, was laid up during the holidays with illness.

C. Stewart Burton, manager for Cameron & Heap, Ltd., Regina, spent the holidays with his wife and son at Medicine Hat.

Andrew Cranston, city traveller for Campbell, Wilson and Strathdee, Regina, was a visitor in Winnipeg over Christmas.

E. H. Telfer, Calgary manager of W. H. Escott Co., has been confined to his home with illness for two weeks, but is recovering.

W. H. Escott Co., have been appointed representatives in the West for Robinson and Sons, Hamilton, ice cream cone manufacturers.

It is understood that the MacLean Grocery Co., wholesale grocers, Regina, are moving into larger and more commodious premises.

Frank Guise, city salesman for H. G. Smith, Ltd., Regina, spent Christmas with his mother in Winnipeg, later leaving for the East.

William F. Lea, until recently Saskatchewan detail man for Libby, McNeil and Libby, has joined the staff of Tees and Perse as Regina manager.

Clarence Vivian, buyer for H. G. Smith Co., Ltd., Regina, spent the holidays with his wife and family at his old home, Fort Rouge, Winnipeg.

Alex. Chalmers, Regina manager of W. L. MacKenzie and Co. spent Christmas with his wife at Fort Rouge. They were accompanied by Alex. Chalmers, Jr.

Mason and Hickey, manufacturers agents, scheduled their branch managers convention for Wednesday, Jan. 3 in the vice-regal suite of the Royal Alexander Hotel, Winnipeg.

Browns' Limited, Medicine Hat, have made extensive alterations and additions to the meat department. A larger refrigeration plant is being erected and an extra cutting block being put in.

J. L. Forrest, Saskatoon manager of W. H. Escott Co., has been in the East over the holidays, and before returning will visit the firm's principals in some of the large Canadian and American cities.

W. B. Grant, Saskatoon manager for Mason and Hickey spent Christmas with his family at Hamilton, Ont., but returned to Winnipeg for the Mason and Hickey convention of branch managers this week.

Duncan D. Ferguson, Edmonton manager of W. L. MacKenzie and Co., was at headquarters in Winnipeg last

week, and called at Moose Jaw on the way up, where he was formerly with the Codville Co.

The managers of Cameron and Heap Ltd., are meeting in Winnipeg early this month for a convention. Winnipeg is central, the head office being at Kenora, Ont., and branches at Fort William, Regina, Prince Albert, and Dauphin.

J. G. Hargrave Co., Ltd., one of the oldest retail grocers in Winnipeg, having been established there since 1879, are going out of business, and will devote all their time to their fuel business, which has assumed large proportions.

L. Murray Fuller, original proprietor of Fuller's Cash Grocery, Prince Rupert, B.C., later Fuller & McMeekin, has disposed of his interest in the firm. Thos. McMeekin, his partner, is continuing with the firm, now to be known as Fuller McMeekin Company.

The retail grocers of the city of New Westminster, have decided to go into the bakery business in competition with the regular bakers, and have now, through their association, leased a property equipped as a bakery. The new bakery will have a capacity of between 8,000 and 9,000 loaves per day.

The City Council of Prince Rupert, B.C., has been holding sessions of enquiry into the high cost of living. A proposition put forward was that the council buy sugar by the car load from Windsor, Ontario, and sell it to the retailers of Prince Rupert. There is a city market in Prince Rupert, also a Retail Merchants' Association. Interests of both are being represented before the City Council.

R. W. Atkinson, Edmonton manager of W. H. Escott Co., with T. H. Kaveney, the Regina manager, are calling on the company's principals at Vancouver, Seattle, San Francisco, Fresno, and will spend a vacation in Los Angeles. On their return to Winnipeg Jan. 15 they will call at Minneapolis and Chicago.

TRAVELLERS' CONVENTION OF THE W. G. PATRICK CO.

The W. G. Patrick Co. held a convention of their travellers from the Montreal, Toronto, Winnipeg and Calgary districts, in the show rooms of the Company on Wellington Street Dec. 27. A great deal of enthusiasm was displayed over the success of the business for the year, which had totalled the highest figures yet reached by the firm, even beating the 1913 record, which up to this time had been the goal aimed at. If the enthusiasm of the salesmen count for anything the year 1917 should show still further advances.

TEA FIRM REMEMBERS EMPLOYEES AT XMAS.

The travellers and staff of the T. H. Estabrooks Co., Toronto, had a very pleasant surprise when their Christmas envelope disclosed a very handsome Christ-

mas gift. This is the kind of generosity that adds to the pleasant relations existing between a firm and its employees. This year the Estabrook Co. distributed some \$2,000 in this way.

THE SALE OF FLAVORING EXTRACTS

(Continued from page 25)

the purpose of flavoring food, is a solution of correct strength, as hereinafter defined, of sapid and odorous principles derived from an aromatic plant or parts of a plant, with or without its natural coloring matters; and conforms in name to the plant used in its preparations.

2. The usual solvents employed in the preparation of flavoring extracts are ethyl alcohol, water and glycerine. In the event of any other solvents than ethyl alcohol, water and glycerine being used, such solvents shall be harmless to health, and their names shall be plainly stated on the label.

3. Solutions of natural or synthetic preparations such as vanillin, coumarin, benzaldehyde, methyl salicylate, or other sapid and odorous compounds, more or less resembling substances found in plants, or absolutely identical with these, if harmless to health, may be sold for flavoring purposes, if properly labelled so as to make it quite clear that they are not extracts as above defined; and preferably by the use of the word artificial or imitation.

4. If an extract be fortified or strengthened by having such natural or synthetic preparations as are referred to in the immediately preceding section added to it, the fact of such addition shall be clearly stated on the label, or the word **compound** or **mixture** shall be used to describe it.

5. Lemon Extract is the flavoring prepared from the lemon peel, or from oil of lemon, and contains along with more or less of the terpenes of lemon oil not less than two-tenths (0.2) of one per cent. of citral derived from oil of lemon.

6. Terpene lemon extract is the flavoring extract prepared as above described, and contains not less than five (5) per cent. of oil of lemon, and not less than two-tenths (0.2) of one per cent. of citral, derived from oil of lemon.

7. Vanilla Extract is the flavoring extract prepared from vanilla bean with or without sugar or glycerine, and contains in 100 cubic centimetres the soluble matters from not less than five (5) grams of the vanilla bean (the dried, cured fruit of *vanilla planifolia*).

Under these circumstances, the necessity of meeting the strict Government requirements as to composition make it extremely difficult for any retailer to assume the responsibility for these goods, and it would certainly seem to be the part of wisdom to throw the onus of the matter on the shoulders of the manufacturer, and merely let the retailer's name appear in the capacity of vendor.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

FLOUR during the week has held in a steady market with increasing firmness, due to the net gains in the upward price of wheat. An advance of 30c per barrel is recorded and the market is in continued firmness. Sugar declined 10c per hundred during the week. This was stated in CANADIAN GROCER last week to be a strong probability. Conditions in Cuba continue favorable for a good crop of sugar. Butter is slightly easier, with a weakening noted in the price of creamery solids. Egg prices are weaker. Owing to the increased arrivals of new-laid the price has declined during the week. Storage eggs, however, are firmly held, as supplies are diminishing. Eggs from the Chicago district will be an increasing factor in the storage egg market from now on. Poultry is in a dull market, many of the wholesalers having to place their left-over stocks from the holiday season in storage in order to save them from a dead loss. Honey is in a fair demand and prices are firm in this commodity. Shipments of dried fruits and other commodities from United States points are coming forward better. Embargoes recently in operation on certain railroads in that country have caused much inconvenience and delay to Canadian purchasers. Peppers are in firm market, with an advance recorded in white pepper during the week. Cloves are also in very firm market. Chicory is in strong market and is expected to be much higher in price. Teas have held steady during the week, with possibility of higher prices through the constantly advancing freight rates and marine insurance. Salt has advanced during the week. Certain brands of coffee in the tin have also been marked up. Bulk pickles have registered an advance. Rices are firm. One brand of package oatmeal has recorded an advance. Business during the week was quiet at the year-end, but opened up with much promise during the first days of the New Year.

QUEBEC MARKETS

MONTREAL, January 2.—Wholesalers generally report a condition of exceedingly encouraging business by the retail trade during the holiday season, which is not yet concluded in this province. Big business was done even at high prices. A marked shortage of imported goods was felt, but Canadian made lines, and United States products filled the gaps. Jams, pickles, and dried fruits were short in imported lines, British jams and pickles mostly were in insufficient supply, and European dried fruits as well as to some extent Californian. Jobbers are busy stock-taking. On sugar a ten cent decline has been recorded. The wheat market is firmer, and flour has advanced thirty cents at date of this writing.

Sugar Declined by Another Ten Cents

SUGAR.—In weaker market as noted in CANADIAN GROCER last week, sugar declined ten cents per 100 lbs. in Montreal on the 29th December (date of publication of CANADIAN GRO-

CER). This decline is due to the condition of the sugar market generally. The big crop in sight (if all goes well) has had its effect on the market for raw cubas, and these are quoted now at 4 1/4 cents. But the raw market is stiffening a little now, and though New York refiners dropped their prices again round the year-end period, there is a feeling that the movement is simply to restore proper proportion between raw and refined prices, the margin having been of late quite disproportionately large in good market opinion. The adjustment may be finally reached not through further declines in refined prices, but by an advance in the raws. Meantime the sugar market is still rather weak.

100 lbs.	
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 50
Acadia Sugar Refinery, extra granulated	7 40
Special icing, barrels	7 70
Yellow, No. 1	7 10
Powdered, barrels	7 60
Paris humps, barrels	8 10
Crystal diamonds, barrels	8 10
Assorted tea cubes, boxes	8 10
For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.	

Canned Goods Are In Steady Market

Montreal
CANNED GOODS.—No change falls to be recorded at the present time as regards canned goods. Prices are settling down to an average market basis, but there are still differences in the market due to a certain amount of consideration shown here and there by wholesalers to particular customers caught by the rising market, and helped round the corner by their jobbing house on account of former dealings. This represents only a very small phase of the situation, however, the main condition being for firm prices, and a reasonable demand for the goods. The outlook is for steady prices in accordance with average quotations as given below:

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

Salmon Sockeye—	
1 lb. talls, cases 4 doz., per doz.	3 00
1/2 flats, cases 8 doz., per doz.	2 60
Chums, 1-lb. talls	1 20
Pinks, 1-lb. talls	1 45
Pinks, 1-lb. talls	1 45
Ochoes, 1-lb. talls	2 50
Red Springs, 1-lb. talls	2 00
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25
Canned Vegetables—	
Tomatoes, 2 1/2s	1 90
Peas, standards	1 35
Corn, 2s. doz.	1 50
Corn (on cob gallon, cans), doz.	1 60
Red raspberries, 2s	2 65
Red cherries, 2s	2 45
Strawberries, 2s	2 50
Pumpkins, 2 1/2s	1 60
Pumpkins, 3s	1 75

Australian Currants Offered Not Held

Montreal
DRIED FRUITS.—Retailers reports to leading wholesalers at the beginning of the New Year were all encouraging as regards the amount of business done, and all more or less agreed that the demand for reasonable dried fruits exceeded supplies. There will be difficulty in getting sufficient new stock of dried fruits of many kinds of the varieties imported from Europe, in the coming year owing to ship shortage, and wharfside difficulties of many sorts in which lack of labor bulks large. But there is a ray of hope from the currant market, Australian currants being now offered to brokers in Montreal, whereas formerly they were held firmly for 17 1/2 cents a pound (Coast price). As regards other lines of dried fruits prices remain as previously quoted:

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 12	0 12
Apples, choice winter, 50-lb. boxes	0 12	0 12
Apricots (old crop)	0 16	0 17
Slabs	0 18	0 18
Choice, 25s, faced, new crop	0 22	0 22
Nectarines, choice	0 11 1/2	0 11 1/2
Peaches, choice	0 10	0 12
Pears, choice	0 13 1/2	0 13 1/2

DRIED FRUITS.

Candied Peels—		
Citron	0 27	
Lemon	0 26	
Orange	0 25	
Currants—		
Filiatras, fine, loose, new	0 18	0 30
Filiatras, packages, new	0 21	0 22
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	0 12	
Fards, choicest	0 12½	
Hallowee (loose)	0 12½	
Excelsior	0 10	
Anchor	0 09	
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½	
1 lb. glove boxes, each	0 12	
Cal. bricks, 10 oz.	0 10	0 11
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	1 80
Cal. fancy, table, 10 lbs.		
Figs—		
Spanish (new), mats, per mat.	2 40	
Prunes, California New Crop—		
30 to 40, in 25-lb. boxes, faced.	0 13	0 13½
40 to 50, in 25-lb. boxes, faced.	0 12	0 13
50 to 70, in 25-lb. boxes, faced.	0 11	0 12½
70 to 80, in 25-lb. boxes, faced.	0 10½	0 11½
80 to 100, in 25-lb. boxes, faced.	0 10	0 11
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.50; 4-crown cluster	3 75	
Muscatais (loose), 2 crown	0 10½	
Muscatais, loose, 3-crown, lb.	0 12½	
Muscatais, 4-crown, lb.	0 10	
Cal. seedless, 16 oz.	0 12½	
Fancy seeded, 16 oz. pkgs.	0 11½	0 11½
Choice seeded, 16 oz. pkgs.	0 10½	0 11
Valencias, selected	0 11	
Valencias, 4-crown layers	0 11½	
Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.		

Molasses New Crop To Be High-Priced

Montreal

MOLASSES AND SYRUPS.—With the growers in Barbadoes holding out for the assuming of war risks and higher freight charges by the buyers in Montreal, the prospects of early business being booked in molasses for future delivery of new crop are rather retarded. The attitude of the buyers here is quite firmly against assuming unknown risks to an unlimited extent, but as some agencies are rumored to be booking orders for new crop futures on the old basis (a rumor which leading wholesalers do not deny is correct) there is every possibility that the buyers here will be having their own way with the situation after all. Still the prospects are for very firm priced new crop molasses. Corn syrups are in unchanged market, very firm. Maple syrup is scarcer, and going towards firmer prices until new crop can be secured.

Barbadoes Molasses—		
Punchons	0 65	0 60
Barrels	0 68	0 63
Half barrels	0 70	0 65
For outside territories prices range about 3c lower. Carload lots of 20 punchons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Perfect seal jars, 3 lbs., 1 doz. in case, case.	3 25	
2 lb. tins, 2 doz. in case, case.	3 25	
5 lb. tins, 1 doz. in case, case.	3 65	
10 lb. tins, ½ doz. in case, case.	3 65	
20 lb. tins, ¼ doz. in case, case.	3 50	
Barrels, about 700 lbs.	0 04½	
Half barrels, about 350 lbs.	0 04½	
Quarter barrels, about 175 lbs.	0 05	
2 gallon wooden pails, 25 lbs. each, per pall.	1 70	
3 gallon wooden pails, 35½ lbs. each, per pall.	2 40	
5 gallon wooden pails, 45 lbs. each, per pall.	3 70	
Lily White—		
2 lb. tins, 2 doz. in case, per case.	3 75	
5 lb. tins, 1 doz. in case, per case.	4 15	
10 lb. tins, ½ doz. in case, per case.	4 05	
20 lb. tins, ¼ doz. in case, per case.	4 00	

Tapioca is Still Scarce and Firm

Montreal

RICE AND TAPIOCA.—Tapioca keeps in firm market with no more plentiful supplies immediately in sight. Rice is in the same market condition as for the previous week, in fairly good demand, and at prices which market opinion considers exceedingly reasonable as compared to the cost of certain other foodstuffs. The reasonable demand for rice is normal, good business being done.

Rangoon rice, per 100 lbs.	4 30
"Texas" Carolina, per 100 lbs.	7 00
Real Carolina, per 100 lbs.	7 50
Patna (fancy)	7 50
Patna (good)	4 50
Siam, No. 2	4 50
Siam (fancy)	5 75
Tapioca, per lb.	0 08½

A Few Jap. Beans Quickly Disposed of

Montreal

BEANS.—Conditions in the market for beans and dried vegetables maintain unchanged for the time being. Prices rule very firm, and dealers consider themselves fortunate in being able to obtain sufficient quantities. Holders of beans in California are still reluctant to part with their stocks, and the same condition is reported as regards Japanese beans. A carload of Japanese beans found available in California was snapped up within an hour of its being offered on the Montreal market, but its presence does not imply that any more are immediately available. Canadian beans are still firm, and being held for firmer prices presumably expected towards the spring. Peas and barley are firm at prices quoted.

