

**PAGES
MISSING**

CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII.

PUBLICATION OFFICE: TORONTO, JANUARY 18th, 1918

No. 3

TO-DAY, more than ever before, inexpensive, nourishing foods are increasingly popular.

PURE GOLD JELLIES

are inexpensive and nourishing and offer your customers a highly delicious and very economical table delicacy.

Continuous repeats are assured the dealer who puts his selling energy behind Pure Gold Jellies. Their quality wins approval from the most extremely critical.

Displays are always worth while because the profits are good.

Are you well supplied?



The Memory of Quality lingers when Prices are forgotten.

Pure Gold Manufacturing Co., Limited

TORONTO and WINNIPEG

CANADA

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

Convenience versus Profits

Keep your profitable specialties prominently displayed. So arrange your stock that customers, the minute they enter your store, will see the more profitable lines. To see such goods is often to buy them.

A dealer will always be ahead in dollars and cents when he puts the profitable goods where customers' eyes cannot miss them. People usually know what common necessities they want. But high-class special lines like O-Cedar Polish, though well advertised, may be overlooked by your customers if placed under the counter or in a dark corner.

The convenient O-Cedar Floor and Counter Stands help materially in the selling of O-Cedar Polish. These and the Electric Sign Display Assortments are giving dealers a greater opportunity to benefit by the demand created for O-Cedar Products by O-Cedar Advertising and O-Cedar Quality. Ask your jobber's salesman about these O-Cedar Displays. They will pay big rent for the space they occupy. If you already have these sales helps, ask about our Profit Deals.

CHANNELL CHEMICAL COMPANY, Limited
MANUFACTURE AND GUARANTEE

O-Cedar
Polish

PROHIBITION BY THE BRITISH GOVERNMENT

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

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

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

BETTS & COMPANY, LIMITED

1 Wharf Road LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

Canada's Finest Milk



is used in all Borden Milk Products. Scrupulous care and attention are constantly exercised in every part of the manufacturing process from the moment the milk is first selected until it reaches your store under the well known sales-creating Borden Brands.



Borden Milk Products

are constantly growing in popularity because of their incomparable good qualities and because, too, of the persistent consumer advertising which is steadily building bigger sales for Borden dealers.



Your Borden stock should always be well displayed —out in the windows or on the counter where the housewife will surely see it. Lively selling is a Borden characteristic.

If your stock needs replenishing, call up your wholesaler.



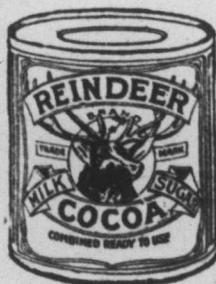
Borden Milk Company, Limited

"Leaders of Quality"

Montreal

Branch Office:

No. 2 Arcade Building, Vancouver



Canadian Housewives Order PURITY FLOUR

**Because They Know That It Makes Better Bread, Biscuits,
Cake and Pastry Than Other Brands**

Bread made from Purity Flour keeps fresh and moist and retains its sweet flavor longer than other bread. Therefore the housewife can bake a double batch at one time and save the work and fuel expense of several baking days each month.

The reason Purity bread stays fresh so long is because Purity is an *absolutely clean* flour—free from every speck of dirt and bit of fibre. Mention this fact to your customers—it will lead to more sales—and profits—for you.



Western Canada Flour Mills Company, Limited

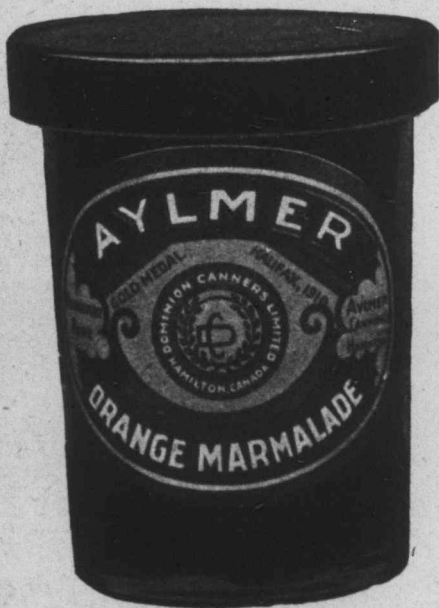
Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster,
Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich,
Ottawa, Montreal and St. John, N.B.

Aylmer Orange Marmalade

Always A Good Seller



"The Seal of Quality"



Your confidence in the quality of this line is well deserved. "The Seal of Quality" is your guarantee that its ingredients are carefully selected and properly prepared.

Aylmer Orange Marmalade is a big favorite with housewives. It sells readily on its reputation. The various sizes help to sell each other.

Keep a good stock of this particular brand on hand.

Dominion Canners Limited

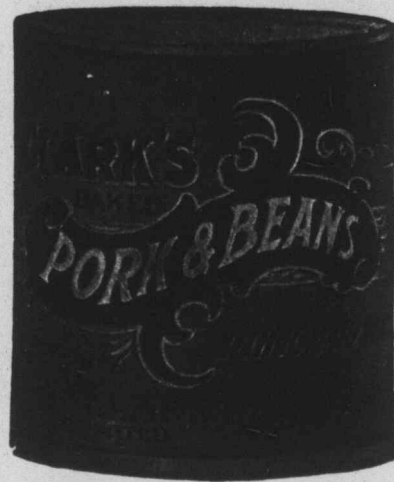
Hamilton

Canada

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

CLARK'S PORK & BEANS

are just as good as
they ever were, and
they are better to
eat now because
they are
ECONOMICAL



To You, Mr. Grocer, they are also
PROFITABLE



They sell more rapidly than any
other and you turn your money
over oftener.

Quality and Reputation Count

W. CLARK, LTD.

Clark's

MONTREAL

Why Anchor Caps make money for the Grocer

Anchor Caps do not come off in transit, no spoiled labels or dirty packages, no returns to the packer and every package saleable at the full price.

Anchor Caps are air-tight. Properly packed goods under Anchor Caps keep their flavor and freshness indefinitely. No clearing sales at a reduced profit before new goods come in. Anchor Caps add to the appearance of any package and make sales easier and repeats frequent.