Beans—		
Canadian 3-lb. pickers, per bushel.	6 75	7 20
Canadian hand-picked		7 80
Canadian 5-lb. pickers	6 50	6 90
Yellow Eyes	6 90	7 20
Lima, per lb.	0 08½	0 09
Peas, white soup, per bushel	3 80	3 75
Peas, split, new crop, per bag 98 lbs.	6 75	7 00
Barley (pot), per bag 98 lbs.	6 75	
Barley, pearl, per bag 98 lbs.	6 50	

No Let-up in Sight For Nut Markets

Montreal

NUTS.—The market is quiescent now for the holiday, and "after-holiday" period. Prices remain as quoted previously. Good demand was experienced during the holidays, according to the reports of retailers now being heard in the offices of wholesalers. The outlook as regards imported nuts from the European ports of export is if anything more unsatisfactory than it has been during the period before the holidays. Ships appear to be getting scarcer, and the whole matter of freight rates, war risks, and deliveries is very troublesome, pointing to very firm prices for the near future, and perhaps for longer.

Almonds (Tara), per lb.	0 21	0 22
Almonds (shelled)	0 30	0 40
Brazil nuts (1916 crop), per lb.	0 23	0 23

Pilberts (Sicily), per lb.	0 18½	0 19
Hickory nuts (large and small), per lb.	0 09	0 09
Peanuts (coon), per lb.	0 09	0 10
Peanuts (Jumbo), per lb.	0 13	0 13
Pecans (new Jumbo), per lb.	0 21	0 21
Pecans, New Orleans, No. 2	0 21	0 26
Pecans, "paper shell," extra large Jumbo	0 26	0 40
Walnuts (Grenoble)	0 18½	0 19
Walnuts (shelled)	0 45	0 45

Greater Demand For Cocoa is Recorded

Montreal

COCOA.—The only feature of the cocoa and chocolate market noticeable at present in opinion of those in touch with conditions, is the fact that there is a steady increase in the demand for all cocoas and chocolate products on the part of the consuming public. In times of high cost of living many people consider food values of their food purchases, and in winter, especially, the warming qualities of cocoa and chocolate (as evidenced by their selection for army and navy and arctic travel provisions) come to be appreciated by the purchaser at retail, with the result that greater activity is noted in the markets on the larger scale. The fact that in 1916 there were imported in America 50,000,000 lbs. more crude cocoa than in 1915, and double the amount imported in 1910, gives some idea of the growth of the public demand for this foodstuff and beverage.

Cocoa—		
1 lb. tins, per doz.	4 60	
½ lb. tins, per doz.	2 40	
¼ lb. tins, per doz.	1 25	
"10-cent" tins, per doz.	0 90	

Coffee Advances One Cent a Pound

Montreal

COFFEE.—Something like the last straw that broke the proverbial camel's back has been laid upon the long-suffering shoulders of coffee in the final week of the Old Year. As regards the camel the final trifle had a weakening effect, but in the case of coffee the accumulation of trifling causes for greater market difficulty has had a strengthening effect, and prices for coffees are advancing slightly. One leading firm in Montreal has issued this week a circular stating that owing to the accumulation of minor advances and expenses of marketing during the past year, prices of all lines are advanced one cent a pound for the incoming year. The advance is said to be small in proportion to the increased costs of marketing borne at present by the large dealers, the actual total accumulation of extra packing costs and minor market advances being estimated at about a cent and a quarter more than the present one cent advance per pound.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 21
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 26

Tea Markets Quiet, But Steadily Firm

Montreal

TEA.—Conditions as regards teas are practically identical with those described in last week's report. The market is decidedly firm in tone, and higher tea prices will come as a surprise to no one. Prices, for the time being, however, rule unchanged, though firm, and there is not likely to be any sudden alteration around the turn of the New Year. By the time 1917 is a week or so older there will be more activity in the tea market.

Pekoe Souchong, per lb.	0 25	0 26
Pekoes, per lb.	0 28	0 30
Orange Pekoes	0 30	0 36

Firmness in Spices Steadily Maintained

Montreal

SPICES.—With the travelers in the city for the holiday period, wholesale spice merchants report the usual period of quietness in the avenues of this line of trade. But demand up to the holiday had been quite brisk, and the outlook for the New Year is for still brisker business with steadily firming prices. There can be no escaping from higher prices for spices in the coming year, as spot stocks which have been for so long selling away below the prices of futures, are surely coming to an end, and the ruling market prices for futures are still as firm as ever. In no one line is the tendency specially noticeable just at present, but in almost all lines it is observable, and importers are advising merchants against the danger of underestimating their stocks of spices.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	0 16	0 19	0 23
Cassia	0 25	0 27	0 32
Cayenne pepper	0 28	0 30	0 36
Cloves	0 30-0 32	0 30	0 38
Cream tartar—45 to 50c.			
Ginger, Cochin	0 26		0 31
Ginger, Jamaica	0 28	1 15	0 28
Mace	0 80		1 00
Nutmegs	0 45-0 45	0 45	0 50
Peppers, black	0 30	0 27-0 25	0 40
Peppers, white	0 37	1 17-1 22	0 39
Pastry spice	0 18-0 22	0 25-1 20	0 29
Pickling spice			
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, Dutch		0 41
Cinnamon, China, lb.	0 19	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Shredded coconut, in pails	0 21	0 23
Cinnamon, per lb., 35c.		
Pimento, whole		12-15

Quiet Spell in the Fruit Trade

Montreal

FRUIT, ETC.—Although there has been a certain amount of activity in the wholesale fruit and vegetable business to complete orders for the holiday season when consumption of fruits has been quite up to normal experience in past years, still in the main business has been under the holiday quietness. Prices have remained unaltered, and no new fruits

in any quantities to affect the market have been received. There were strawberries on the market (while the thermometer merrily recorded five below zero) but these were regarded merely as a fancy and extra luxury line, and were not quoted by many wholesalers. They were priced at a dollar a quart. Evergreen is still in demand as the holiday period does not end till fully a week after the New Year. Holly has not been so plentiful during the past week. Oranges come more and more strongly forward in seasonable demand, and all the winter apples are selling well and at firm prices. Staple vegetable lines are in steady demand at unaltered prices.

Oranges, Navel, per box	3 75	4 00
Oranges (Floridas)		3 50
Oranges (Porto Rico)		2 90
Lemons	4 00	5 25
Wealthy Apples	No. 1	No. 2
McIntosh Red, per bbl.	7 00	
Fameuse, per bbl.	7 00	
Spies	6 50	6 00
Baldwins	5 00	4 50
Kings	5 00	4 50

Brussels Sprouts (quarts)	0 15	0 20
Cauliflower, per doz. bunches	2 50	
Celery (California) crate	7 75	
Onions, red, per lb. 4½ ds.		6 00
Onions, Spanish, per crate		6 00
Potatoes, per bag (80 lbs.)	1 90	2 00
Carrots, per bag		1 00
Parsnips	1 00	1 00
Lettuce, Head, doz.		2 50
Lettuce, Curly, (boxes ¼ doz.)		2 40
Lettuce, Romaine, doz.		0 25
Lettuce (Boston), per box of 2 doz.		0 20
Tomatoes, hothouse, lb.		3 50
Horse Radish, per lb.		10 00
Cabbage, (barrel)		4 00
Cranberries (Cape Cod), barrel	10 00	11 00
Beans, U.S. wax, basket		3 50
Beans, U.S. green, basket		2 00
Leeks, per doz. bunches	1 50	2 00
Parsley, doz.		0 40
Mint, doz.		0 50
Watercress, doz.		4 50
Holly, per case		1 50
Holly, per doz.		2 00
Evergreen, per bale		

Lobsters Alone High For Holidays

Montreal

FISH.—Owing to the general increase in consumption of flesh foods, meats and other holiday fare, and the conclusion of

Advent with its days of abstinence from meats, the fish business of the past week has been rather less brisk. Prices, which in the opinion of leading wholesalers in Montreal, have about reached their top notch, were for the main lines unchanged during the week. Lobsters, however, show a considerable increase, having reverted to the very high figure of fifty cents per lb. Nevertheless, lobsters and oysters (both in bulk and in the shell) were in very good demand for the holiday season, and for the other lines both sea fish and lake fish, fresh or frozen, salted, dried, or otherwise cured, the demand experienced in the last week of 1916 was at least as good as in previous years.

SMOKED FISH

Haddies	0 11	0 12
Haddies, fillet		0 15
Digby herring, per bundle of 5 boxes		1 00
Smoked boneless herring, 10-lb. box		1 40

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	8 50
Salmon (Labrador), per bbl.	18 00
Salmon (B. C. Red)	16 00
Sea Trout, red and pale per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	21 00
Codfish (Skinless), (100-lb. box)	9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.	0 10
Codfish, Shredded, 12 lb. box.	1 80

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 50
Prawns, Imperial gal.	2 50
Shrimps, Imperial gal.	2 50
Scallops	3 00

FRESH FROZEN SEA FISH

Halibut	18	—20
Haddock, fancy, express, lb.		8
Mackerel (med.), each		20
Mackerel (large), each		25
Cod, steak, fancy, express, lb.		10
Salmon, Western	16	—18
Salmon, Gaspe	18	—20

FRESH FROZEN LAKE FISH

Pike, lb.	0 10	0 11
Perch	0 10	0 11
Whitefish, lb.	0 12	0 13
Lake trout	0 14	0 15
Eels, lb.		0 10
Dore	0 12	0 13
Smelts	0 10	0 15

Oysters—

Selected, gal.		2 00
Ordinary, gal.		1 50
Malpeque oysters (choice) per bbl.		13 00
Malpeque Shell Oysters (ordinary), bbl.		10 00
Cape Cod shell oysters, per bbl.		12 00
Clams (med.) per bbl.		8 00

FRESH FISH

Haddock	0 08	0 09
Steak Cod	0 09	0 10
Market Cod	0 07	0 08
Carp	0 10	0 11

ONTARIO MARKETS

TORONTO, Jan. 4.—Wholesalers report business opening up well during the first few days of the New Year. During the holiday week there was naturally a quiet time, and wholesalers seized the opportunity to go over their stocks. Flour is in firm market at the time of writing, but the wheat market is described as a purely speculative one, and with such conditions prevailing, fluctuations can be looked for in the price of wheat. Sugar registered a decline of 10c during the week. The new crop in Cuba continues to give promise of a good yield. Raw sugars at New York, however, have developed strength during the past few days, and this may indicate that the low point has been

reached. Much will depend on the developments respecting the new crop in Cuba within the next two or three weeks. Bulk salt is one of the commodities that has advanced in price during the week. Catsup and pickles have also increased. Shipments from United States points are reaching the wholesaler with greater despatch at present, and cargoes that have been on the way for some time are reported as received. There is a firmness in the spice market, particularly so in peppers and cloves. Canned pink salmon are firmer, and have registered an advance during the week. Canned pumpkin is also up in price. Merchants look forward to a good year, despite apparent shortages in some lines.

Sugar Declines 10c; Raw Sugar Firms Up

Toronto

SUGAR.—During the week Canadian sugar refiners dropped their prices 10c per hundred on all grades. Extra granulated is now selling at \$7.58 per hundred pounds by Canada Sugar Refining Company, St. Lawrence Sugar Refining Company, and the Atlantic Sugar Refining Company, while the Acadia Sugar Refining Company's price is placed at the usual differential of 10c per hundred below this figure, and is quoted at \$7.48. During the week raw sugars at New York developed strength, and were quoted up 9c per hundred on sales made to a speculator. Raw sugar at this quotation sold at 5.27c per pound, duty paid. It is thought probable this figure will set the price for raws quite generally, and that for the balance of the month sugar will be firmly held. There has been a hand-to-mouth business in sugar quite generally, and since stocks have not been accumulating, it is thought highly probable that available stocks on hand must be light. Stocks in refiners' hands are also reported to be light, and it is anticipated they will have to stay in the market for their requirements at the advanced prices. Weather conditions on the Island of Cuba have continued favorable during the week. There is some possibility that the dry weather may have dried the sap from the cane and so decrease the estimated output. There are now 58 centrals grinding as compared with 95 at this time last year. The crop is somewhat backward. Under present conditions refined Canadian sugars are holding in a steady market.

Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 58
Acadia Sugar Refinery, extra granulated	7 48
Yellow, No. 1	7 18
Special icing, barrels	7 78
Powdered, barrels	7 68
Paris lumps, barrels	8 18
Assorted tea cubes, boxes	8 18

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 25c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. Second grade granulated is sold by Atlantic and St. Lawrence at 10c under extra granulated.

Salt Goes Up 20c Barrel; Pickles 5c Up

SALT, PICKLES, CATSUP.—Salt has advanced 20c per barrel of 280 pounds on certain grades and 5c per barrel on coarse and fine salt. Factory filled salt has made an advance of 15c per barrel of 280 pounds. When salt is put up in jute and cotton gunnies there is an advance for these of from 5 per cent. to 20 per cent., according to the size. Table salt in small bags has not been advanced. Welch's grape juice in the one-pint size has been advanced from \$4.60 to \$5 per case of two dozen. In the 10-cent size the advance has been from \$5 to \$5.20 per case of six dozen. Seal brand coffee

has also advanced 1c per pound during the week. No. 1's are now selling at 35½c, No. 2's at 35c, and one-half pound tins at 36c. Sour pickles have advanced during the week, and are now quoted 5c per gallon higher on all bulk goods. Sweet pickles and chow have not advanced. Catsup is very firm in price, advances taking place at quite regular intervals.

Molasses Demand Expected Heavier

Toronto

MOLASSES AND SYRUPS.—There has been a fair demand for molasses during the week, with a consequent quietness, due to the holiday period. Dealers are expecting there will be good demand for this commodity for the balance of the winter months. The run on bulk molasses has not been as heavy as the canned article. Syrups have held steady in price during the week, with a seasonable demand.

Corn Syrups—	
Barrels, per lb.	6 04½
Cases, 2-lb. tins, 2 doz. in case	3 25
Cases, 5-lb. tins, 1 doz. in case	3 65
Half barrels, ¼c over bbls.; ¼ bbls., ¼c over bbls.	
Cane Syrups—	
Barrels, lb., 5¼c; ¼ bbls.	6 05½
Cases, 2 lb. tins, 2 doz. in case	4 80
Molasses—	
Fancy Barbadoes, gal.	0 75
West India, gal.	0 40
New Orleans, gal.	0 40

Pink Salmon Has Advanced 15c Case

Toronto

CANNED GOODS.—There is a firmness in the market for pink salmon, which has made itself evident by an advance in price of 15c per case. They are now quoted at \$1.75 to \$1.80 for the 1-lb. talls. Alaska red salmon, which is now in the market, is quoted at \$2.75 to \$2.90 per case. The pinks or cohoes from Alaska, on the other hand, are quoted at \$2.40 per dozen for the 1-lb. talls. Canned pumpkin is in firm market, and is quoted up 10c per dozen. Tomatoes continue in a dull market, but the demand for corn and peas continues good. Stocks of tomatoes in the hands of wholesalers are comparatively light, and this is operating to hold prices steady. The American tomatoes in the United States market are easier in price, but there has been no disposition to let go at lower prices by dealers in this locality.

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

Salmon Sockeye—	
1 lb. talls, cases 4 doz., per doz.	3 00
¼ flats, cases 8 doz., per doz.	2 60
Alaska reds, 1-lb. talls	2 75
Alaska pinks, 1-lb. talls	2 40
Chuma, 1-lb. talls	1 20
Pinks, 1-lb. talls	1 75
Pinks, ½-lb. tins	1 00
Cohoos, 1-lb. talls	2 80
Red Springs, 1-lb. talls	2 00
Canned Vegetables—	
Tomatoes, 2½s	2 25
Peas, standards	1 25
Corn, 7s doz.	1 00
Red raspberries, 2s	2 65
Red cherries, 2s	2 45
Strawberries, 2s	9 97
Pumpkins, 2½s	1 75

Spanish and Portugal Figs Are Plentiful

Toronto

DRIED FRUITS.—Dried figs is one of the commodities that is in the market in fairly large quantities. Recent arrivals have brought a good supply to the wholesalers. Freight rates and marine insurance have helped increase the price over last year, but even at that the advance has been far short of most other lines of dried fruit. Tap figs from Portugal are selling from 6¼c per pound to 7½c. Malyn figs from Spain are quoted up to 10 cents per pound. Candied peel is now comparatively scarce, but it is thought the heaviest demand for this article has been satisfied. New crop Grecian currants are now on the market, and are being quoted in some instances 2c lower than old crop goods. Prunes are in light supply on spot delivery with very few to come forward. Medium and small sizes are practically unobtainable. The California Raisin Association recently announced that they have some supplies of Muscatel seedless for sale at prices subject to confirmation. Shipments of dried fruits from the United States have been coming forward with greater despatch.

Apples, evaporated, per lb.	0 11½	0 12
Apricots, choice, 25's, faced	0 19½	0 23
Candied Peels—		
Lemon	0 23	0 24
Orange	0 23	0 24
Citron	0 26	0 28
Currants—		
Filiatras, per lb.	0 20	0 22
Patras, per lb.	0 21	0 23
Vostizas, choice		0 24
Cleaned, ¼ cent more.		
Australians, lb.		0 22
Dates—		
Packages, 3 doz. in case	3 50	3 80
Excellent, packages, 3 doz. in case	3 20	3 50
Bromedary dates, 3 doz. in case	3 35	4 25
Hallowee, per lb.	0 11½	0 12
Hallowee, per lb.	0 11	0 12
Figs—		
Taps, lb.	0 06½	0 07½
Malagas, lb.		0 10
Prunes—		
30-40s, per lb., 25's, faced	0 13	0 14½
40-50s, per lb., 25's, faced	0 12½	0 13½
50-60s, per lb., 25's, faced	0 12	0 12½
60-70s, per lb., 25's, faced	0 11½	0 12
Peaches—		
Choice, 50-lb. boxes	0 11	0 12
Std's, 50-lb. boxes	0 10½	0 11½
Fancy, 25 lbs., faced	0 13	0 14
Raisins—		
Valencia, Cal.		0 10½
Seedless, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12	0 13½
Seedless, 16-oz. packets	0 15	0 16

White Pepper and Coriander Seed Up

Toronto

SPICES.—There is a firmness in peppers of all kinds, which in certain quarters has caused an advance of 1c per pound, with intimations that others are to follow in the near future. All seeds that come from Holland are also in very strong market. Coriander seed has advanced locally from 3c to 4c per pound. Cloves are also in very active market, advances having been recorded in certain grades during the week. Caraway seed is also in very firm market, quotations at New York being as high as 51c and 52c. Locally the range has held

steady during the week in carraway. American high test cream of tartar is quoted up 1c per pound during the week. There are indications of still further advances in spices.

	Per lb.
Allspice	0 32
Cassia	0 50
Cinnamon	0 35
Cayenne	0 35
Cloves	0 35
Ginger	0 30
Mace	0 90
Pastry	0 30
Pickling spice	0 22
Peppers, white	0 37
Pepper, black	0 29
Nutmeg, select, whole	0 40
Mustard seed, whole	0 28
Celery seed, whole	0 45
Coriander, whole	0 22
Carraway seed, whole	0 50
Cream of Tartar—	
French, pure	0 48
American high test	0 52

Insurance and Freight May Mean Higher Teas

Toronto
TEAS.—Announcement recently that the marine insurance rate from Liverpool to New York would be increased from 5 per cent. to 8 per cent. will affect the price of teas entering that port. This will mean 3/4c additional on a grade of teas that sells at 25c. This will not affect the local tea market as much, however, as the increase in freight rates from Ceylon to New York. It now costs 10c per pound to bring tea from Ceylon direct to New York. A considerable amount of tea for Canada comes by this route. Much of the tea, however, comes by way of the London market. Prices have held steady locally, but there is an increasing firmness, due to the high freights and marine insurance.

	Per lb.
Pekoe Souchongs	0 25
Pekoes	0 25
Orange Pekoes	0 30
Broken Pekoes	0 32
Broken Orange Pekoes	0 34

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

Coffee Higher in Primary Markets

Toronto
COFFEE.—Coffee in the primary market is slightly higher in price owing to the rumor, it is believed, of the presence of a German commerce raider somewhere in the Atlantic. War risks have consequently advanced, and tonnage to carry the coffee from the South American ports is scarce. There are, however, large stocks being held in the United States, and these are keeping the market in a fairly steady position. Stocks at Rio and Santos at the end of last week were reported at 3,521,000 bags, as compared with 2,731,000 bags at the same time in 1915. In the local market prices are holding steady, with the exception of one brand of coffee in the cans, which has advanced 1c per pound. Bogotas are firmer by 2c per pound, and Maracaibo is up 1c. Chicory has advanced 1c per pound, and is expected to go higher.

Bogotas, lb.	0 27
Maracaibo, lb.	0 25
Mexican, lb.	0 27
Mocha, lb.	0 33
Rio, lb.	0 30
Santos, Bourbon, lb.	0 25
Chicory, lb.	0 14

Shelled Nuts Will be Slow on Arrival

Toronto
NUTS.—Importers have experienced much difficulty in getting their supplies of nuts through from France. In the shelled walnuts, some that were due to arrive by December 10 have not yet made an appearance, and dealers are not looking forward to their arrival until about the first of next month. Transportation conditions in France are stated to be extremely precarious. Railroads have been unable to carry the goods, and in some cases teams have been requisitioned to carry the nuts to seaports. But there has been great difficulty in getting even this kind of transportation. Brazil nuts are very firm; some are still being quoted at 70c per pound for the shelled, but it is stated these goods would have to sell at 85c if they were brought in at present prices in the primary market. French Marbot walnuts are firmer in price by a half cent per pound.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 22
Walnuts, Marbots	0 15 1/2	0 17 1/2
Walnuts, Bordeaux	0 18	0 19
Grenobles, lb.	0 18 1/2	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, lb.	0 12	0 14
Brazil nuts, lb.	0 20	0 22
Cocconuts, per sack 100		7 00
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 45	0 48
Brazil nuts, lb.		0 70
Pecans, lb.		0 85

Japanese and Siam Rice Are Very Firm

Toronto
RICE AND TAPIOCA.—There is a still greater firmness in the market for Japanese and Siam rices owing to the possibility of having to pay higher freight rates from the West Coast to Eastern points. The advance in freight rates that has been announced is 5c per 100 pounds, but it was stated this had as yet not been put into effect, although it is expected, as soon as the increased rate on the American railways goes into effect. Prices for all rices have held steady during the week. There has been a good demand for this commodity.

Rangoon B, per 100 lbs.	4 50	4 75
Pakling rice, 100 lbs.	5 00	5 50
Texas Japans, 100 lbs.	6 00	6 50
Carolina rice, 100 lbs.	7 00	7 50
Java	6 50	7 00
Patna	5 00	5 50
Siam, 100 lbs.	4 75	5 00
Japans, 100 lbs.	6 00	6 50
Tapioca, per lb.	0 10 1/2	0 11

Lima Beans Again Advance 1/2c Per Pound

Toronto
BEANS.—Following the advance of 1/2c per pound recorded in the price of lima beans last week there is a further advance of a like amount to record during the present week. These beans are now off the primary market owing to the big demand that has developed. Ontario and Rangoon beans are in firm market, the latter being quoted from \$5.90 to \$6

per bushel. Although high prices prevail for beans of all kinds at present, there are those dealers who assert that it will probably go higher still.

Ontario, 1-lb. to 2-lb. pickers, bush	6 50	7 00
Rangoon, per bushel	5 90	6 00
Japanese, per bushel		6 00
Limas, per pound	0 10 1/2	0 11

Package Cereals Are Up in One Instance

Toronto
PACKAGES.—Rolled oats in the square cases have been advanced in the instance of the Tillson brand to \$4.75 per case, which represents an increase of 25c. Prices of all other package goods are holding steady. There seems to be a persistent rumor that one of the well-known brands of wheat products will advance even in the face of the assertion of representatives of the concern that there will not be an advance. There is a heavy demand for package cereals of all kinds. Dealers assert that it is due to the desire of people to economize in their outlay for food.

Cornflakes, per case	2 50	2 95
Rolled oats, round, case	4 00	4 50
Rolled oats, square case	4 75	4 85
Shredded wheat, case		3 60
Cornstarch, No. 1, pound cartons		0 08 1/2
No. 2, pound cartons		0 07 1/2
Starch, 6-lb. packages, per lb.	0 07	0 10
In 1-lb. cartons		0 08 1/2

Frozen Lake Trout and Haddie Fillets Firmer

Toronto
FISH AND OYSTERS.—There is a firmness in haddie fillets during the week, the lowest-priced article now being 13c, which represents an advance of 1c per pound in this commodity. Qualla salmon are also easier in price, and are quoted down as low as 7 1/2c when purchased in five-case lots. Frozen lake trout are also firmer in price, being quoted from 12c to 13c per pound, which represents an advance of a 1/2c per lb. Quail on toast, one of the dried fish varieties, is quoted at 9 1/2c per pound. Prices for oysters are holding firm. Dealers do not anticipate any lower prices, and think there will be a steadiness in the market at present prices unless storms in February should interfere greatly with the catch. Some Morris River oysters were on the market during the week that were quoted down as low as \$1.85 per gallon. Kipperred herrings are selling at \$1.60 per box.

SMOKED FISH.	
Ciscoes, per lb.	0 13
Haddies, per lb., new cured	0 12
Haddies, fillets, per lb.	0 13
Kipperred herring, per box	1 60
Digby herring, bundle of five boxes	1 00
Smoked boneless herring, 10-lb. box	1 80

PICKLED AND DRIED FISH.	
Labrador herring, keg	4 00
Labrador herring, barrel	7 75
Salt mackerel, kits	2 25
Quail on toast, lb.	0 9 1/2

FRESH SEA FISH.	
Crabs, per dozen	2 80
Halibut, frozen	0 15
Coboe salmon (red), frozen	0 13 1/2
Qualla salmon (pink), frozen	0 07 1/2
Haddock, fancy, express, lb.	0 08
Steak cod, fancy, express, lb.	0 09
Flounders, Maritimes	0 09
New York	0 10
Mackerel, frozen, lb.	0 10

FRESH LAKE FISH.	
Pike, lb.	0 07
Whitefish, lb., frozen	0 11 1/2

Herrings, frozen, Lake Superior	0 04
Lake trout, frozen, lb.	0 12 1/2
Smelts, No. 1, lb.	0 12 1/2
Oysters—	
Standards, gal.	2 00
Selects, gal.	2 50
Shell, per barrel	5 50
Shrimps—	
Wine gallon cans	1 40
No. 3	2 70
No. 3	5 30
Winkles, per bag	1 75

Tangerines, Florida, case	2 75	3 70
Tangerines, Florida, small case		1 00
Grapes—		
Spanish Almeria, small bbl., 40 lbs.	7 00	8 00
Grapefruit, Florida, case	3 50	4 00
Grapefruit, Jamaica, case		3 00
Grapefruit, Cuban, case		3 00
Porto Rican, case		3 00
Lemons, Cal., case	3 50	3 75
Messinas, case	3 75	4 00
Pears—		
California, case		4 50
Pomegranates, case		4 50
Pineapples, Porto Rican	4 50	5 00
Strawberries, 1-qt.	0 75	0 90

yard's yellow oil, \$2.25; Burdock blood bitters, \$8.50. There is an advance in lamp-wick to 55c for A, and 80c for B per roll. Shipham's fish and meat paste are now, large siles, \$2.35; small, \$1.40.

Sugar Declined Ten Cents Hd.

Winnipeg
Sugar.—Another decline of ten cents per cwt. was announced Friday, Dec. 30, bringing the price down to \$8.20. This follows a weakening in the raw sugar market, caused by the large crop of Cuban raws which is expected. It would be folly to say which way the market will go now, as the war is bound to have an important influence besides the Cuban crop.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	8 20
Extra ground or icing, boxes	9 05
Extra ground or icing, bbls.	8 75
Powdered, boxes	8 85
Powdered, bbls.	8 65
Hard lump (100-lb. case)	9 15
Montreal yellow, bags	7 90
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 25
Halves, 90 lbs., per cwt.	8 35
Bales, 20 lbs., per cwt.	8 35
Powdered, 50s	8 90
Powdered, 25s	9 15
Icing, barrels	8 90
Icing, 50s	9 10
Cut loaf, barrels	9 10
Cut loaf, 50s	9 30
Cut loaf, 25s	9 55
Sugar, British Columbia—	
Extra granulated sugar	8 20
Bar sugar, bbls.	8 65
Bar sugar, boxes, 50s	8 85
Icing sugar, bbls.	8 75
Icing sugar, boxes, 50s	9 05
H. P. lumps, 100-lb. cases	9 15
H. P. lumps, 5-lb. boxes	9 40
Yellow, n baigs	7 80

SYRUP.—There is no change in either corn or cane syrup. There is a fair volume of consumption. Little interest is shown in molasses just now. Lyle's syrup, which has been hard to get, is quoted to-day as follows: 2 lb. tins, \$3.10 per doz.

B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 80
5-lb. tins, 1 doz. to case, per case	4 45
10-lb. tins, 1/2 doz. to case, per case	4 15
20-lb. tins, 3 tins to case, per case	4 05
(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 6c case higher.)	
Molasses—	Per gal.
Barbadoes, 1/4 bbls., per gal.	6 61
New Orleans, 1/4 bbls., gal.	6 42

Dried Fruits High Firm in Price

Winnipeg
DRIED FRUITS.—The market for evaporated apples remains very firm. Prices are high, and the question is asked: When are they going to stop? Supplies of old stock, which have been quoted between eight and nine cents, are practically exhausted, and the retail will be able only to buy new pack, paying around 11 1/2c. Three pound cartons have been bringing 35c, but will be higher before long. Sultanias are offered at the following figures: Fancy, 14c; choice, 13 1/2c; ex. fancy, 14 1/2c. A new price on apricots is as follows: 5-lb. cartons, \$1.20 per carton. Raisins remain firm, and brokers do not anticipate a decline.

Cuban Pineapples Have Reached Market

Toronto

FRUIT.—Some Cuban pineapples reached the market during the week, and for the 30's are quoted at \$4.25 per case. American boxed apples are firm in price, being quoted at \$2.75. Cranberries are also firm, being quoted at \$11 without any of the lower price article being in evidence. Supplies of this fruit are becoming scarcer now that the holiday demand is over. Florida oranges are firm in price at \$3.50 per case. California navels are easier, and are quoted down to \$2.50 per box. Some of the frosted article is reported to be on the move still. Frost affects the orange by causing the juice to vanish from the fruit. When they are on the tree the juice recedes into the tree. If they are touched after they are picked the fruit is bitter. Frosted oranges that have been reaching the market recently were touched with the frost while they were on the tree. Some small boxes of Florida tangerines are coming to the market, being quoted at \$1. Florida grapefruit for certain qualities is quoted down 25c per case. Strawberries are quoted down 25c per quart in certain instances, the range being 75c to 90c.

Apples—		
Barrel	3 25	6 00
Spys, No. 1	6 00	7 00
Spys, No. 2		5 50
Boxes, American	2 75	
Boxes, B.C.	2 50	
Bananas, bunch	2 50	2 75
Cranberries, bbl		11 00
Boxes, 28-qt.		4 00
Oranges—		
Jamaicas, box	3 00	3 50
Floridas, case		3 50
Gal. Navels	2 50	3 00
Mexican, case		2 75

Canadian Celery and N.J. Sweet Potatoes Up

Toronto

VEGETABLES.—Canadian celery by the case is quoted 25c higher, and is selling at \$5. There is a decreasing supply of this article. New Jersey sweet potatoes are also firmer in price, being quoted 15c to 25c per hamper higher. The range in British Columbia onions is from \$3.50 to \$3.75 during the week, which represents an easier price. New Brunswick and Ontario potatoes are holding steady at recent quotations. British Columbia potatoes are also quoted down to \$2 in certain instances. The vegetable market during the week was quiet in common with almost all other business.

Artichokes, Cal. French, doz.	1 25
Beans, green string, hamper	6 50
Beets, bag	1 35
Brussel sprouts, imported, quart	0 15
Cabbage, barrel	3 50
Red, barrel	3 25
per pound	0 68
Cucumbers, hothouse, doz.	2 50
Cauliflower, Cal., 12 in box	2 00
Carrots, bag	1 40
Basket, 11-qt.	0 35
New, hamper	1 50
Celery, Canadian, case	5 00
California, case	6 50
Eggplant, each	0 25
Lettuce, per doz. bunches	0 25
Mushrooms, 6-qt.	2 75
Onions—	
Spanish, crate 120 lbs.	5 25
Spanish, small crate	1 75
B.C. onions, 100-lb. sack	3 75
Green, per bunch	0 50
Potatoes—	
New Brunswick, Delawares, 90-lb. sacks	2 25
Sweet, New Jersey, hamper	2 15
Ontario, 90-lb. bags	2 15
B.C., 90-lb.	2 00
Parsnips, bag	1 50
Watercress, 11-qt.	0 25
Parsley, 11-qt.	0 25
Turnips, yellow	0 75

MANITOBA MARKETS

WINNIPEG, Jan. 3.—Perhaps the most important fact is the continued decline in sugar. It went down to \$8.20 for standard granulated on Friday, December 30, and the decline was attributed to a weak raw market, caused by reports of heavy Cuban crop. Most lines are tending upwards, and, apart from specialties, a number of staples are up, including split peas, which are now \$7 per sack. Pot barley is offered at \$4.70 per sack. Evaporated apples are to-day 11 1/2c, and are going upward, the supply of old pack being exhausted. Finnan haddie, which opened at 9c, cannot be bought to-day for much less than 15c.