Anchor sealed goods cost you no more, add to your sales and increase your profits. See that your next order specifies Anchor Caps.

Anchor Cap & Closure Corporation OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 Dovercourt Road
TORONTO, ONTARIO

MONEY MADE AND MONEY SAVED IN DRYGOODS

Mr. General Merchant:—

"CANADIAN GROCER" keeps you informed early and accurately on market changes in all your grocery lines. How about your dry goods business? Wouldn't the same sort of market service for that line pay you? You can have it for two dollars a year in DRY GOODS REVIEW. Here's what other merchants have found out about it:—

"I find DRY GOODS REVIEW very helpful in determining coming prices. It is therefore a good guide in buying."

R. L. Black, Fredericton, N.B.

"We have got suggestions from DRY GOODS REVIEW worth many times its subscription price. We would not like to do business without it."

Lewis, Bros., General Merchants, Richmond, Ont.

"DRY GOODS REVIEW pays for itself many times during the year."

Mackenzie & Co., General Merchants, Thedford, Ont.

"I would not be without DRY GOODS REVIEW as long as I am in business."

F. J. Ramsey, General Merchant, Dunnville, Ont.

"Any measure of success attending my dry goods department I attribute largely to information and knowledge gained by careful reading of DRY GOODS REVIEW."

F. M. McRae, The White Store, Baddeck, N.S.

Many more of these might be given, but these you see are sufficient to show you that there's money for you in DRY GOODS REVIEW. Make this good investment to-day. Pick up your pen and do it right now. A simple action but businesslike as any buying you do, and it will bring you big returns for your outlay. Here's the form. Your pen is handy. Now is the time to do it.

C.G. 2. 18

..... 1918

MACLEAN PUBLISHING CO.,
143-153 University Avenue, Toronto.

Enter my name as a subscriber to DRY GOODS REVIEW beginning with the January SPRING number. I will send subscription—two dollars—on receipt of bill.

Name.....

Address.....

Mail This in Open Envelope With One Cent Stamp.

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

PREPARE NOW for Lenten Season

We have a large and well assorted
stock of Fancy Fish Lines for
Fancy Grocery Trade.

Anchovy Fillets in Tins

Anchovy Paste in Jars

Lobster Paste in Tins

"Patrico" Brand Canned Lobster, 1s and ½s

"Wave Kist" Brand Canned
Tuna Fish, 1s and ½s

"Crossed Fish" Brand
Norwegian Sardines, ¼s

"Sapphire" Brand Californian
Sardines, 1s and ½s

Pt. Clear Brand Shrimps

Purity Cross Creamed Chicken-a-la-King

Purity Cross Welsh Rarebit

Purity Cross Graced Spaghetti

Stock these Quality Lines that are easily prepared and also mean Food Economy.

We Invite Your Inquiries.

W. G. PATRICK & CO., LTD.

DIRECT IMPORTERS

Toronto Montreal Winnipeg New York



"Riteshape"

What becomes of the wrappings and packages into which bulk foods are put for sale or delivery?

Are these thrown into a waste basket and burned up in the alley?

Food wrappings cost money. Someone pays for them. What do they give for the price?

The "Riteshape" dish serves both the retailer and the consumer.

It saves the store keeper's time. It saves more expensive wrapping materials.

In the home the "Riteshape" constitutes a perfect storage dish until the food is used.

"Riteshape" will not contaminate any food however long it may be in contact with the food.

When the "Riteshape" has been emptied of its food, it serves the thrifty housewife a container for left overs, a handy dish for soap, and in innumerable other ways.

The "Riteshape" more than pays its way.

Use "Riteshape" and waste nothing.

Victoria Paper & Twine Company
LIMITED

Head Office:
TORONTO, CANADA

Branches:
Montreal, Halifax and Winnipeg

Made and guaranteed by
THE OVAL WOOD DISH COMPANY
Delta, Ohio, U.S.A.



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

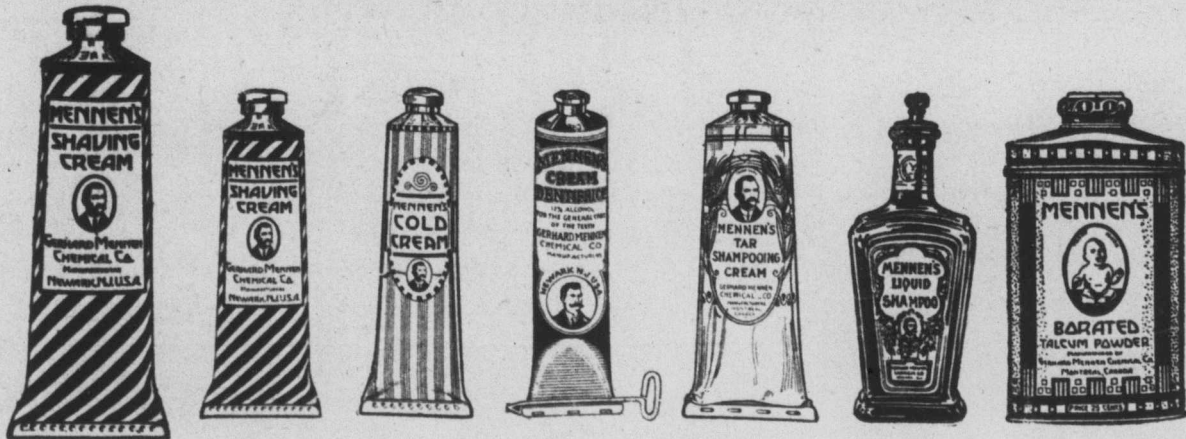
MENNEN'S

COLD CREAM

A Ready-Seller for Winter

COLD weather brings many extra uses for Cold Cream—and Mennen's is attractively put up—price is reasonable—the name is well-known and holds your

customer's confidence. There's no better time than now to fill out your stock. Of course, the whole Mennen list is an all-the-year line—essential to comfort and appearance Winter and Summer—and one Mennen article easily sells another. There is no reason why YOU should not have this business. Keep your shelves well-stocked—give some counter or window space—and mention MENNEN'S.