Price Changes in Proprietary Goods

The following are some of the changes announced:—Keen's mustard advanced 4c per lb. all round; Maclaren's cheese is up 5c per doz. on packages; Surprise soap is now \$4.50 per case, and Lever's coral soap is \$5.45 per gross. These followed the advances of 30c per case two weeks ago. Tomson's coffee essence went up a cent to 12 1/2c per package.

A number of patent medicines are up. The following are some changes: Eno's fruit salts, \$8.65 doz., were \$7.60; Milburn's headache powders, now \$2.25 doz.; Dr. Wood's pine syrup, \$2.25; Hag-

It begins to look as though Australian currants will take the place of Greek currants on this market during the coming year. They are selling a shade under prices which prevailed before Christmas. It is a little in between seasons for prunes as far as the jobber is concerned; they have all got fair stocks, having bought in the fall, but they will be in the market again soon. They will have to advance prices, as some of them are selling to the retailer on a lower basis than prices quoted in California. As stated last week, there is a preponderance of small prunes, whereas it is usually the other way around. Usually it is necessary to pay a premium for large ones. The effect has been to make large prunes cheaper; they are selling for 11½c, whereas in normal years they would have brought 14c.

Dried Fruits—	
Apples, evap., new, 50-lb. boxes, lb.	0 11
Apples, evap., old, 50-lb. boxes, lb.	0 11
Peas, choice, 25's	0 20
Apricots—	
Choice	0 20
Choice, 10's	0 20
Peaches—	
Choice, 25-lb. boxes	0 10
Choice, 10-lb. boxes	0 10
Currants—	
Fresh cleaned, Australian, lb.	0 19
Amallas, Greek, wet cleaned	0 18
Dates—	
Hallowees, new, bulk, lb.	0 12
Fards, box, new, 12 lbs.	1 95
Raisins, California—	
16 oz. fancy, seeded	0 11½
16 oz. choice, seeded	3 11
12 oz. fancy, seeded	0 09½
12 oz. choice, seeded	0 08½
Raisins, Muscatels—	
3 crown, loose, 25's	0 10
3 crown, loose, 50's	0 10
Raisins, Cal. Valencias—	
3 crown, loose, 25's	0 09
3 crown, loose, 50's	0 08½
Figs, cooking, lb.	0 09
Prunes—	
90 to 100, 25's	0 08½
40 to 50, 25's	0 11½
Peels—	
Orange, lb.	0 22
Lemon, lb.	0 21
Citron, lb.	0 25

Bean Prices Slated To Go Higher

Winnipeg
DRIED VEGETABLES.—An average price for good Japanese beans is \$5.10, and the same beans are being quoted in the primary market at \$6.10. It is obvious, then, that the jobber's price is bound to go up unless the price in the primary market comes down, which many jobbers think it will. The following prices are quoted to-day on barley: Pot, \$4.70 per sack; pearl, \$6.60 per sack. There has been an advance in split peas to \$7 per sack for 98's. Brokers announce that blue peas are hard to get, and are tending up.

Beans—	
Japanese, white beans, bushel	5 00 5 30
Manchurian, bushel	4 25 4 65
California Lima Beans—	
80-lb. sacks	0 09½ 0 09½
Barley—	
Pot, per sack, 98 lbs.	4 40 4 70
Pearl, per sack, 98 lbs.	6 00 6 80
Peas—	
Split peas, stk., 98 lbs.	6 60 7 00
Whole peas, bushel	4 00

COFFEE.—The market is firmer, peace talk having boosted it somewhat.

In the primary market they are asking about ½c higher.

Canned Goods Price Range Narrowed

Winnipeg
CANNED GOODS.—This is a period when it is difficult to say much, the canners having cleaned up their stock, and the jobbers just getting settled down to a basis. There is not such a big difference in quotations as there was a month ago. The following are ranges for canned vegetable quotations: Tomatoes, Canadian solid pack, 2½'s, \$4.75; American, 24 3's, \$4.50 (the latter are not as good quality as the Canadian, there being three grades in the States); American, 24, 2½'s, \$4.25; Peas, standard 24, 2's, \$2.55-\$2.70; Early Junes, \$2.75-\$2.80; Corn, 24, 2's, \$3.35-\$3.50.

Scarcity of Fish Prices Are High

Winnipeg
FISH AND POULTRY.—Following the Christmas and New Year's holidays, there was very little poultry offering. In view of the shortage, prices held very well. Frozen Atlantic fish is slow in arriving, the only ones on this market last week end being finnan haddie and mackerel. Finnan haddie is bringing 15½c per lb., and has been rising gradually in price since it opened at 9c. The scarcity and consequent high price are attributed to the war, many of the fishermen having gone to the front. Frozen mackerel is bringing 13c. Lake fish has been held up by the snow, but supplies are expected now of white fish, pickerel, and goldeyes. All lines of fish are scarce and prices tend upward. Smoked goldeyes are up to 60c.

Oysters, Imperial gallon	3 00
Whitfish	0 10
Salmon, frozen	0 15
Halibut, fresh	0 14
Halibut, frozen	0 15
Lake trout	0 10
Cod, frozen	0 10
Smoked goldeyes	0 60
Kippers, boxes	2 00
Floaters, boxes	2 00
Mackerel, 10-lb. kits	3 50

Lemons Are Higher Potatoes Advancing

Winnipeg
FRUIT AND VEGETABLES.—While navel oranges are still bringing \$3.50 per case, Floridas have declined to \$3. On the other hand, lemons which were \$4.50 a week ago, are now \$5 per case, which is attributed to scarcity on account of frost. Many California lines are now being quoted by the crate, as for instance celery, which is \$7, cauliflower \$4.50, and head lettuce \$4. Cabbage is selling for \$3 per cwt., and it is tending upward, being hard to get. Sweet potatoes bring \$5 per hamper. Manitoba potatoes are selling at \$1 per bushel.

WHOLESALE REVIEW CONDITIONS.

(Continued from page 20)

in the city or the country—you will find the successful merchant in a town or district always 'aggressive,' and in the majority of cases devoting far less of his time to many of the things that his unsuccessful next-door neighbor lets himself worry about.

"The non-aggressive dealer is, therefore, bound to be eliminated and eventually we hope that as a type he will be reduced to a minimum."

"No one can look into the future and predict exactly what is going to happen, but there is to-day on every side a feeling of optimism. The past always affects to a marked degree the future and for the year 1916 we have much to be thankful for.

"Exports during the two years of war have almost tripled in volume, increasing from four hundred millions in 1914 to over one billion dollars for 1916. During the same period imports have increased by only fifty per cent., and for 1916 will have slightly exceeded seven hundred millions. So that our total trade for the year is approximately two billion dollars, being more than double that for the previous year. But it is not the total business done that counts so much as the favorable balance remaining, and for the year 1916 Canada will have a balance due in her favor of three hundred million dollars or more payable in gold by the countries to whom she has been selling. This compares with a **DEFICIT** of more than fifty millions as recently as two years ago and prior to 1914—the first year of the war—our deficit was more than a hundred million dollars per annum.

"We look into the coming year with far more confidence than we commenced the year that is past. And we believe that with the experience the trade has gone through in having to adjust their methods to changed conditions that we will be in a far better position to readjust ourselves to further changes and no matter what happens we surely should be in a position to make the best of it. Dealers have got to more and more pay strict attention to the goods they buy and their methods. They have got to figure out the 'Reason why' they are in business. They must keep themselves advised as to markets and no better advice can be extended than that they should be careful readers of CANADIAN GROCER and particularly follow the editorial comments and market reports."

On the whole the wholesale trade is prone to look with a good deal of hopefulness towards the coming year's trade with the confident belief that in all probability Canada will again see a year of more than ordinary prosperity.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Jan. 3.—Sugar has dropped 10c to \$8.75. Considerable further declines are predicted before spring arrives. Flour has advanced to \$4.90. Holders of storage eggs seem anxious to clean up. As low as \$9.75 has been quoted. New-laid eggs are rather more plentiful, but price still keeps high. Package cream cheese, Heinz pork and beans, Welch's grape juice are among the advances this week. Lima beans are offered at 10½¢, and small lots of Kootenashi small white beans could be had at 8½¢.

CALGARY:

Beans, small white Japan, lb.	0 08½	0 10
Flour, No. 1 patents, 98s	4 90	
Molasses, extra fancy, gal.	0 77	
Rolled oats, 80s	3 55	
Rice, Siam, cwt.	4 75	
Sago and Tapioca, lb.	0 08	
Sugar, pure cane, granulated, cwt.	8 75	
Cheese, No. 1 Ontario, large	0 26¼	
Butter, creamery, lb.	0 44	
Lard, pure, 3s, per case	13 20	
Bacon, smoked backs, lb.	0 25	
Bacon, smoked sides, lb.	0 26	
Eggs, new-laid, doz.	0 45	
Eggs, storage, case	9 75	10 50
Tomatoes, 2½s, standard case	4 50	4 75
Corn, 2s, standard case	3 90	
Peas, 2s, standard case	2 95	
Apples, gala, Ontario, case	2 50	
Strawberries, 2s, Ontario, case	5 25	
Raspberries, 2s, Ontario, case	5 50	
Peaches, 2s, Ontario, case	4 25	
Salmon, finest sockeye, tall, case	12 00	
Salmon, pink, tall, case	5 00	5 50

British Columbia

FROM VANCOUVER, BY WIRE

Vancouver, B.C., Jan. 3.—A consensus of opinion of three leading heads of firms in the fruit and produce business may be summarized as follows:—

"We found business for 1916—very good, smaller stocks have been carried, it is true, and the turn over each month has been better cleaned up warehouses. We are also left with a smaller carry over at the year's end. Profits have been fair and payments good. Of course under the system now adopted there are few hang over accounts but putting it generally it has been a good year. There have been flurries and times of worry over some staples, potatoes particularly, and eggs have caused much deep thought. All kinds of fruit have shown fair returns to all concerned."

A leading wholesale grocer said:—"Business for the year averages 100. There has been more trouble through the year in getting some kinds of supplies than in disposing of them. This applies of course particularly to imports, from countries directly affected by the war. There has, it is true, been much close buying by retailers but that has been a benefit rather than a detriment."

Last week's business was very quiet, there was more stock taking than selling going on. Reports of increased shipments east stiffened the potato market slightly but prices are not materially altered. Oranges have taken a big slump \$2.75 to \$3 being now quoted. Flour is firm. The quotations are \$8.90 to \$10.10 according to grade. There is a rumor of a possible rise in prices of peppers and spices generally.

VANCOUVER, B.C.:

Beans, small white Japan, lb.	Open, scarce	
Rolled oats, 80s	3 55	
Sago and tapioca, lb.	0 09	
Sugar, pure cane, granulated, cwt.	8 50	
Cheese, No. 1 Ontario, large	0 27½	
Butter, creamery, lb.	0 45	0 47
Lard, pure, 3s, per case	12 60	
Bacon, smoked backs, lb.	0 23	
Bacon, smoked sides, lb.	0 25½	
Eggs, new-laid, doz.	0 53	
Eggs, storage, doz.	0 34	0 36
Tomatoes, 2½s, standard case	4 50	4 75
Corn, 2s, standard case	3 00	
Peas, 2s, standard case	3 00	
Strawberries, 2s, Ontario, case	5 25	
Raspberries, 2s, Ontario, case	5 50	
Peaches, 2s, Ontario, case	4 25	

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Sask., Jan. 3.—Trade has been brisk during the holiday period, wholesalers reporting a regular outflow of orders on staples, and a brisk demand for fruit. Markets have been quite regular, with the exception of flour, which has been erratic following the wheat market. A notable jump has occurred in salt prices. Bulk salt in barrels has increased twenty cents a barrel while in bags it has gone up thirty cents with another increase promised shortly unless producing conditions change. Butter has dropped two cents per pound within the week and cases off at 45. Cheese also dropped one cent a pound being quoted at 27. Sugar as forecast took another ten cent drop selling now at \$8.44. Flour advanced ten cents barrel over last week now being quoted at \$9.90 for first patents. Rolled oats are holding firm bales of 8's

being quoted at \$3.70. There is plentiful supply of fruits, apples being rather scarce and commanding a good price. Vegetables are advancing and there is every indication of a scarcity of potatoes.

REGINA—

Beans, small white Japan, bush.	5 10	
Flour, No. 1 patents, 98s, per bbl.	9 30	
Molasses, extra fancy, gal.	0 71	
Rolled oats, bails	3 70	
Rice, Siam, cwt.	4 35	
Sago and tapioca, lb.	0 08½	
Sugar, pure cane, granulated, cwt.	8 44	
Cheese, No. 1 Ontario, large	0 27	
Butter, creamery, lb.	0 45	
Lard, pure, 3s, per case	13 50	
Bacon, smoked backs, lb.	0 25	
Bacon, smoked sides, lb.	0 26	
Eggs, new-laid	0 40	
Eggs, storage, No. 2	0 40	
Tomatoes, 3s, standard, case	4 35	
Corn, 2s, standard, case	3 85	
Peas, 2s, standard, case	2 95	
Apples, gala, Ontario	2 50	
Strawberries, 2s, Ontario, case	5 00	
Raspberries, 2s, Ontario, case	5 25	
Peaches, 2s, Ontario, case	3 95	
Salmon, finest sockeye, tall, case	12 00	
Salmon, pink, tall, case	6 00	6 75
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24
Eggs, new-laid	0 40	0 50
Eggs, storage	0 40	0 42

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Jan. 3.—With opening of New Year and completion of stock taking is getting back to normal conditions. Wholesalers report an excellent year just closed in the territory with volume of business satisfactory and losses comparatively few. Retailers have found 1916 harder saving, and experienced difficulty in transferring full burden of increased prices to the consumer. Existing conditions in the trade regarded as fairly satisfactory but future problematical depending entirely on war conditions. Travellers are just starting out again after holidays, but already, orders show that retailers are stocking up again briskly. The only interesting feature of markets this week was another ten cent drop in sugar, which is now quoted, standard granulated \$7.65 to \$7.70; United Empire \$7.55 to \$7.60; bright yellow \$7.45 to \$7.50; No. 1 yellow, \$7.25 to \$7.30. American clear pork is easier at \$39.75 to \$40.00. Messina lemons half dollar lower at \$4.50; California oranges also lower at \$3.25 to \$4.00.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Manitoba.	10 40	
Ontario	9 95	
Cornmeal, gran., bbls.	7 50	
Cornmeal, ordinary, bags	2 50	
Flour, buckwheat, 100-lb. bag	5 75	6 00
Molasses, extra fancy, gal.	0 62	0 63
Rolled oats, bbl.	8 50	
Beans, white, bush.	7 00	

Beans, yellow-eyed	7 00	7 00
Rice, Siam, cwt.	5 00	5 25
Sago and Tapioca, lb.	0 10	0 11
Sugar—		
Standard granulated, cwt.	7 65	7 70
United Empire	7 55	7 60
Bright yellow	7 45	7 50
No. 1 yellow	7 25	7 30
Paris lumps	9 00	9 25
Cheese, N.B., twins	0 25	0 25 1/2
Eggs, new laid	0 60	0 60
Eggs, case	0 40	0 50
Roll bacon	0 25	0 25
Breakfast bacon	0 26	0 30
Butter, dairy, per lb.	0 40	0 45
Lard, pure, lb.	0 22 1/2	0 22 1/2
Lard, compound	0 18	0 18 1/2
American clear pork	39 75	40 00
Beef, corner, lb.	3 00	3 50
Tomatoes, 3s, standard case	4 70	4 70
Corn, 2s, standard case	3 50	3 50
Peas, 2s, standard case	2 40	2 40
Apples, gala, N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case	5 00	5 00
Raspberries, 2s, Ontario, case	5 40	5 40
Peaches, 2s, Ontario, case	4 00	4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 00	6 75
Salmon, Cohoes, case	9 00	9 00
Salmon, Chums, case	4 75	5 00
Sardines, domestic, case	4 00	4 00
Cream tartar	0 42	0 45
Currants, lb.	0 21	0 21
Raisins, choice, lb.	0 11 1/2	0 11 1/2
Raisins, fancy, lb.	0 12	0 12
Raisins, seedless, lb.	0 15	0 15
Prunes, 90-100, lb.	0 10	0 10
Candied peel, citron	0 25	0 25
Candied peel, orange and lemon	0 21	0 22
Evaporated apples, lb.	6 11 1/2	6 11 1/2
Evaporated apricots, lb.	0 21	0 21
Pork and beans, case	4 50	4 80
Fresh Fruits and Vegetables—		
Apples, bbl.	2 00	5 50
Lemons, Messina, box	4 50	4 50
Lemons, Cal., box	5 50	5 50
Oranges, Cal., box	3 25	4 00
Grapes, Malaga, keg	7 50	8 00
Grapefruit, each	0 04	0 04 1/2
Potatoes, bbl.	3 00	3 50

FLOUR AND CEREAL

(Continued from page 40.)

oats is still at \$3 for 80's and \$4.10 for packages. Millers are still oversold on oats, and some of them are not very anxious to sell; the chief difficulty is to get the oats moved after it is manufactured, there being an embargo on American lines south of here. Feeds are still oversold, and are quoted \$28 for bran, and \$30 for shorts and middlings

Flour—		
Best patents	9 40	9 40
Bakers	8 40	8 40
Clears	7 70	7 70
XXXX.	6 70	6 70
Cereals—		
Rollod oats, 80 lbs.	3 00	3 00
Rollod oats, pkgs., family size	4 10	4 10
Cornmeal, 98's	3 20	3 20
Oatmeal, 98's	4 00	4 00
Feeds—		
Bran, per ton	28 60	28 60
Shorts, ton	30 00	30 00
Middlings, ton	30 00	30 00
Mixed chop, ton	47 00	47 00

VANCOUVER GROCERS BAKE THEIR OWN BREAD

A Vancouver despatch announces the fact that the grocers of that city have decided to find some means of providing themselves with bread. They claim that it is necessary for them to make 20 per cent. on the bread sold for it to be a commercial advantage to them, and as the bakers have been unable to see it in that light, the grocers have decided to start a bakery to provide for the needs of the trade. Should this scheme prove the success it is expected to be the grocers anticipate taking further steps to investigate the high cost of living and should flour prices continue to be high, it is possible that some effort will be made to deal with the grower direct, and so eliminate the possibility of speculators' profits.