THE COMPLETE MENNEN LINE

- Shaving Cream
- Dentifrice
- Men's Talcum
- Borated Talcum
- Sen Yang Talcum
- Violet Talcum
- Flesh Tint Talcum
- Unscented Talcum
- Cream Tint Talcum
- Liquid Soap
- Cold Cream
- Tar Shampooing Cream
- Bath Powder
- Kora Konia
- Ruvia

THE easy sale of Mennen's is partly due to the nation-wide advertising we are doing. It is putting trade right into your hands—all you have to do is to close on it! Then we have three very attractive window trims—Talcum Powder, Shaving Cream, and a Combination. Any one or all will be shipped on request.

Canadian Agents:

Harold F. Ritchie & Co., Limited

Toronto, Ontario

Mennen's Products are "Made in Canada" by

G. Mennen Chemical Company

Montreal, Quebec

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 and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

*Wholesale Grocery Commission
Brokers*

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

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

PUGSLEY, DINGMAN & CO., LTD.
JOHN TAYLOR & CO., LTD.

The above are two examples of firms we represent in Western Canada. Let us give your product the same attention.

F. D. COCKBURN CO.

Grocery Brokers
Manufacturers' Agents **WINNIPEG**

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

This Space is Yours

For \$2.50

On Yearly Order

C. & J. JONES

WINNIPEG - VANCOUVER

*Wholesale Commission Brokers
and Importers*

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

**205 CURRY BUILDING
WINNIPEG**

There's big money in the Western Market

And you can secure your proper share by having your product represented by a firm of established reputation.

We've got a splendid selling organization and twelve of our men are continually calling on the wholesale and retail trade throughout the West. Nine of them are doing retail work.

If you're looking for good results, connect with us now.

Scott-Bathgate Co., Limited

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. E., Winnipeg



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WESTERN PROVINCES.

MANUFACTURERS:

Do you require first class representation? Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.

Manufacturers' Agents and Commission Brokers

402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.

Wholesale Commission Brokers and Commission Agents

We can handle a few more good lines. Storage Warehouse and Transfer Track. 149 Notre Dame Ave. E. - WINNIPEG
Established 1898.

THE **Robert Gillespie Co.**

MALTESE CROSS BUILDING
WINNIPEG

IMPORTERS, BROKERS,
MANFS. AGENTS,
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

WHOLESALE GROCERY BROKERS

*Manufacturers' Agents
Commission Merchants*

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

Est. 1907. Write us.

Correspondence Solicited.

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

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

C. H. GRANT CO.

Wholesale Commission Brokers and Manufacturers' Agents,

1206 McArthur Bldg., Winnipeg

We have the facilities for giving manufacturers first-class service.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

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

DONALD H. BAIN Co.

WINNIPEG

Head Office

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

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

I have prospective buyers for cars of Potatoes, Turnips, Beets, Carrots, Parsnips. Let me have particulars of your offerings.

FRED J. WHITE
Broker, Board of Trade Building,
TORONTO - - - - Ontario

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

Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department.
143-153 University Avenue, Toronto.

W. F. ELLIOT

Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)

FORT WILLIAM, ONT.
Established 1909.

Lima Beans

on spot

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO. Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

DRIED AND EVAPORATED APPLES.

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE ONTARIO

W. G. A. LAMBE & CO. TORONTO

Established 1885

SUGARS FRUITS

More Lines Wanted

Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."

If you want results write me.

A. Lalonde

Post Office Box 123. TIMMINS, ONT.

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

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

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

EL ROI-TAN PERFECT CIGAR

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

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

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

C. B. HART, Reg.
Wholesale Grocery
and Merchandise
Brokers
489 St. Paul Street W.
MONTREAL

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

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

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

For Information Use the Enquiry Blank Elsewhere In This Issue

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

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

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

USE THE BLANK FORM

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

Grocery Advertising
By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

ALL ORDERS PAYABLE
IN ADVANCE.

PRICE \$2.10 Post Paid.

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



Good Housewives ask for it

Because they know from experience that "the soap in the neat red label" has no superior in wash-day cleansing service. Keep a display always before your customer's notice and profit by the "Wonderful" demand.

Try Our Crystal Soap Chips

Guelph Soap Co.
Guelph, Ontario

You're Missing Something

if you are not selling

POPULAIRE'S EGG POWDER

It is a proven success and you can earn good profits as others are doing.

**WRITE US TO-DAY
FOR PRICES.**

Imperial Co., Reg'd
645 St. Valier St. Quebec, P.Q.

*It's made right. And it
sells right*



"The Real MacKay"

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

If Your Jobber Hasn't Got It, Write Us Direct.

MACKAY'S PEARL BARLEY FLOUR

Show this highly nutritious line in your displays. Your customers will be immediately interested and the delicious goodness of Pearl Barley Flour makes a certain repeat of every first purchaser.

For infants, for invalids and for the aged it is positively unequalled.

Invaluable to nursing mothers.

"A Barley Food"



Buy Your
Clothes Pins

Before the Price of Galvanized
Wire Goes Up.

**The Megantic Broom Mfg. Co.
LIMITED**

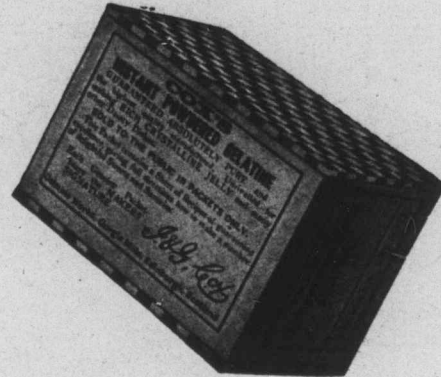
Manufacturers of Brooms and Clothes Pins

Lake Megantic, Que.