Re White Swan Spices and Cereals

White Swan Spices and Cereals, Limited, Toronto, held their annual salesmen's convention on Thursday and Friday of last week. The entire force was in attendance to celebrate the best year in the history of this company.

Sandwiched between the two days' conference was a dinner which the President of the Company, A. M. Brooke gave to the staff on Thursday evening at the Prince George Hotel. After a sumptuous repast, which was entirely in keeping with the Yuletide festive season, the sales force, and visitors more or less connected with the White Swan organization, gave vent to their feelings.

These were naturally of a more than usual joyous character, interspersed with some hard-headed, brief, practical talks, enough to supply sufficient of the so called "pep" to last the boys another twelve months. President Brooke presided. From start to finish he conducted a lively sales-school which as intimated above, was relieved by bursts of wit and stories and reminiscences of life on the road.

The key-note of the speeches was struck by R. A. Baker, of the Baker Advertising Agency, in his address to the sales force. That key note was "greater efficiency"—100 point efficiency. Judging from what had been accomplished in the past, he predicted a bigger development in the efficiency of the selling staff during the coming year.

Toasts were proposed and heartily drunk to the Boys at the Front, the Factory Superintendent, the Company's solicitors, the Bankers, the Daily Press and the Trade Press.

Mr. Caulfield proposed the toast to the Boys in the Trenches which was responded to by Lieutenant Borthwick, who was formerly a member of the office staff of the company. Lieut. Borthwick expects soon to go overseas.

One of the pleasing features of the evening was the presentation of a cheque to N. E. Clark, of Brantford, Ont., one of the company's representatives in Western Ontario. Last year J. B. Harker, a former Belleville retailer, who has during recent years been connected with the White Swan Organization, carried off the honors in amount of profit on sales during 115. During 116 the race was on particularly between Mr. Clark and Mr. Harker. Eventually the former won out, and hence the cheque. However, it should be stated that had Mr. Harker been more fortunate in cranking his motor bus so that his wrist would not have been sprained, there might have been a different story to tell. Mr. Clark has been some 15 years with White Swan.

George Scott, superintendent of the Spice Department, and Alex. Macdonald, superintendent of the Cereal Department, responded to the toast to the Superintendents. Both of these men have been with the company practically ever since its inception.

F. W. Arnold, who came to the convention from the Atlantic coast field, told in a humorous vein, of down-by-the-sea incidents. It was once alleged that Mr. Arnold lived in a trunk. It was even said a year ago that he had no other stated place of abode. However, as he kept moving there has been no charge of vagrancy laid against him so far as records are concerned. Mr. Arnold has since changed his mode of living somewhat, and "blows" into Toronto once every six weeks or so to spend a week-end with his family.

George Manning told of a little New York reminiscence in which the story of a pumpkin pie figures largely. T. D. Kerr, the office manager—the man who looks after the traveling expenses—was evidently a prime favorite among the boys. Other travelers who spoke were R. J. Drolet, from Quebec district, George Pudsey, A. L. Gallow, T. B. Harker, J. M. Kirk, and C. T. Morrison. Mr. Cameron, the company's solicitor, Mr. Atkinson, banker, who styles himself as one of the 'White Swan Organization,' and Mr Little, another banker, were also among the speakers.

President Brooke proposed the toast to the Daily Press, which was responded to by H. C. Lowrey, formerly of CANADIAN GROCER staff. J. B. Harker proposed the toast to the Trade Press. In the course of his remarks, Mr. Harker stated that he had been a subscriber to CANADIAN GROCER ever since 1887. As the paper was started just one year previous, Mr. Harker pretty nearly holds the record of being our oldest subscriber. This toast was responded to by B. T. Huston, of the CANADIAN GROCER staff.

Mr. Trimble, of the Baker Advertising Agency, the last speaker of the evening dealt with the advertising campaign being conducted by the White Swan Spices & Cereals, Ltd.

Throughout the evening there were many eulogistic references made to President Brooke who has been responsible for the business increases from year to year of the company.

Fraser Mather Co., manufacturers agents, Winnipeg, have dissolved, Mr. Fraser taking the territory from Port Arthur westward. He has opened up business 228 Chambers of Commerce under the name of Chas. Fraser Co., with G. E. Nixon in charge until Mr. Fraser's return from the Front.



FLOUR AND CEREALS



Flour Advances And Wheat Is Firming

Montreal
FLOUR AND FEEDS.—During the middle of the holiday period flour was in a slightly weaker market, but with the New Year wheat showed increasing firmness, and this strength on the first business day of 1917 speedily became apparent in a 30 cent advance in flour. The wheat market had closed before the year-end at twenty cents per bushel on the low point over the break. The first market of the year continued this firmer note, and in the opinion of at least one good judge, to-day's conditions indicate that the re-action due to peace talk is now spent. Wheat at Lake ports is at present subject to a very heavy premium over Winnipeg basis in view of the fact that transportation difficulties are likely to tie up rail shipments and make a shortage for millers in Ontario who require cash grain. Feeds keep very firm also, and in big demand.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	9 80	10 00
Second patents	9 30	9 50
Strong bakers	9 10	9 30
Winter Wheat Flour—		
Fancy patents	9 75	10 00
90 per cent., in wood	9 00	9 50
90 per cent., in bags	4 25	4 35
Bran, per ton	32 00	33 00
Shorts	35 00	37 00
Special middlings	40 00	41 00
Feed flour	49 00	50 00
Feed oats, per bushel		0 69

CEREALS FIRM UP IN LINE WITH WHEAT.

Montreal
CEREALS.—The firmer tendency in wheat is reflected to some extent in cereals this week, but the holiday dullness has pervaded the market for some little time. The wheat based cereals, however, will be found firmer this week, and the tone of the market in general is towards firmness for the opening months of the year. There is a good seasonable demand for package goods.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.		5 75
Buckwheat grits, 98 lbs.		4 50
Corn flour, 98 lbs.		3 30
Cornmeal, yellow, 98 lbs.		3 40
Graham flour, 98 lbs.		4 65
Hominy, granulated, 98 lbs.	4 50	4 75
Hominy, pearl, 98 lbs.	4 50	4 75
Oatmeal, standard, 98 lbs.		4 25
Oatmeal, granulated, 98 lbs.		4 25
Peas, Canadian, boiling, bush.		3 75

Rolled oats, 90-lb. bags	3 95
Rolled wheat, 100-lb. bbls.	5 50
Rye flour, 98 lbs.	4 00
Whole wheat flour, 98 lbs.	4 65
Wheatlets, 98 lbs.	4 90

Flour Market Firm; Advance Expected

Wheat Fluctuated During Week, But at End of Period Had Made a Clear Gain of Six Cents a Bushel

Toronto
FLOUR.—Although there was a slightly sagging tendency in the wheat market during the last three days of last week, there was a decided upward movement noticeable when the Winnipeg wheat market closed on Tuesday of this week. On Wednesday of last week Winnipeg cash wheat for No. 1 Northern reached \$1.76½; Thursday it dropped to \$1.75½; Friday it went down to \$1.73¼.

FLOUR ADVANCES 30c

Since writing the reports of flour an advance of 30c per barrel has been recorded. This now makes the price \$9.70 per barrel in car lots and \$9.90 in small lots. Prices given in reports read 30c higher on all grades. Winnipeg and Toronto quotations have advanced a like amount. The Winnipeg wheat market on Wednesday closed 8c up for cash wheat and this situation places flour in a strong position on the recent advance here recorded. Ontario winter wheat flour has also followed upward to the extent of 30c per barrel. High patents are now quoted at \$8.70 in car lots and \$8.90 in small lots. Second patents Ontario are quoted at \$8.50 in car lots and \$8.70 in small lots.

and on Saturday at the close touched \$1.72½. At the close on Tuesday it had registered an advance to \$1.77½, at which figure flour is in a strong position as compared with the point where the last advance of 20c took place on Dec. 22. An advance is looked for if this figure is maintained in the wheat market. The wheat market is in an erratic condition at the present, and is characterized by millers as being pretty much of a speculators' market. Ontario winter wheat flour held steady during the week, but the firmness in the wheat market at the time of writing has put a firmness into this commodity also.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	9 40	9 00
Second patents	8 90	8 10
Strong bakers	8 70	8 30
Ontario Winter Wheat Flour—		
High patents	8 50	8 00
Second patents	8 20	8 30

DEMAND FOR SPLIT PEAS IS DEVELOPING

Toronto
CEREALS.—The demand for split peas has been developing recently owing to the increased interest in the commodity on the part of American buyers. Prices have held steady during the week, with the exception of wheatlets, in which an advance of 10c per 98-lb. sack has been recorded. One of the boxed oatmeal products advanced 25c per case.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	5 00	5 25
Beans, prime	6 50	6 75
Buckwheat grits, 98 lbs.		4 50
Corn flour, 98 lbs.	3 25	3 50
Cornmeal, yellow, 98 lbs.	3 10	3 20
Graham flour, 98 lbs.	4 35	4 45
Hominy, granulated, 98 lbs.		3 25
Hominy, pearl, 98 lbs.		3 10
Oatmeal, standard, 98 lbs.	3 95	4 15
Oatmeal, granulated, 98 lbs.	3 95	4 15
Peas, Canadian, boiling, bush.		3 25
Rolled oats, 90-lb. bags	3 75	3 85
Rolled wheat, 100-lb. bbls.		5 50
Rye flour, 98 lbs.		4 00
Whole wheat flour, 98 lbs.	4 35	4 45
Wheatlets, 98 lbs.	4 70	4 80

FEED OATS ADVANCED THREE CENTS PER BUSHEL

Toronto
FEEDS.—There is a continued demand for feeds, and production is being somewhat curtailed owing to the small demand for flour at present. Farmers are meeting the situation in many instances by disposing of their stock before it is properly ready for the market. There is a firmness in the market for oats, prices having advanced 3c per bushel during the week. In certain instances, shorts are quoted up to \$37 per ton in car lots and \$39 in small lots. Feed is also quoted up to \$52 per ton in car lots and \$53 in small lots for some of the better grades.

	Car lots ton	Small lots ton
Mill Feeds—		
Bran	33 00	35 00
Shorts	36 00	38 00
Special middlings	41 00	43 00
Feed flour	50 00	52 00
Ontario oats, outside points	0 64	0 66

MILLERS OVERSOLD ON ROLLED OATS

Winnipeg
FLOUR AND CEREALS.—The market went up again last week. It first jumped to \$9.20, and on Wednesday reached \$9.40. Millers advanced it following a sharp advance in wheat prices. Wheat hung around the high point reached for several days, but there was little trading. Flour was also very quiet as far as domestic trade was concerned, although millers look for the usual volume of business during January. Rolled

(Continued on page 39.)

**STOCK
THESE TRADE
BUILDERS**



**QUALITY
IN EACH
PACKAGE**



**On Sale
By All
Reliable
Jobbers**



**WE CARRY A FULL LINE OF
FLOUR, CEREALS AND ALL
PRODUCTS MANUFACTURED
BY AN UP-TO-DATE MILLING
PLANT.**

We Solicit Export Business

FREE WINDOW DISPLAY SENT ON REQUEST



**Canadian Cereal & Flour Mills
Company, Limited**

TORONTO

CANADA



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



THROUGH OTHER SPECTACLES



TO KEEP SHOW WINDOWS FREE FROM FROST

Inland Grocer

The early coming of the cold weather makes a few remarks upon how to keep show windows free from frost very timely.

If the weather is not exceedingly cold, rubbing the glass with a rag saturated with alcohol serves to keep the glass clear. However, if the weather is bitter, the glass must be rubbed several times a day. Glycerine and water is also used by some, and ammonia and salt water, or alcohol and water by others.

A thin layer of paste made of water, glycerine, white candy and sugar, in equal parts, with a small quantity of coumarin, spread over the glass, while it does not affect the transparency of the glass, will often prevent frosting.

The cause of frost collecting on the glass is the difference in temperature on the outside and inside of the window; thus, by equalizing the temperature on both sides, the cause would be removed. One way to do this, where the cold is not too extreme, is to place an electric fan where the current of air will sweep over the entire surface. Place the fan at the side of the window, so that a circulation of air will be created over as much of the surface as possible. If the window is large, two fans should be used.

If the windows are enclosed, back, sides and floor being practically air-tight, so that none of the warm, moisture-laden air of the store or basement finds its way in, you will find that the glass will remain clear, if the cold is not too extreme. But, if this is not sufficient, have some form of an opening just below the glass to admit cold air to the window, and openings at the top to let out the warm air. Of course, this method of keeping the glass clear will not serve in a grocery, as whatever food was put into the window would inevitably freeze, unless the cold weather display is confined to articles which the cold will not harm.

Where the open-back window is still used, about the only thing that can be done is to get enough heat next to the glass so that it is too warm for the frost to accumulate. In extreme weather some grocers place small oil or electric heaters in the windows.

APPRENTICESHIP IN THE GROCERY TRADE

From The Grocer.

All who desire to promote the best interests of the single-shop grocer and provision dealer will have noted with much satisfaction the increased attention which has been given recently to the subject of apprenticeship in the grocery trade. This quickening of interest is undoubtedly due to the difficulties in regard to labor which the trade is now experiencing and may experience in an even greater degree in the future. So much was admitted by the representatives of the Birmingham Grocers' Association, who brought the subject before the General Purposes Committee of the Federation of Grocers' Associations of the United Kingdom in October, when a resolution was passed authorizing and instructing the Federation to "consider the advisability of formulating some scheme of apprenticeship which would be suitable to the conditions of the grocery trade at the present day." The same policy underlies the following resolution passed by the Council of the Institute of Certificated Grocers at its meeting on Wednesday:—

That the Council of the Institute of Certificated Grocers (Incorporated), recognizing that apprenticeship still remains the ideal method of entrance to the service of the grocery and provision trades, warmly welcomes every effort to revive the general use and custom of apprenticeship; considers that some standard scheme suitable to present-day conditions should be formulated for general acceptance; earnestly urges that in each and every indenture it be provided that attendance in continuation and technical classes throughout apprenticeship be compulsory; and hopes the day is not far distant when Parliament will be able to pass legislation making apprenticeship in the grocery and provision trades obligatory.

Probably we are a long way off the day when Parliament will legislate to make apprenticeship in the grocery and provision trades obligatory. But the suggestion is allied to the proposal that grocers should be certificated or registered, and it is worthy of sympathetic consideration.

THE EGG AND THE PAY ENVELOPE

From "Publicity," Montreal.