COX'S

the people's favorite

That Cox's Instant Powdered Gelatine possesses the confidence and the appreciation of the public may be judged from the increasing sales which it is constantly producing. This popularity is due to the purity and delicate flavor which is a marked characteristic of Cox's. Good grocers everywhere sell Cox's Instant Powdered Gelatine and find it worth featuring. So will you.



BRITISH MADE

What Three Canadian Brothers Fighting in France Write to Their Parents

From letters of three brothers fighting in France

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

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

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

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

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

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

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

Delicious without milk—relieves fatigue and tired nerves.

MILK RELIEF

When the storms and cold weather ties up train service and blocks the roads so that no bottled milk is available, there is panic and hardship among your customers who depend upon the dairies.

This is not necessary. Sell Klim to your customers and they will always have a supply of pure, pasteurized, separated milk on hand. Klim will not freeze or turn sour. It has the natural taste when dissolved in water for all ordinary uses as liquid.



Order from your
wholesaler

Canadian Milk Products, Ltd.

10-12 William Street, Toronto

10 Ste. Sophie Lane, Montreal. W. H. Escott,
Limited, Winnipeg. Kirkland & Rose, Vancouver

MacLean's Magazine

for JANUARY

Chasing the Submarine—by a Canadian

A CANADIAN, whose name is withheld, in the Motor Boat Patrol Service in the North Sea, tells in the January MACLEAN'S the story of the work and life and triumphs of the Service to which he is attached. It is a fine performance by MACLEAN'S to get this story for the Canadian people. Successes of this sort have made MACLEAN'S go far forward in public favor during past months.

If the horrid and terrible submarine warfare and the conquest of this pest of the deep interest you, learn more about submarines and their capturing in the January MACLEAN'S, and pass on to others the news of this unsigned contribution.

Ships—more ships—and yet more ships

THIS is a very strong article which Miss Agnes C. Laut contributes. As usual she is very well informed. Regarding the duration of the war she voices American opinion when she says that it is likely to be long drawn-out. The United States people are buckling down to a stern struggle. At this time we want very much to read what well-informed, virile thinkers and writers have to say about the war, since things are not any too bright in certain directions. Miss Laut has a good deal to say about the shipping programme of the United States, and certainly she gives facts and sets us thinking as few writers do.

"Jim" by Robert W. Service

A POEM by this strong poet—a poem wrought amid the smoke and hell of battle, yet fanciful and tender. One wonders how men can write fanciful verse amid surroundings that seem so adverse to thinking and writing, yet some gifted can detach themselves and let fancy play; or is it that their minds see through the real and horrible—through the immediate environment into inner things? Whatever it may be, we ought to be glad for the verse that men like Service give us, remembering how and where it is produced.

Adam and Arthur William Brown, Brothers

ADAM BROWN is a Canadian short story writer of large promise. His brother, Arthur William, is one of New York's foremost illustrators. Both brothers have joined their gifts to make Hannibal Helps a mighty good feature of the January MACLEAN'S.

A New Serial by Alan Sullivan

ALAN SULLIVAN'S recent novel, The Inner Door, is being well received. Perhaps we have no better novelist of his type in Canada to-day. He writes

books that show introspection and fine analysis. This serial, The Magic Makers, adds venture and mystery to psychological study, and is a rare good thing. Arthur Heming illustrates the story, which begins in Scotland and is transferred to Canada where the stage is set.

The Regular Departments of MacLean's

REVIEW of Reviews, Women at Work, The Business Outlook—are present in goodly measure. Oppenheim's The Pawns Count, Trench Pictures, and first-class illustrations by artists of note help to make the January MACLEAN'S good value for money.

At All News Stands, 20c.

Charbonneau

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

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

CHARBONNEAU LIMITED

330 Nicolet Street - MONTREAL

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

Every Good Grocer in
 Canada should have
 a supply of

“DANDEE” Brand EVER-READY COCOA

No sugar or milk required. It is not only convenient and economical, but food, health and enjoyment combined.

The dealer gets a fair profit on Ever-Ready Cocoa.

We invite enquiries.

Manufactured and Guaranteed by

Litster Pure Food Co.
 TORONTO Limited

CENTURY SALT



Your customers
 will like Century
 Salt

They cannot help but like its clean, sparkling purity and perfect seasoning qualities.

Century Salt is a good, brisk selling line—one worth featuring every day the year round.

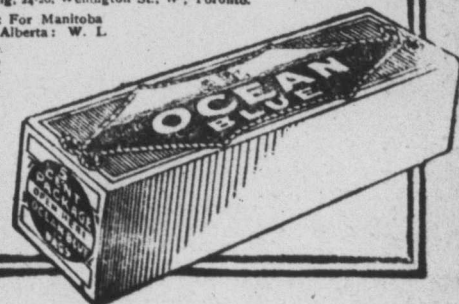
Are you supplied?

THE DOMINION SALT CO. LIMITED
 SARNIA, ONT.

Post us your order for OCEAN BLUE

to-day and you will have taken the first step towards increasing your business in Laundry Blue. Do this and you will be pleasantly surprised at the splendid response which follows your recommendation of OCEAN BLUE.

HARGREAVES (CANADA), LTD.,
 The Gray Building, 24-26, Wellington St., W., Toronto.
 Western Agents: For Manitoba Saskatchewan & Alberta: W. L. Mackenzie & Co. Ltd. Winnipeg, Regina, Saskatoon, Calgary & Edmonton.
 For British Col. and Yukon: Creeden & Avery Rooms 5 and 6, Jones Block 407, Hastings Street, West, Vancouver.



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

NOW SHOW Malcolm Milk Products



Learn what satisfaction these delicious lines always produce. Other good grocers find it pays to keep the Malcolm Milk Products constantly displayed and you too will profit well from the big demand for

The All-Canadian Condensed Milk Products

Keep the money in Canada and help build up Canadian industry. Try the All-Canadian Products first.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50 per cent. per 100 lbs.

Made-in-Canada by
the All-Canadian
Condensed Milk
Company.

The MALCOLM CONDENSING CO., LTD.

St. George, Ontario

The All-Canadian Condensed Milk Company

Enquiry Department

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

WHAT ABOUT BROOM PRICES?

Do you think brooms will go up in price, and would it pay us to buy our year's supply now? —Victoriaville, Que.

Ans.—The broom corn crop of 1917 was reported in its early stages to be very large, and many broom manufacturers suggested the possibility of lower prices. Cold and wet weather however, had its effect both on the quantity and quality of the product. As a result, all usable grades sold at very high prices. Maple timber used in handles is also very high, while advances have been noted in wire and twine used

in manufacture. It would appear that prices are more likely to advance than to decline. It should be safe to purchase your year's requirements.

SAUCE WANTED

Please let me know where I can obtain Chop Suey Sauce.—Sarnia, Ont.

Ans.—Most wholesale grocers will be able to supply you.

BOLTING CLOTH

Please let me know name of some firm outside of Toronto who sells bolting cloth for flour mills.—Papineauville, Que.

Ans.—We would refer you to Messrs. B. & S. H. Thompson, Montreal.

B.C. FISH SHIPPERS

Can you give us names of shippers of frozen fish on the Pacific Coast?—St. John, N.B.

Ans.—The following are Pacific shippers: Canadian Fishing Co., Vancouver, B.C.; Canned Fish & Cold Storage Co., Prince Rupert, B.C.; The Wallace Fisheries, Vancouver, B.C.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers INFORMATION WANTED

Date.....191...

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

.....

.....

Name.....

Address.....

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

WANTED—
HUNDRED POINT MEN

By
GEORGE A. SIMPSON

ALL over this great Continent, geographically known as the United States of America and Canada, there are to-day many prosperous industries which were, a few short years ago, facing serious financial embarrassment and failure. ¶ These industries in many instances had been grossly mismanaged, while in others, lack of capital and kindred ills contributed to their condition; but it matters not now what was the cause; it is Results and not explanations we are interested in, as results count and the facts are, these conditions did exist. ¶ Then came the War, and as if by magic all was changed; from Adversity to Prosperity was a short shift and even Industries that were wavering on the ragged edge of failure took on a new lease of life and assumed a prosperous air. The stupendous demand for products of every description was, and is, such that extension of plant and increased production became the order of the day and under these unprecedented conditions, business to-day is pushing the man who, under normal conditions, could not push business. ¶ The whole structure---Agricultural, Industrial, Commercial and Economic---has been undergoing the most drastic change the World has ever known. But how about the man? And how about business, with its increased facilities for production and its corresponding overhead expense, when this demand ceases and Competition sets in? ¶ 'Tis said the leopard changeth not his spots, and this, in a measure, applies to business management. The test of fitness will come when the Commercial War begins and a new order of things exists, to which we must adjust ourselves. A tremendous momentum has been started and maintained on business we did not seek, and the Wheels of Industry have been greased with prices exceeding our wildest dreams. We have been floated into position, on a tidal wave of business, far and above the jagged rocks of competition, which await us when the tide recedes. What then? --- is a question worthy of sincere consideration NOW. ¶ To successfully cope with the new conditions and maintain our progress will create a demand for Hundred Point Men. Men who are well balanced---men who are not one-sided in their development, whose energies do not seep into narrow channels, while the main streams of ability are allowed to run dry---men who are broad, who do not take half views of things---men whose education has been received in the school of hard knocks, whose capital is Knowledge acquired through experience, who mix common sense with theory and do not permit the technical to distort their practical viewpoint of everyday life---men who have studied men and mastered conditions, whose love of humanity knows no bounds, who despise pretence and worship a good name---men who can decide and whose decisions are intelligent and just, who see education and development, discipline and character in their occupation---men who can co-operate more successfully than they can compete---men who can honorably and persistently produce results---such men as these are the Executives of the future---HUNDRED POINT MEN.



Keen's Oxford -BLUE-

A Keen's Blue display on your counter, window or shelf will be the connecting link between your store and the wide demand for this "Blue of Blues."

Everybody knows Keen's Oxford Blue. Good grocers everywhere are selling it and winning good profit and better customer satisfaction thereby.

Never be without a display of Keen's. Begin featuring it to-day and keep it up. Write us for a special display show card.

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

COWAN'S COCOA— "Perfection Brand" Purest and Best

*"In
Every
Home!"*

Grocers----

Sell Canadian made products to-day and every day --- By so doing, you keep the money in the country --- You and others need it. Push this Canadian Cocoa, made by Canadians



CANADIAN GROCER

Vol. XXXII.

TORONTO, JANUARY 18, 1918

No. 3

Flour Will Be Standardized

On January 28 Mills Must Maintain 74 Per Cent. Standard — New Grade Will Take Place of the Existing Grades—No Great Hardship Anticipated, While Price Will Probably be in Line With Present Second Patent Figure

THE long expected action to regulate the grade of flour has at last been announced. On and after January 28 the new standard will be required to be maintained by every mill manufacturing white flour. All mills after that date will be compelled to manufacture flour on a basis of one barrel of flour from each 265 pounds of wheat. The general amount of grain used to the barrel in the past has been 300 pounds, but there has been a good deal of variation from this figure by the different mills in their competition with one another, and in some instances this quantity has been exceeded, because there was no obligation regarding the old time standard.

74 Per Cent. Standard

Under the new regulation the standard grades of flour with which the trade has become familiar, first and second patents and strong bakers, will cease to exist, and in their place will come the new standard of 74 per cent. extraction, in place of the old standard that varied from 70 to 72 per cent.

It is estimated that on the first patents there will be a saving of 35 pounds of grain in each 300 pounds. As the saving in the other grades of flour would, however, not be by any means as great, there will hardly be that proportion of saving. The saving on the gross amount of wheat used in the country should, however, amount to a very considerable item.

Somewhat Darker Color

The new flour which will be issued from the mills after the 28th of the month, containing as it does a higher percentage of bran and shorts than the flour usually sold through the dealer, will be somewhat darker in color, though the difference will not be very pronounced. The mills will still be permitted to mill different grades of wheat, but whether the Manitoba wheat is milled, or On-

tario wheat or a mixture of the two, it will be imperative to mill up to the 74 per cent. basis. There must be no decline from that standard, though there is no prohibition against milling a greater percentage of the grain if so desired.