In the course of an article which appeared in a November issue of the Saturday Evening Post, John Mappedeck, (a name of Teutonic euphony) makes the following remarks; "This was shown in a striking way in Canada where the people to meet the cost of war contributions, have stopped eating eggs to such an extent that our northern neighbor has had a surplus for export to England almost since the war began." So Canadians are so poor that they must do without their morning egg! The CANADIAN GROCER does not like Canada to be represented to our American neighbor as a nation stripped to the last rag of her financial powers and this is how this interesting trade paper replies to the author with the Teutonic sounding name: "How poor are we? What are the facts? Canada is now exporting at a rate of \$173.00 per capita as compared with \$63.00 per capita in the United States. Canada's total exports are more than one-fifth of the United States' total. Three years ago Canada had an adverse trade balance of \$310,000,000, to-day she has a favorable balance of over \$367,000,000. This means that in 1913 Canada was buying abroad at a rate of \$86.00 per capita and selling at the rate of \$47.00 per capita. In 1916 Canada's sales abroad have risen to \$132.00 per capita and her buying has remained at \$86.00 per capita. Canada's net gain in foreign commerce alone in this period is over \$677,000,000, or about \$85.00 per capita. Surely with these facts facing us we can afford to buy an egg now and then."

PLAIN TALK TO WHOLESALERS

The Wholesale Grocer.

An unusual opportunity faces the wholesale grocer to-day, and in the language of the old adage he should "strike while the iron is hot."

Here and there in every wholesale house there are stocks of goods that have been neglected, due to the fact that they have been classed as unsalable or slow sellers. There are odd lots in the broken package rooms that have lain dormant owing to quicker sale or a rush of orders in other lines.

These neglected stocks are valuable as the time is opportune for realizing adequate re-

turns for the investment made in installing the goods. Have these stocks overhauled and placed in advantageous places in the selling rooms alongside the "best sellers." Make attractive displays — inaugurate a "clean-up" campaign. Create a demand by featuring the slow sellers and making a united effort to dispose of the miscellaneous wares that have accumulated in the store rooms. Keep the sales force keyed up to the necessity of moving the goods while it can be made at a profit.

There is an old saying that "Everything that goes up must come down," and it aptly applies to prices for commodities. The cessation of war in Europe is bound to bring about a reaction in this country. Exports will be curtailed; munition factories will close, and foreign competition will loom up large and forbidding. Therefore, it behooves the wholesale grocer to take time by the forelock and safeguard his interests by setting his house in order.

TRUST BUSTING AT A LOSS

Modern Merchant and Grocery World.

During the past week the trade has been somewhat amused by the efforts of a grocer in the Outer Mission District seeking a lot of newspaper publicity by selling bread at 4c a loaf for which he admitted paying 4½c.

The larger bakeries refused to supply him with bread because he would not maintain their resale price—with the result that he began to rant and rave and make all sorts of dire threats. He was merely seeking publicity and the newspapers easily fell for it. He boasted of his intention to break the bread trust and then told of selling 300 loaves a day—rather a small amount to break a trust, if there were one, but he got the newspaper publicity he was looking for and we hope he's satisfied.

In the meantime, it had the effect of demonstrating to a lot of grocers in the city the fact that the bakers intended to force the maintenance of their resale prices.

This trust busting business is fine—makes good reading in the newspapers only.

SPURIOUS VINEGAR

The Wholesale Grocer.

The dairy and food department of Michigan has seized several hundred barrels of spurious vinegar. It develops that a large amount of vinegar now in the state is made in this way: In various states outside of Michigan, wind-fall apples are dried in factories. This waste is moistened and allowed to partially ferment and rot in a hot room. The rotten part gives the color of cider. This rotten mass is mixed with water and pressed. The resulting juice is fermented, barreled and labeled, "Pure Cider Vinegar." This dope can be sold so cheap that it has driven legitimate cider vinegar made from fresh apple juice nearly out of the market. Apple growers are also deprived of part of their earnings because in Michigan thousands of bushels of cider apples lie rotting on the ground on account of the unfair competition. The sale of this imitation product will not be permitted and dealers will be prosecuted for selling it as vinegar. To protect jobbers The Wholesale Grocer will furnish upon request the names of all manufacturers found to be making this imitation vinegar.



PRODUCE AND PROVISIONS



Hogs In Good Supply And Provisions Firm

Montreal—**PROVISIONS.**—Some stimulation of demand for provisions was noted during the holiday period between Christmas and New Year's when exceedingly wintry weather prevailed for part of the time. Rather more live hogs arrived in Montreal for the period than had been recorded this time last year, and the market for both live and dressed ruled firm. Sales at \$17.25 to \$17.50 for abattoir fresh killed were recorded. For country dressed hogs (which have been coming in more freely) prices ran from \$15.50 to \$17.00 for heavy and light weight deliveries. Holiday trade with the retailers in all provisions and pork products has been good, and the outlook for the New Year appears to be staple and encouraging.

Hams—			
Medium, per lb.	0 26	0 26½	
Large, per lb.	0 24	0 24½	
Bacon—			
Plain	0 25	0 25	
Boneless, per lb.	0 29	0 30	
Bacon—			
Breakfast, per lb.	0 25	0 25	
Roll, per lb.	0 20	0 21	
Pickled meats—i.e. less than smoked.			
Dry Salt Meats—			
Long clear bacon, ton lots	0 18	0 19	
Long clear bacon, small lots	0 18½	0 19½	
Fat backs, lb.	0 17	0 18	
Cooked Meats—			
Hams, boiled, per lb.	0 37	0 38	
Hams, roast, per lb.	0 36	0 37	
Shoulders, boiled, per lb.	0 30½	0 31½	
Shoulders, roast, per lb.	0 31	0 31½	
Lard, Pure—			
Tierces, 400 lbs., per lb.	0 21¼	0 21½	
Tubs, 50 lbs.	0 21¼	0 22	
Pails	0 22	0 22½	
Bricks, 1 lb., per lb.	0 23	0 23½	
Lard, Compound—			
Tierces, 400 lbs., per lb.	0 17	0 17½	
Tubs, 50 lbs.	0 18½	0 19½	
Pails, 20 lbs., per lb.	0 17½	0 17½	
Bricks, 1 lb., per lb.	0 18½	0 19½	

GOOD SEASONABLE POULTRY CONSUMPTION

Montreal—**POULTRY.**—Good supplies of poultry arrived during the holiday season, and consumption was heavy, the market absorbing supplies very freely. Turkey prices still held rather firm, and the preference of the public was further lines of poultry not so firmly priced. But a considerable number of turkeys in good seasonable condition were disposed of. Extremely sharp weather now prevalent has ended the incoming of any live poultry, and the market is well satisfied with offerings of dressed.

Poultry (dressed)—		
Chickens, milk-fed, crate, fattened, lb.	0 21	0 23
Old roosters	0 15	0 15
Roasting chickens	0 20	0 21

Young ducks	0 18	0 19
Turkeys (old toms, dressed, lb.)	0 28	0 28
Turkeys (young)	0 29	0 28

EGGS SHOWED AN EASIER TENDENCY.

Montreal—**EGGS.**—The market for eggs has been uneventful during the past week of holiday season, but demand is better owing to holiday requirements. Nevertheless the public have gone warily in making egg purchases, and prices have held steady rather than trending to greater firmness. New laids have even shown a tendency downwards, far more offerings were obtainable at the sixty-cent figure (our lower quotation) than formerly, and some were obtainable even below that figure. The feeling prevails, however, that eggs must remain fairly steady at present firm prices for some time into the New Year.

Eggs—		
New laid	0 60	0 70
Selects	0 42	0 43
No. 1	0 38	0 39

HOLIDAY DEMAND FOR BUTTER UP TO AVERAGE.

Montreal—**BUTTER.**—Business in butter during the present period is being concentrated mainly on local requirements, and the demand for the season is excellent. Holiday consumption of the best grades of butter has been fully up to average in spite of high prices prevailing. There is still some export business in butter, being done by large Montreal houses who are filling orders placed earlier in the season for British, and some American consumption.

Butter—		
Creamery, prints (storage)	0 45½	
Creamery, prints (fresh made)	0 43½	
Creamery, solids (fresh made)	0 43	
Dairy prints, choice, lb.	0 39	0 42
Dairy prints, lbs., in tubs	0 38	0 40

WINTER MADE CHEESE IS LOWER PRICED.

Montreal—**CHEESE.**—There is very little activity in the cheese market at present, and country production is dwindling low. Good September made cheese is firm at prices quoted (25c—25½c) but there is not a great deal of this fall cheese in storage for any but Government requirements for Great Britain. Winter made cheese, not in such good quality is selling at as low as 22 cents. Receipts still exceed those of the corresponding period of last year, as high prices have kept supplies up to the last limits of production.

Cheese—		
Large, per lb.	0 25	0 25½
New, twins, per lb.	0 25½	0 26
Triplets, per lb.	0 26	0 26
Stilton, per lb.	0 28	0 28
Fancy old cheese, per lb.	0 22	0 22

STILL A STEADY DEMAND FOR HONEY IN QUEBEC.

Montreal—**HONEY.**—The market for honey keeps firm, and there has been plentiful holiday activity in this line. Stimulated by colder weather, the public demand has been sufficient to make an impression on supplies in sight, but as there are still good supplies in the country there is no reason to anticipate any immediate honey shortage. Prices which firmed up recently are steadily maintained.

Honey—		
Buckwheat, 5-10 lb. tins, per lb.	0 10	0 10½
Buckwheat, 50-lb. tins, per lb.	0 09½	0 10
Clover, 5-10 lb. tins, per lb.	0 13	0 14
Clover, 50-lb. tins	0 11½	0 12
Comb, per section	0 15	0 16

Lard Market Firm; Hog Trade Light

Cooked Meats All in Steady Market—Lard Demand Expected to Be Heavier This Month.

Toronto—**PROVISIONS.**—There has been a seasonable demand for cooked meats following the surfeit of poultry and other meats. Prices have held steady in consequence. Lard has been in firm market and some of the dealers are looking for an increasing firmness during the present month. There is a big demand for fats and oils of all kinds and compound lard is one of the commodities that has also been in increasing firmness. Live hog deliveries at the local stock yards were very light during the past week, with prices holding steady. Dressed hogs also held at the quotations of last week.

Hams—		
Medium, per lb.	0 24	0 25
Large, per lb.	0 23	0 23½
Bacon—		
Plain	0 25	0 27
Boneless, per lb.	0 27	0 29
Bacon—		
Breakfast, per lb.	0 25	0 25
Roll, per lb.	0 19	0 20
Wiltshire bacon, per lb.	0 23	0 23
Pickled meats—i.e. less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18
Long clear bacon, small lots	0 18½	0 19
Fat backs, lb.	0 18½	0 19½
Cooked Meats—		
Hams, boiled, per lb.	0 34	0 35
Hams, roast, per lb.	0 34	0 35
Shoulders, boiled, per lb.	0 29	0 30
Shoulders, roast, per lb.	0 29	0 30
Lard—		
Pure tierces, 400 lbs., per lb.	0 21¼	0 21½
Compound, tierces, 400 lbs., per lb.	0 16½	0 17½
In 50-lb. tubs, ¼ higher than tierces; pails, ¼c		

higher than tierces, and 1-lb. prints, 1/4c higher than tierces.

Hogs—		
Dressed, abattoir killed	17 00	17 50
Live, off cars		12 25
Live, fed and watered		12 00
Live, f.o.b.		11 60

SMALL QUANTITIES OF QUEBEC BUTTER COMING.

Toronto
BUTTER.—There is an easier feeling in the butter market due to the lower tendency in the Quebec market. Creamery solids are showing the inclination of the butter market and are quoted at 45c per pound. Dairy prints are also easier in price by 1c per pound. It is anticipated that the high price limit for the butter market has been reached and dealers look for a slightly easier tone trade in butter at present. Sentiment is looked upon as a bearish element in the market. Production is not increasing and figures give a bullish tone to the market, but sentiment to stop buying is being considered more as an element in the market at the present time against which it is well not to count too strongly.

Creamery prints, fresh made	0 46	0 48
Creamery solids	0 45	
Dairy prints, choice, lb.	0 42	0 43
Dairy prints, lb.	0 40	0 41
Bakers	0 37	0 38

NEW LAID EGGS ARE DOWN FIVE CENTS PER DOZEN.

Toronto
EGGS.—New-laid eggs are reaching the market in better quantity and prices are easier as a result, being quoted down five cents per dozen. Storage eggs are very scarce and firmer prices would not come as a surprise for these in the near future. Some of the wholesalers already are bringing their supplies from Chicago, and it is understood that market will be an increasing source of supply in the near future. There is a considerable difference between the price of new-laid and storage, and it is considered probable that the differential will be decreased. Hens are giving promise of bigger production in the near future.

Eggs—		
New laid, cartons	0 55	0 60
No. 1 storage, ex-cartons	0 30	0 40
Selects, extra	0 41	0 43

CHEESE PRICES HOLD — DEMAND SOMEWHAT LIGHT.

Toronto
CHEESE.—Prices for cheese have held steady during the week in the face of a light demand. Locally the demand has never been very heavy as the price for export has kept this commodity at record levels. As long as the export trade keeps up there is little prospect of easier prices. Cheese is one of the excellent food commodities for soldiers and as long as soldiers have to be fed there is every prospect of continued firmness in this market.

Cheese—		Per lb.
New, large	0 25	0 26
Twins are 1/4c higher than new large; triplets 1/2c higher than new large, and Stilton 2c above new large.		

STORAGE WILL RESCUE SUPPLIES OF POULTRY.

Toronto
POULTRY.—Trade in poultry for the New Year was light and wholesalers were unable to dispose of their heavy stocks during the holiday season. Considerable money was dropped by some of the dealers owing to the high prices that had to be paid. Their hope lies now in being able to hold them in cold storage until the consumptive demand for them develops. This is expected to be rather slow, as it wets down to a food basis after the holiday season with sentimental reasons for having fowl at Christmas and New Year's discarded. Turkeys in certain quarters were quoted lower for prices being paid at Toronto by 1c per pound. Demand for turkeys over the holiday season was very disappointing. People went more for the ducks and geese. Ducks are also quoted down 1c per pound in prices being paid and geese in the same quarter are lower by a like amount.

	Live	Dressed
Spring chickens	0 14	0 17
Hens, over 4 lbs.	0 14	0 16
Hens, under 4 lbs.	0 11	0 13
Old roosters	0 11	0 14
Young ducks	0 14	0 15
Old ducks	0 10	0 15
Geese	0 12	0 16
Young turkeys (8 and 9 lbs. each)	0 22	0 26
Young turkeys (over 9 lbs. each)	0 27	0 27
Old Tom or hen turkeys	0 20	0 24

Prices are those paid at Toronto by commission men.

CONTINUED FIRMNESS IN MARKET FOR HONEY.

Toronto
HONEY.—There is a continued firmness in the market for honey under the stimulus of a good demand. In certain quarters honey is quoted up as high as 15c per pound in the 5-lb. and 10-lb. pails. The market generally however, holds at the quotations of last week. Considerable Quebec honey is reaching the market. Some authorities look for higher prices in this market. From indications in certain quarters it would seem that their expectations might not be long in suspense. There is a firmer price by 1/4c per pound in the 60-pound tins, which are now quoted from 12 1/2c to 13 cents.

Honey—		
Clover, 5 and 10-lb. tins	0 13 1/2	0 14 1/2
60-lb. tins	0 12 1/2	0 13
Comb, No. 1, doz.	2 40	2 75
Buckwheat, 60-lb. tins	0 09	0 10 1/2

TO ELIMINATE LOSS ON EGGS

Winnipeg
PRODUCE AND PROVISIONS.—The live hog situation was quiet last week. Receipts were light, and prices were firm at \$11.25. Towards the end of the week the price advanced to \$11.40. City business during the holidays was

quiet, but retailers reported things better last week-end. All provision prices were the same except on smoked hams, which are very firm on account of scarcity. The following prices are quoted:—Light, 26c; medium, 25c; large, 23c. The butter market is unchanged. Practically all eggs consumed just now are storage, the severe weather having almost stopped the sale of new-laid, and there will not be many more until spring. Commencing on New Year's Day, every large wholesale buyer of eggs in the city, without a single exception, inaugurated a purchasing policy framed on what is known as the "loss off" basis. As a result of the inauguration of this system it is expected that an annual loss on payments for over 120,000 dozen of bad, cracked and leaking eggs will be wiped out.

To assist in perfecting the scheme, which has been fostered by the Winnipeg Board of Trade, the Dominion Government will send a body of experts to Winnipeg to instruct employees of commission and wholesale handlers in the candling and inspection of eggs. When the instruction has been completed, the Board of Trade will issue certificates to shippers as to the condition of all shipments.

In the past buyers have paid for the broken, no matter how many bad or bakes eggs it contained.