As a matter of general definition, the new flour grade will very closely approach the quality of the second patent now in use.

Price Probably in Line With Second Patent Price

As far as the price of this new product goes, there has been no set price arranged up to the present, but the probability is that the new flour will open at around \$11 to \$11.10 car load basis; this is on a line with the price of \$11 prevailing on Manitoba second patents, car load basis.

Milling Concerns Satisfied With Action

The natural question when such a radical change is made is naturally, How will it affect the milling concerns? As a matter of fact these concerns are taking the change in a very philosophic spirit. There is a general feeling that the move is a wise one, and is likely to cause as little disorganization as could be expected with such a change. There is no indication at the moment of any tendency toward opposition and many milling interests express themselves as more than willing to co-operate with the Food Controller in this regard.

Established Brands Will Probably Remain

Millers have as yet not had any opportunity to arrive at any very definite conclusion as to what the actual effect of the new regulation will be on business. There is the matter of established brands, and the question as to whether all flour will be on a dead level of equality or whether branded flours will still be a possibility. There is a fairly general

feeling that millers will be permitted to continue in the use of their brand names, though there has been no pronouncement by the Food Controller on this point. Millers argue that there is still room for a certain amount of competitive selling. Of course all mills must live up to the same minimum standard, but there is possible the stressing of the mill processes. The maintaining of the branded grades will assure an unabated energy in perfecting the process of manufacture, which will be of unquestioned benefit to the country.

Flood of Orders

The actual result of the announcement of the new standard, has led to a flood of orders. Buyers have been endeavoring to get in while there was yet time, and to stock the old grade flour. The mills have been walking warily however, in booking orders, in order to assure themselves that they will be able to dispose of all their contracts before Jan. 28.

Retailer Will Not Suffer

What effect will this regulation have on the retailer? As far as can be judged none whatever, there is no ruling to prevent him selling the old standard flour as long as he has any in stock, and when he has to enter the market for a fresh supply he will be on an even basis with all his competitors.

Another question that naturally presents itself is, how will this regulation effect the supplies of bran and shorts. The loss in the changing from the first patent to the new regulation will of course be quite an item, but as the regulation takes in all grades of flours, and as the loss on the other grades would be a negligible item, the falling off in these goods is not expected to be an important item. The trend of the regulation seems in the general opinion a step toward actual conservation, without being a very serious hardship on any interest.

Use of Wine Measure Prohibited

New Ruling on the Regulation Regarding Liquid Measure—
Activity That Will Affect Many Merchants—Dealers
Should Examine Stocks to See They Meet
This Regulation

FOR a good many years past there has been a certain amount of confusion in the fluid measurements of Canada owing to the use of the wine measure as well as the regular standard Canadian gallon. This wine measure generally used in the United States is approximately 20 per cent short of the regular Canadian measure. Many products imported from the United States have been marketed under this measure, and the uninitiated have been deluded into thinking that they were receiving the full standard quantity. As its use was winked at in Canada many products were put up under this standard. Notably was this the case in the sale of maple syrup in gallon tins, which in many instances were the American gallon. This double standard has caused much confusion in the past and has worked a disadvantage to the merchant anxious to use the standard Canadian measure. The days of this double standard are now over. The inspectors of weights and measures have been notified by J. W. Vincent, Deputy Minister of Inland Revenue, that hereafter whenever any reference is made to the measure, the standard must be the official Canadian standard, and any deviation from this standard, and any marking of quantities in wine measure, the United States standard, shall render the seller liable to a fine not exceeding \$20 for every such sale.

As there are probably many articles on the grocers' shelves that come under the condemnation of this new ruling it behoves the merchant to study this matter carefully.

The letter addressed to the inspectors reads as follows:

Department of Inland Revenue.

Wine Measure

Sir,—For many years complaints have been made as to the sale in Canada by wine measure of bottled and tinned goods—e.g., ink, essences, extracts for cold drinks, etc., pickles, olives, condiments, oils, paints, varnish, etc., the same being put up by American houses on the United States Wine Measure Unit.

The United States Unit Gallon is roughly 20 per cent. smaller than the Dominion Unit Gallon, so that United States houses quoting on a basis of pints, quarts, etc., have an improper advantage over Canadian houses engaged in the same business.

Inspectors, dealers, manufacturers and all others concerned are, therefore, advised:—

That the sale of anything in Canada of Wine Measure is illegal.

That the offering for sale of any goods of which the contents are clearly marked in some unit of United States Measure is illegal, e.g., "1 Pint U.S.A. Standard."

That representing unmarked container goods as pints, quarts, etc., when their contents are actually United States Measure (Wine Measure) is illegal.

Packages and container goods may be put up and sold without any reference to the measure of the contents, or the contents may be indicated by weight in pounds or in ounces, but if any reference whatsoever is made to the contents by Measure IT MUST BE IN DOMINION MEASURE only.

Penalties

Secs. 24 and 60 of chap. 52, R.S. 1906, "Weights and Measures Act" provide as follows:—

24. Every contract, bargain, sale or dealing made or had in Canada in respect of any work, goods, wares, or merchandise, or other thing which has been or is to be done, sold, delivered, carried or agreed for by Weight or Measure. SHALL BE deemed to be MADE and had ACCORDING to one of the DOMINION WEIGHTS OR MEASURES ascertained by this Act, or to some multiple or part thereof, and if not made or had, shall be void, except when made according to the Metric System.

60. Every person who sells by any de-

nomination of weight or measure other than one of the Dominion Weights or Measures, or some multiple or part thereof, shall be liable to a penalty not exceeding TWENTY DOLLARS FOR EVERY SUCH SALE.

Inspectors will distribute this circular to all dealers, importers, and other parties concerned.

GROCERS NOT RESPONSIBLE

In reply to the order of Food Controller Hanna to the Canadian Railway Association urging shippers and railways that instructions be issued to agents that certain foodstuffs be not accepted unless cars are loaded to their full carrying capacity, a Regina wholesaler issued a statement for publication in which he says:—

"The shortage of freight cars at the present time can be attributed to cars being tied up on account of the slow movement of freight traffic rather than to the underloading of freight cars. If the railway companies will give more prompt dispatch to freight tonnage the cars will be available with much more rapidity than is now the case.

"Way cars are from two to four weeks on the road before reaching their destinations. Ordinarily those cars should reach their destination within five days. Faster service would release the cars much more rapidly and would go far in relieving the car shortage."

CONSIDERS LICENSING OF MACARONI

The Food Controller informs CANADIAN GROCER that applications are being received and considered for license to permit the sale of macaroni in packages of less than 20 lbs.

Seeds Will Reach High Figures

Late and Short Harvests Produce a Trying Situation—Red
Clover Abnormally Scarce—Foreign Seeds in Some
Instances Almost Unprocurable

IF it too early as yet to get definite information on the prices that will prevail during the coming year. There is a certainty however that many of the varieties of seed will reach new records. At present there is such an uncertainty in the market that it is impossible to even get an approximate idea of what the situation will be. For one thing, threshing the seed has been greatly delayed by the severe weather of recent weeks and the freight congestion has added to the difficulty so that seed will not be obtainable for some few weeks, and it may be March before stocks will be available, in that event there is a possibility that panicky buying in order to assure early delivery may still further influence the situation.

As matters stand at present there is the possibility of reasonable prices for timothy and alsike, there having been a

good crop of these in Canada during the past year. Red clover, however, was a failure, and the bulk of the supplies must be drawn from the United States, and the figures will unquestionably be high.

In vegetable seeds the same conditions prevail. Turnip seed has sold on the United States market recently for \$1.25 a pound. This gives some indication of what may be expected. As a great percentage of both vegetable and garden seed come from France, Belgium and Holland, countries whose labor conditions are becoming more serious every day, there is also this fact to be reckoned with. There is also the difficulty of getting transportation, and the matter of high freight rates. All circumstances seem to be conspiring together to assure high seed prices during the coming season.

Travellers' Calls Once a Week

Commercial Calls on Retailers Considered Too Frequent by Some Wholesalers—One Call a Week Sufficient—But to Cut Out Travellers Would be as Bad as to Cut Out Advertisements is Vigorous Opinion.

FURTHER opinions found amongst business minds in connection with the idea of curtailing travellers' calls on the retailer are interesting. The fact that the commercial traveller is a real help to the retailer in his business is noted by level headed wholesalers, and in general opinions given CANADIAN GROCER this week this idea was brought out.

That it would be bad policy to have any sort of hindrance to the free conduct of business when every ounce of productive energy counts in commerce as well as in agriculture is another phase of the same view. Business must be "as usual" and a little better than usual if the war is to be won well. But that business men also recognise the need for wise economies is brought out in the following further opinions on the subject:

One Call a Week Should Do

"Cutting down the number of calls by travellers should work out all right in the city" said Walter Lumbers of James Lumbers Co., Ltd., Toronto. "One call a week should be quite sufficient. In the country calls conditions are different, calls depend on trains, and are not made so often anyway. We have plenty of opportunity for economy in this direction in the city, and if the retailers would get into the way of ordering once a week they could get well supplied. They have only to pay for the goods once a month: why couldn't they order just once a week?"

From F. M. Sloan of John Sloan & Co., Toronto, a similar opinion was obtained. "Once a week is sufficient for any wholesale house to have to call on any retailer" he said. "That is for city trade. In the country perhaps a call once every two or three weeks would be sufficient, but there are exceptional cases to take into account."

"I do think that travellers are calling a little too frequently" said C. S. Parsons of Parsons, Brown & Co., Toronto. "It is possible that it might suit the retail trade if the travellers made their calls once every two weeks or even once every three weeks instead of once a week."

The Win The War Policy

"If the curtailment of calls by travellers on their customers will reduce the cost of living or in any way help to increase production of foods I am heartily in accord with the measure."

That was all F. C. Armstrong of Armstrong & Paffard Ltd., Toronto, cared to say about it, but he said it with a big win-the-war spirit, and if the measure should ever become law his firm's support would evidently be assured for it.

Welcomes Every Efficiency Move

A. M. Brooke, manager of the White Swan Spice & Cereals Ltd., Toronto, is an enthusiast for efficiency with the same spirit as was expressed by Mr. Armstrong.

"Any move that would tend to bring down the cost of business, that would not create any hardship or place any obstacle in the way of the manufacturer or dealer should be a good thing to the dealer and for the ultimate consumer," he said. "If these proposed regulations go through, and business profits are taken care of through war taxes, etc., it would seem to me that no merchant would have cause for complaint if the regulations are so framed as to call for closer management and greater efficiency on the part of all food distributors, thereby reducing the cost of doing business."

Mr. Brooke went into the matter with enthusiasm in favor of the development of greater efficiency throughout the whole food distribution business through the requirements of the Food Controller.

"While at first the restrictions imposed may seem irksome," he said, "I believe this Food Controller will come to be regarded as a blessing in disguise. It is going to set every manufacturer, every wholesaler, every dealer to closer attention to business with a view to economies of time and labor and materials. What if the government does during the war impose a tax (on profits over and above a certain legitimate and reasonable figure) for funds to win the war? The war tax imposed is not payable until the concern has attained a scale of profits which leaves an abundant return for the owners of it. If I show you how to make ten dollars and then take two of the dollars are you not still eight dollars better off than before? It is like that with the regulation of food production and distribution. Under the necessity of closer and closer scrutiny of business methods to meet the requirements of war time food control business men are developing greater efficiency to the vast benefit of their businesses. Some of the returns must go to the Government for war taxes, but what of that when the whole business is the better in earning power and profits than ever before? If the Food Controller were to require the closing down of a number of wholesale houses, the throwing of staffs of employees and travellers out of employment, causing them to have to live on their savings instead of investing them in war loans he would be defeating his own purposes and no one could approve. But if the system of food control is to develop more and more efficiency, improving returns, effecting economies, and

thus reducing the cost of living then it is beyond doubt a blessing."