Hams—		
Light, lb.		0 25
Medium, per lb.		0 25
Large, per lb.		0 23
Bacon—		
Breakfast, per lb.		0 24
Breakfast, select, lb.		0 27
Backs, select, per lb.	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light		0 16
Barrelled Pork—		
Mess pork, bbl.		30 00
Lard, Pure—		
Tierces		0 20 1/2
30s		4 12
Cases, 5s		12 90
Cases, 3s		13 05
Lard, Compound—		
Tierces		0 16 1/2
Tubs, 50s, net		8 25
Pails, 30s, net		3 37
Butter—		
Fresh made creamery, No. 1, cartons		0 42
Best dairy		0 38
Fresh Eggs—		
New laid	0 45	0 50
Extras, in cartons		0 43
No. 1, candled		0 39
Cheese—		
Ontario, large		0 25 1/2

The Maple Leaf Milling Company has a tentative plan for the absorption of another milling company, whose headquarters are in Montreal. It is understood that the basis of agreement has been drawn up, and many interests are in favor of the deal, as it would give the Maple Leaf a mill at the port of Montreal, which is regarded as perhaps the most attractive location from which to handle export business in the Dominion. Recently there have been overtures by another one of the larger milling companies to secure a foothold in the Montreal field for its export business.



**Armour's
Oval Label—
A Mark
of Quality
and
Service**

**Trade-
Makers
and
Profit-
Producers**

EVERY grocer in Canada should know Armour's Oval Label. This mark identifies a whole family of top-grade food products, backed by a name that stands for highest achievement in food production.

We offer you these famous foods bearing Armour's Oval Label with the assurance that they are produced in Canadian factories by Canadian men and women, and prepared to suit the needs of progressive Canadian merchants.

Armour's Quality Products represent standardized values and regular profits for dealers. The line is so large and varied as to meet a big portion of the demands of your trade. It includes Veribest Ham, Bacon, Leaf Lard, Canned Meats and Fish, Armour's Grape Juice, Butter, Eggs, Sausage, etc.

Armour's Devonshire Farm Sausage. A pure all-pork product that sells easily and repeats regularly once your patrons know of its delicious goodness. The ideal breakfast for frosty mornings. Supply it to your customers in the convenient pound cartons (meat or links.)

A big collection of Armour Store Signs and advertising material at your service. Ask the Armour salesman, or write us direct.

ARMOUR AND COMPANY

Hamilton - Ontario - Canada



Just the Thing For a Present

A present that is suitable under all conditions for everyone in the grocery business is a copy of Artemas Ward's "Grocer's Encyclopedia." It is the one gift that is sure of an adequate welcome!

Mrs. Grocer could not surprise her husband with anything that he would enjoy more—nor anything that would be of more practical aid to him in his business. Mr. Grocer could not present his chief salesman with anything more likely to stimulate his interest in the business and increase his selling efficiency. Or, the salesmen can club together and give it to the boss!

An additional advantage is the fact that Mrs. Grocer and Mrs. Salesman will find as much interest and practical information in it as will their husbands. Surely such a combination is too rich, too delightful and too unusual to be passed by, when the cost is only a ten-dollar bill!

The grocer or grocery salesman who possesses a copy of "The Grocer's Encyclopedia," need never feel embarrassed by any questions pumped at him by a housekeeper of inquiring mind. Caviare types, truffles of different countries, mushrooms of all varieties, fancy liqueurs, any of a thousand wines, food names in five languages, etc., etc.,—anything and everything you want to know, is there.

It is a really wonderful work. The text treats on fully 1,200 subjects, covering all kinds of foods—their habitat, cultivation, preparation for market, quality and grades—and containing many inside trade "pointers," which are of practical value in buying and caring for goods, which you can obtain nowhere else.

It is illustrated with 80 full-page color-plates of tropical fruits, nuts, cheeses, meats, game-birds, etc., which the New York Press describes as "the most beautiful that ever appeared in a work of encyclopedic character," and hundreds of photographs showing food growing and preparation in all parts of the world.

Its handsome appearance makes it additionally suitable for a holiday gift. It contains 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper, and strongly bound in buckram.

It is said that it cost more than \$50,000 to produce this book—but it sells for only \$10.50, delivery prepaid.

Send your order to **THE CANADIAN GROCER**, 143-153 University Ave., Toronto, Canada.

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

WHEN
BUYING
MINCE MEAT
INSIST
ON

WETHEY'S

**NORWEGIAN
SARDINES (SMALL
FISH)**

NOTHING LIKE IT!
NO BONES!
ALL MEAT!



A/s. NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal
"LORD NELSON" BRAND (Brisling)

**QUOTATIONS FOR
PROPRIETARY ARTICLES**
SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR

**BAKING POWDER
WHITE SWAN SPICES AND
CEREALS, LTD.**

5c Tins, 4 doz. case, weight	Per doz.
10 lbs.	\$ 0 45
4 oz. Tins, 4 doz. to case	
weight 20 lbs.	0 75
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 75
16 oz. Tins, 4 doz. to case,	
weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case,	
weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case,	
weight 75 lbs.	9 50

ROYAL BAKING POWDER

Size	Less than 10 case lots	Bbl. lots or 10 cases and over
	Per doz.	Per doz.
Dime	\$0 95	\$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90

**DOMINION CANNERS, LTD.
JAMS.**

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

Screw Top Glass Jars 16 oz. glass 2 doz. case. Per doz.	
Apricot	\$2 55
Assorted	2 35
Blackberry	2 45
Blueberry	2 45
Currant, Red	2 45
Currant, Black	2 55
Cherry	2 45
Gooseberry	2 35
Plum	2 20
Plum, Green Gage	2 35
Pear	2 35
Peach	2 35
Raspberry, Red	2 55
Raspberry, Black	2 45
Raspberry and Red Currant	2 45
Raspberry and Gooseberry	2 45
Strawberry	2 60

**THE BRITISH COLUMBIA
SUGAR REFINING
CO., LTD.**

ROGERS' GOLDEN SYRUP
Manufactured from pure cane
sugar.

2 lb. tins, 2 doz. in case.	\$3 80
5 lb. tins, 1 doz. in case.	4 45
10 lb. tins, 1/2 doz. in case.	4 15
20 lb. tins, 1/4 doz. in case.	4 05
Perfect seal glass jars in the case	3 15
Delivered in Winnipeg in carload lots.	

BAKED BEANS WITH PORK.

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

Individual Baked Beans, Plain or with Sauce, 4 doz. to case	
1's Baked Beans, Plain, 4 doz. to case	
1's Baked Beans, Tomato Sauce, 4 doz. to case	
1's Baked Beans, Chili Sauce, 4 doz. to case	
2's Baked Beans, Plain, 2 doz. to case	
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	

Family, Plain, doz.; Family,
Tomato Sauce, doz.; Family,
Chili Sauce, doz.; 3's
Plain, Flats, Aylmer only,
doz.; 2's, Tomato Sauce, Flats,
Aylmer only, doz.; 3's,
Chili Sauce, Flats, Aylmer only,
.... doz.; 3's, Plain, Tall,
doz.; 2's, Tomato Sauce,
doz.; 3's, Chili Sauce, doz.
The above 2 doz. to case, 10's,
1/2 doz. per case, for hotel and
restaurant use (gals.),
doz.

**"AYLMER" PURE ORANGE
MARMALADE**

Tumblers, Vacuum Top, 2 doz. in case	Per doz.
12 oz. Glass, Screw Top, 2 doz. in case	1 30
14 oz. Glass, Screw Top, 2 doz. in case	1 50
16 oz. Glass, Screw Top, 2 doz. in case	1 75
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 15
2's Glass, Vacuum Top	3 20
2's Tin, 2 doz. per case	3 25
4's Tin, 12 pails in crate, per pail	0 55
5's Tin, 8 pails in crate, per pail	0 69
7's Tin or Wood, 6 pails in crate	0 91
14's Tin or Wood, 4 pails in crate, per lb.	0 12 1/2
30's Tin or Wood, one pail only, per lb.	0 12 1/2

BLUE
Keen's Oxford, per lb.
In 10-lb. lots or case.

CEREALS

WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-ris- ing), 2 doz. to case, wgt. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 doz. 15c packages	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
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.	2 60

**COCOA AND CHOCOLATE
THE COWAN CO., LTD.**

Cocoa—

Perfection, 1-lb. tins, doz.	\$4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, lb.	0 22
Soluble, bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, 1/2s, 12- lb boxes, per lb.	0 31
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 00



TEST "SURPRISE" IN YOUR OWN HOME

*Full and complete knowledge
of any article that you sell
creates and makes your cus-
tomers trust in your judg-
ment.*

The St. Croix Soap Manufacturing Co.
St. Stephen, N.B.

Halifax, Montreal, Toronto, Winnipeg, Vancouver.

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

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



The best value in Rice being offered on Canadian markets today.

Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90	CONDENSED COFFEE	
Sweet Chocolate— Per lb.		Reindeer Brand, "Large," each 24 cans	\$5 00
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40	Reindeer Brand, "Small," each 48 cans	5 70
Queen's Dessert, 6's, 12-lb. boxes	0 40	Regal Brand, each 24 cans. 4 70	
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37	COCOA, Reindeer Brand, each 24 cans	5 00
Diamond, 8's, 6 and 12-lb. boxes	0 30	COFFEE.	
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28	WHITE SWAN SPICES AND CEREALS, LTD.	
Diamond, ¼'s, 6 and 12-lb. boxes	0 28	WHITE SWAN	
Icings for Cake—		1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 36
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00	1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 34½
Chocolate Confections. Per doz.		ENGLISH BREAKFAST COFFEE.	
Maple buds, 5-lb. boxes	0 39	½ lb. tins, 2 doz. to case, weight 22 lbs.	0 22
Milk medallions, 5-lb. boxes	0 39	1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20
Chocolate wafers, No. 1, 5-lb. boxes	0 33	MOJA	
Chocolate wafers, No. 2, 5-lb. boxes	0 28	½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
Nonparell wafers, No. 1, 5-lb. boxes	0 32	1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
Nonparell wafers, No. 2, 5-lb. boxes	0 28	2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30
Chocolate ginger, 5-lb. boxes	0 36	PRESERVATION COFFEE.	
Milk chocolate wafers, 5-lb. boxes	0 39	A Handsome Tumbler in Each Tin.	
Coffee drops, 5-lb. boxes....	0 39	1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27
Lunch bars, 5-lb. boxes....	0 39	FLAVORING EXTRACTS	
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40	WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.	
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90	1 oz. bottles, per doz., weight 3 lbs.	\$ 1 05
Nut milk chocolate, ¼'s 6, lb. boxes, lb.	0 39	2 oz. bottles, per doz., weight 4 lbs.	2 00
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39	2½ oz. bottles, per doz., weight 6 lbs.	2 30
Nut milk chocolate, 5c bars 24 bars, per box	0 90	4 oz. bottles, per doz., weight 7 lbs.	3 50
Almond nut bars, 24 bars, per box	0 90	8 oz. bottles, per doz., weight 14 lbs.	6 50
		16 oz. bottles, per doz., weight 23 lbs.	12 00
		32 oz. bottles, per doz., weight 40 lbs.	22 00
		Bulk, per gallon, weight 18 lbs.	10 00
		BORDEN MILK CO., LTD.	
		CONDENSED MILK	
		Terms net 30 days.	
Eagle Brand, each 48 cans	\$7 20	CRESCENT MFG. CO.	
Reindeer Brand, each 48 cans	6 95	CRESCENT MAPLEINE	
Silver Cow, each 48 cans....	6 40	Per doz.	
Gold Seal, Purity, each 48 Cans	6 25	½ oz. (4 doz. case), weight 9 lbs., retail each 15c....	\$1 35
Mayflower Brand, each 48 Cans	6 25	1 oz. (4 doz. case), weight 14 lbs., retail each 30c....	2 50
Challenge, Clover Brand, each 48 cans	5 75	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 \$1.00..	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 00
		GELATINE	
		EVAPORATED MILK	
St. Charles Brand, Hotel, each 24 cans	5 00	Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 30
Jersey Brand, Hotel, each 24 cans	5 00	Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Peerless Brand, Hotel, each 24 cans	5 00	Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10
St. Charles Brand, Tall, each 48 cans	5 10	W. CLARK, LIMITED, MONTREAL.	
Jersey Brand, Tall, each 48 cans	5 10	Compressed Corned Beef, ¼a, \$2; 1s. \$3.50; 2s. \$7.50; 6s. \$25; 14s. \$90.	
Peerless Brand, Tall, each 48 cans	5 10	Roast Beef, ¼a, \$2; 1s. \$3.25; 2s. \$7.25; 6s. \$22.	
St. Charles Brand, Family, each 48 cans	4 50	Bolled Beef, 1s. \$3.25; 2s. \$7.25; 6s. \$22.	
Jersey Brand, Family, each 48 cans	4 50	Jellied Veals, ¼a, \$2; 1s. \$3; 2s. \$4.50; 6s. \$21.	
Peerless Brand, Family, each 48 cans	4 50	Corned Beef Hash, ¼a, \$1.50; 1s. \$2.50; 2s. \$4.50.	
St. Charles Brand, small, each 48 cans	2 25	Beefsteak and Onions, ¼a, \$3; 1s. \$3.25; 2s. \$6.25.	
Jersey Brand, small, each 48 cans	2 25		
Peerless Brand, small, each 48 cans	2 25		

Back Bacon

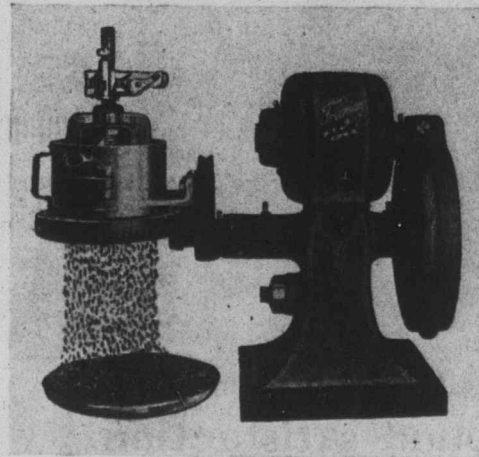
Have you tried our "Boneless Backs in Casings." You will find them very delicious eating. We have also Skinned Backs, Boneless Backs and Backs with the skin on.

ESTABLISHED 1854

F. W. FEARMAN CO.
LIMITED
HAMILTON

Freeman's Electrical

Made in Canada



Driven
Meat
Chopper
Bone
Grinder
and
Coffee
Mill

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

The W. A. Freeman Co., Limited
Hamilton, Canada

SPECIAL OFFER TO GROCERY TRADE FOR MONTH OF JANUARY

We will send free 25 PRIME MINISTER Cigars worth \$2.50 retail with

500 HAVANA RIBBON 5c. CIGARS

or free a 10 Box PRIME MINISTER Cigars worth \$1.00 retail with

250 HAVANA RIBBON CIGARS

"HAVANA RIBBON" is a QUALITY Cigar, Banded, Attractive Package at \$36.00 per 1,000 net. We make this offer to introduce Havana Ribbon to the Grocery and General Store trade. This Cigar is now a big seller in Retail Cigar Stores.

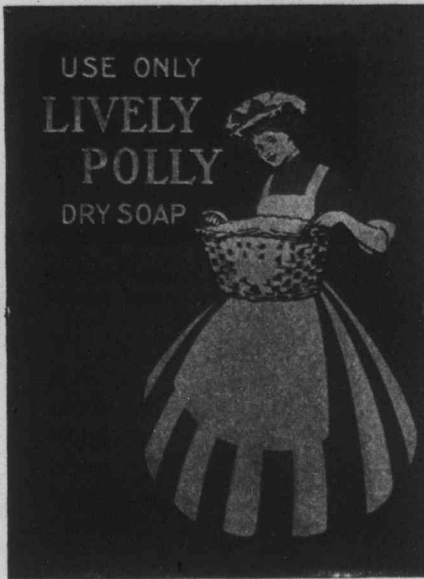
*Send Your Order DIRECT to Us, Giving Us the
Name of Your Wholesale Grocer.*

MANNES & BINGHAM, LIMITED

CIGAR MANUFACTURERS

LONDON, ONTARIO

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



All round satisfaction

—that is exactly what your customers get in "LIVELY POLLY" SOAP POWDER. When it comes to washing clothes, dishes, glass, earthenware, paint, floors, etc., or cleansing and disinfecting drains and closets, "Lively Polly" has no equal. Why not recommend it then to every housewife coming into your store? The satisfaction it will give will redound to your credit and react very favorably on your entire business. The profits are good.

J. Hargreaves & Sons Liverpool, Eng.
 Canadian Agents: McClellan Import Co., 301 Read Bldg.
MONTREAL

**McVitie & Price's
 IMPORTED BISCUITS**

Grocers should stock the following
 "best sellers":

- Digestive
- Bunty Creams
- Abernethy
- Asstd. Shortbread
- Academy Creams
- Oatcakes

Prices and quotations from

McVITIE & PRICE of Canada
 Limited
 10 Vaudreuil Lane
MONTREAL

Importers of McVitie's "DIGESTIVE,"
 the "Premier Biscuit" of Britain."

Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.
 Boneless Pigs' Feet, 1/2s, \$1.75; 1s, \$2.75; 2s, \$5.50.
 Lambs' Tongues, 1/2s.
 Sliced Smoked Beef, tins, 1/2s, \$1.85; 1s, \$2.80; 4s, \$15.50.
 Sliced Smoked Beef, glass, 1/4s, ...; 1/2s, \$2.25; 1s, \$3.25.
 Tongue, Ham and Veal Pate, 1/2s, \$1.50.
 Ham and Veal, 1/2s, \$1.20.
 Potted and Devilled Meats, tins — Beef, Ham, Tongue, Veal, Game, 1/4s, 50c; 1/2s, \$1.
 Potted Meats, Glass — Chicken, Ham, Tongue, 1/4s, ...
 Ox Tongues, tins, 1/2s, \$3.50; 1s, \$6.25; 1 1/2s, \$9.50; 2s, \$13.
 Ox Tongues, Glass, 1 1/2s, \$12; 2s, \$14.
 Mince-meat, Hermetically Sealed Tins, 1s, \$2; 2s, \$3.25; 3s, \$4.55; 4s, \$6.25; 5s, \$8.
 In Pails, 25 lbs., 13c lb.
 In 50 lb. Tubs, 13c lb.
 In 85 lb. Tubs, 12 1/2c lb.
 In Glass, 1s, \$2.20.
 Clarke's Peanut Butter — Glass Jars, 1/4, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 20c.
 Clark's Peanut Butter—Pails 24 lbs., 20c per lb.
 Clark's Tomato Ketchup, 16 oz., \$3; 1 gal. jars, ...; 5 gal. jars, ... per gal.
 Pork and Beans, Plain Talls, 1s, 95c; 2s, \$1.60; 3s, \$2.40; 6s, \$8; 12s, \$12; 3s, flat, \$2.
 Individuals, 80c doz.
 Pork and Beans, Tomato Sauce, Talls, 1s, \$1.15; 2s, \$1.85; 3s, \$3; 6s, \$10; 12s, \$14.50; 3s, flat, \$2.45.
 Individuals, 90c doz.
 Pork and Beans, Chilli, 1s, \$1.15; 2s, tall, \$1.85; 3s, flat, \$2.45.
 Individuals, 90c doz.
 Tomato Sauce, 1 1/2s, \$1.75; Chilli Sauce, 1 1/2s, \$1.75; Plain Sauce, 1 1/2s, \$1.45.
 Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.80.
 Clark's Chateau Chicken Soup, \$1.25.
 Clark's Chateau Concentrated Soups, \$1.15.
 Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.15.
 Spaghetti with Tomato and Cheese, 1/4s, \$1.15; 1s, \$1.65; 3s, \$2.65 doz.
 Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.
 English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.
THE N. K. FAIRBANKS CO. LIMITED.
PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.
 Tierces\$0 14 1/2
 Pails 2 93
 This price list cancels all previous ones and is effective at once. Subject to change without notice.
 All orders received must be shipped within a period of 30 days.
 Advance over tierce basis for small packages:
 3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, 1/2c over tierces; 10-lb. tins, 6 to the case, 3/4c over tierces; 20-lb. wood pails, 1/2c over tierces; 60-lb. tubs, 1/2c over tierces; half-barrels, 1/2c over tierces; 50-lb. tins, 1/2c over tierces; 20-lb. tins, 1/2c over tierces.
LAFORTE, MARTIN, LIMITED
 Montreal. Agencias
BASIN DE VICHY WATERS
 L'Admirable, 50 bottles, 8 00
 Neptune 8 50
 San Rival 9 00
VICHY LEMONADE
 La Savoureuse, 50 bottles, cs. 11 00
NATURAL MINERAL WATER
 Evian, Source Cachat, 50 bottles, cs. 9 50

IMPORTED GINGER ALE AND SODA
 Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 20
 Ginger Ale, Trayders, cs., 6 doz., splits, doz. 0 95
 Club Soda, Trayders, cs., 6 doz. pts., doz. 1 15
 Club Soda, Trayders, cs., 6 doz., splits, doz. 1 05
BLACK TEAS
 Victoria Blend, 50 and 30-lb. tins, lb. 0 37
 Princess Blend, 50 and 30-lb. tins, lb. 0 34
JAPAN TEAS
 H. L., ch. 90 lbs., lb. 0 35
 Victoria, ch. 90 lbs., lb. ... 0 25
COFFEES
 Victoria, Java and Mocha Blend, 1 lb. tin, lb. 0 34 1/2
 Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
 Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22
MUSTARD
COLMAN'S OR KEENE'S
 Per doz. tins
 D. S. F., 1/4-lb. \$ 1 75
 D. S. F., 1/2-lb. 3 30
 D. S. F., 1-lb. 6 25
 F. D., 1/4-lb. 1 10
 Per jar
 Durham, 4-lb. jar, each .. 1 10
 Durham, 1-lb. jar, each .. 0 35
JELL-O.
GENESEEE PURE FOOD CO.
 Assorted case, 4 dozen \$ 3 60
 Lemon, 2 dozen 1 50
 Orange, 2 dozen 1 80
 Raspberry, 2 dozen 1 80
 Strawberry, 2 dozen 1 80
 Chocolate, 2 dozen 1 80
 Peach, 2 dozen 1 80
 Cherry, 2 dozen 1 80
 Vanilla, 2 dozen 1 80
 Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.
JELL-O ICE CREAM POWDERS
 Assorted case, 2 dozen \$ 2 50
 Chocolate, 2 dozen 2 50
 Vanilla, 2 dozen 2 50
 Strawberry, 2 dozen 2 50
 Lemon, 2 dozen 2 50
 Unflavored, 2 dozen 2 50
 Weight 11 lbs. to case. Freight rate, 2d class.
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
 5c 10c
 Round Oval lith. litho. dredge. 2 1/2 oz. Per doz.
SPICES
 Allspice\$0 45 \$0 90
 Arrowroot, 4 oz, tins, 85c.
 Cayenne 0 45 0 90
 Celery salt
 Celery pepper
 Cinnamon 0 45 0 90
 Cinnamon whole, 5c pkgs., window front, 45c.
 Cloves, 0 45 0 90
 Cloves, whole, 5c pkgs., window front, 45c.
 Curry powder
 Ginger 0 45 0 90
 Mace 1 25
 Nutmegs 0 45 0 90
 Nutmegs, whole, 5c pkgs., window front, 45c.
 Paprika 0 45
 Pepper, black ... 0 45 0 90
 Pepper, white ... 0 50 0 95
 Pastry spice 0 45 0 90
 Pickling spice, window front, 90c.
 Shipping weight per case10 lbs. 15 lbs.
 Dozens to case .. 4 4

1917 START RIGHT

By sending all your
orders to us for

**Oranges, Lemons, Grape
Fruit, Bananas, Grapes,
Celery and**

all other Vegetables

Oysters, Haddies, Etc.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861

GUELPH, ONTARIO

January The Big Fish Month

More fish and oysters will be sold the next couple of months than in any other months of the year.

We carry big stocks well assorted, rightly priced.

OYSTERS

Our prices this week for large Northern Oysters Solid Meats are as follows: No. 3 size tin, \$5.40; No. 5 size tin, \$9.00.

Compare these prices, the service we give you and your steady business will result.

Also Full Stocks of Oranges, Lemons, Grapes, Grape Fruit, Bananas, Onions, etc.

WHITE & CO., LIMITED
TORONTO

YOURS FOR SERVICE.

*Wholesale
Fruit and
Produce
Merchants*

Established
1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits,
Cranberries,
etc.

25 CHURCH ST.
TORONTO

Big Advent Fish Sales

Stock up with our high-grade first quality fish and every customer will be a satisfied customer, every sale a forerunner of others.

We can supply you with Lake Superior Herring, both salted and frozen. All kinds of fresh fish, including Georgian Bay Trout, B.C. Halibut and Qualla Salmon.

Whatever your fruit requirements are we can meet them, and meet them satisfactorily. Apples and all kinds of foreign fruits in stock.

Write us.

Lemon Bros.
OWEN SOUND, ONT.

New Crop

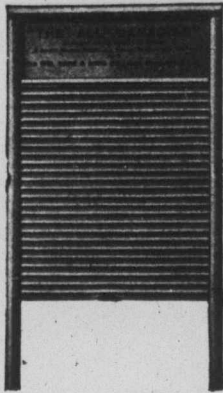
"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands
for the best Lemons.

J. J. McCabe
Agent
TORONTO

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

**The New All-Canadian, All
Wooden Washboard—A service-
able, long-wearing washboard re-
tailing at 20c.**



A splendid new line which is proving immensely popular. Zinc and Aluminum washboards are out of the question owing to the high prices of these materials.

Cane's New All-Canadian, All-Wooden board satisfactorily fills the want thus created. This new washboard gives your customers even better service than the old zinc or aluminum lines and at much less cost.

The New All-Canadian board is built for long wear—the rubbing surface being made from specially selected Canadian hardwood. A trial order will prove worth while to you. Send it in to-day.

**The Wm. Cane & Sons Company
Limited**

Newmarket, Ont.

Babbitt's Cleanser

A full weight package of the best Cleanser on the market



**Retails at
5c.**

Shows you a good profit and gives your customer

Double Value

Agents:
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MACLEAN'S

MAGAZINE

for JANUARY

MORE than any other magazine, MACLEAN'S interprets the life, thought and spirit of the Canadian people. It entertains, of course, as a magazine of its class should—this by fine short and serial stories by the foremost living Canadian authors (see "Stories" in the summary of contents on the right, and note that Sir Gilbert Parker begins a new serial in the January MACLEAN'S). But MACLEAN'S does more than entertain: it informs the reader on matters Canadian in a broad way.

As a consequence of its distinctively Canadian character — both as to its principal contents and as to its contributors—MACLEAN'S MAGAZINE has a sure appeal to the best element of the Canadian people, many of whom declare with enthusiasm that it is easily the first of all magazines in their affection and esteem.

At All
News - Agents
Fifteen Cents

Contents:

- SIR GILBERT PARKER.** The opening chapters of a new serial, "Jordan is a Hard Road"—a story of the Canadian North-West, introducing some old friends.
- STEPHEN LEACOCK.** "In Dry Toronto"—rich humor, combined with a latent seriousness. Leacock is always good.
- AGNES C. LAUT.** "The Cost of the War"—an international business article by this brilliant Canadian writer, whose intimate friends are bankers and financiers and others with inside knowledge.
- BETTY THORNLEY.** Another Canadian woman writer with the mind of a business man and with a burning love for her Western homeland. Her contribution—"Putting the Yardstick on Canada," is the story of a journey she made last summer to the Skagway region of British Columbia—a part of that province seldom visited and about which most of us know little.
- MAIN JOHNSON.** Mr. N. W. Rowell's secretary, and who accompanied Mr. Rowell on his recent trip abroad, and visited THE FRONT with him. Mr. Johnson contributes a vivid story of what he saw and learned on the Western Front.
- W. ARNOT CRAICK** writes of the New Ship-building Industry in Canada—a timely article on a matter of the first importance.
- STORIES** by the following distinguished Canadian short-story writers: Alan Sullivan, A. C. Allenson, Peter McArthur and H. M. Tandy.
- DEPARTMENTS.** Review of Reviews, where are condensed for busy readers the best things in current literature; The Business Outlook, a well-informed survey of Canadian business conditions, and Information for Investors, a valuable department for those with money invested or looking for investment.

Buyers' Guide

CLASSIFIED ADVERTISING

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

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

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

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

WANTED

WANTED, ON COMMISSION, GOOD SIDE line for Maritime Provinces. A. M. Reed, Middleton, N.S.

WANTED—TO HEAR FROM OWNER OF good grocery for sale. Northwestern Business Agency, Minneapolis, Minn.

YOUNG MAN, 27 YEARS OF AGE, WITH 10 years' experience in general store, wishes to become connected with reliable wholesale firm, manufacturing establishment, manufacturers' agency, or brokerage firm. Box 203, Canadian Grocer.

AGENTS WANTED

WE ARE OPEN TO HANDLE ONE OR more good lines for Cape Breton on a commission basis. Miles & Co., Box 269, Glace Bay, Nova Scotia.

FOR SALE


OLD WELL-ESTABLISHED GROCERY business and dwelling in Woodstock, Ont. Box 204, Canadian Grocer.

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

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

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JOHN OAKLEY & SONS, LIMITED, LONDON, ENGLAND.

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

TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.

GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

CHIVER'S

JAMS—JELLIES—MARMALADE
Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
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Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies, Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET. - TORONTO

PORT ARTHUR, ONT. MONTREAL, QUE.

FRESH FISH FOR NEXT WEEK

Halibut, Cod, Haddock, Trout, Whitefish

Price Quality Service
J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

We are Wholesale Importers of
Peanuts Canned Crab
Oriental and Australian Goods

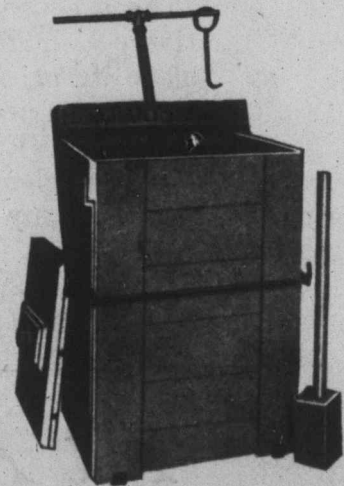
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"WASHCLEAN"
Gold Medal Labor Saver for
Washing Clothes Without Rubbing
(2,000,000 users)

Direct Supply Association
509 Belmont House Victoria, B.C.

One Inch Space
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on Yearly Order.

Merchants Baler

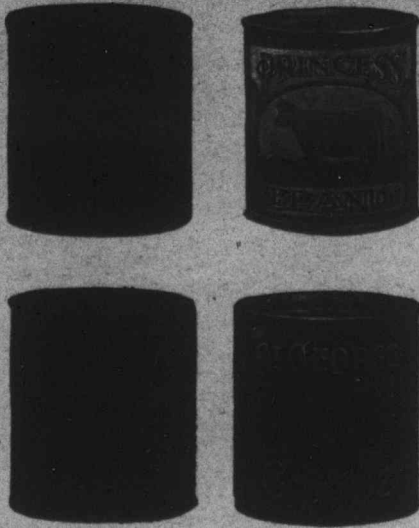
MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	\$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto



PRICE LIST:

St. George Evaporated Milk (family size), 4 doz. to case	\$4.30
St. George Evaporated Milk (hotel size), 2 doz. to case	\$5.00
Banner Condensed Milk; 4 doz. to case	\$6.50
Princess Condensed Milk, 4 doz. to case	\$5.60
St. George Condensed Coffee, 2 doz. to case	\$5.20

People of discernment prefer them

And the reason is not hard to find. Every one of the

Malcolm Milk Product

is just as good, and just as captivating to the taste as extreme care in manufacturing can produce.

Come-back sales are the order of the day where Malcolm Milk Products are concerned. The winter demand is particularly worth catering to because the convenience and utility of these wholesome Milk Products render them ideal for the many little gatherings of the social season.

Sell Malcolm's once and you'll sell them right along. The profits are good.

The Malcolm Condensing Co., Ltd., St. George, Ont.

Why You Should Feature

KING GEORGE'S

NAVY

Open a Tobacco Department

Devote a little corner of your store to the featuring of quality tobaccos and prove what a money-making line tobacco really is.

A little effort on your part will pull you many extra dollars by putting tobacco on the weekly grocers' list.

There is no surer way to give your tobacco department the right start than by featuring **KING GEORGE'S Navy**, the popular chew of the critical man.

The profits are good.

Handled by
the Wholesale
Trade

Rock City Tobacco Co., Ltd.

JAPAN TEA



PICKING TEA

Japan Tea, the social liquor of the Flowery Kingdom, should always be found where gather those to whom the luxuries of life are necessities. Grown, cured and packed under the control of the Japan Tea Growers' Association, Japan Tea, natural and pure, possesses strength, flavor and aroma not found in other teas.

The Japanese Government prohibits adulteration and coloring of Tea

ON SALE AT ALL GROCERS

When you begin selling Japan Tea your efforts will be backed up by our aggressive consumer advertising, a publicity campaign that is blazing the trail to bigger profits for many Canadian dealers.

The demand for Japan Tea is already tremendous, and it is ever-increasing. This growth is not due entirely to publicity, but rather to a combination of publicity and superior quality.

First users of Japan Tea invariably become constant friends. Suggest it to your particular patrons. Keep it well displayed. The profits are worth securing.