Besides the views expressed particularly and quoted, CANADIAN GROCER heard a number of general opinions from various wholesalers which give a broad idea of the whole situation of travellers' calls as now under consideration by the Food Controller. The general ideas available on the subject are summarised roughly as follows:

Competition Creates Calls

Business has always been obtained by personal representation even from the very earliest times, but there was a time in Canada when the retailers in the cities and in many country points also were in the habit of sending in their orders or coming to the wholesaler for their supplies at regular intervals. That was before the days of big staffs of city travellers as at present.

With the growth of business and the vast increase of competition there came gradually into existence first the advisability in business interests of frequent personal calls on the retailer, and then the absolute necessity of calls, and still more calls. "Lest You Forget" was the motto of the traveller. There was always another traveller in the neighborhood to remind a retailer of another firm with the same goods to sell. Thus keen competition created the necessity for constant calls on customers.

As mere order takers the travellers might call less frequently; but they are more. They are salesmen. They have to introduce goods in competition with other firms' goods. They do in person what the advertisement does in print—persuade purchasing power. And the same competition which created the need for considerable advertising created the need for frequent commercial calls.

Fewer Calls Might Serve, But—

Since there was a time when the retailer—especially in the cities—was willing to send or bring in his order to the wholesaler, it is possible that strictly as a war measure of economy such a condition of business might be re-established. But to do so would mean a drastic curtailment of existing systems. Only by uniform compulsory reduction of travelling staffs bearing equally upon all firms in any line of business (as for instance, distribution of foodstuffs) could there be any immediate advantage in economy of time and labor, and the expenses of doing business.

Voluntary measures attempted by the food distributors in co-operation would produce gradual results too slow to make any advantage appreciable to the country unless the war is to last for many

(Continued on page 32.)

Merchants and Paper Get Together

"Buy at Home" Campaign in New Westminster, B.C. — People Told in Plain Terms Who the Home Merchant is—Names of Merchants Appear in the Advertisements

"Without the corner grocery, without the general store at the cross roads, without the hardware store on the main street, without the haberdasher, the bookseller, the printshop, the sanitary engineer, and the dry goods and department store of every thriving country centre, the whole commerce of Canada would inevitably decline. Not only the individual, but the community, and the whole nation benefit by the buy-at-home policy."—Editor's Note.

WHEN a "Buy at Home Campaign" is organized as has been done in several cities and towns in Canada, community interest is focused on the home merchant. The New Westminster "British Columbian" did this recently asking in great black type the plain blunt questions: "Who is the home merchant?"

As if that were not straight enough, the next line, almost as bold, repeated the question reversed thus: "The home merchant—who is he?"

What a Buy at Home Campaign Does

That is the very essence of a buy-at-home campaign. It sounds too simple, but the plain truth is there. The people continually under the bombarding influence of the mail order catalogue actually begin to forget who is the home merchant.

When they want to buy anything they think first of the merchant whose name they have continually in front of them—the mail order merchant whose catalogue hangs in their kitchens, or adorns their boudoirs. They have to be asked out loud "Who is the home merchant?" before they begin to think of the home merchant at all.

If the mail order man had got in only a little more work the question might have to be "Have you a home merchant?" For the natural outcome of the causes that make a Buy at Home Campaign necessary is to abolish the home merchant entirely.

However, by that time probably the community would have dwindled to a select few mail order house patrons whose incomes arrived also by mail, who studied their mail order apparel in mail order mirrors, whose mail order pants polished mail order chairs, who paid mail order bills with money orders by mail, whose small change was mostly postage stamps which now and then found their way into the mail order plate at church where the one home product—the sermon—was listened to from mail order pews and delivered from a mail order pulpit by the light of mail order electric fixtures.

Who the Home Merchant Is

How much more healthy read the real

answers to the real question "Who is the home merchant?" as they appeared in the "British Columbian," of New Westminster. The page from that paper is here reproduced, but as the type is small through reproduction, the answers are given in ordinary type for you to study. They may be useful in your own community. Here they are:

Who is the home merchant?

He is the man who gives you credit when you find it convenient to get it, and carries your account when you are unable to pay.

He is the man who gives you back your money or makes exchanges when you are not satisfied with what you have bought.

He is the man who stands back of his guarantee, and makes good any loss you may think you have sustained on goods bought from him.

He is the man who meets you at the

door with a handshake, and lets you out with a message to "the kids" and a real "come again" goodbye.

He is the man who takes a neighborly interest in you, your family and your affairs.

He is the man whose clerks live in your home town, and spend their money with you and other people of the city.

He is the man who pays heavy taxes to help support the schools, build and maintain the streets, police and fire departments, and other public institutions. He helps to support the churches, hospitals, and charity organizations.

He is your home merchant, your neighbor, your friend, your helper in time of need.

A Supplement to Advertising

These are the answers to the ques-

THE BRITISH COLUMBIAN, NEW WESTMINSTER, B.C., MONDAY, NOVEMBER 12, 1918

"Trade at Home" Advertisement No. 10

Who is the Home Merchant?

The HOME MERCHANT—who is he?

He is the man who gives you credit when you find it convenient to get it, and carries your account when you are unable to pay.

He is the man who gives you back your money or makes exchanges when you are not satisfied with what you have bought.

He is the man who stands back of his guarantee and makes good any loss you may think you have sustained on goods you bought from him.

He is the man who meets you at the door with a handshake and lets you out with a message to "the kids" and a real "come again" goodbye.

He is the man who takes a neighborly interest in you, your family and your affairs.

He is the man whose clerks live in New Westminster and spend their money with you and other people of the city.

He is the man who pays heavy taxes to help support the schools, build and maintain the streets, police and fire departments and other public institutions. He helps to support the churches, hospitals and charity organizations.

He is the HOME Merchant—YOUR neighbor—YOUR friend—YOUR helper in time of need.

Don't you—or won't you—realize that every dollar you send out of town goes to strangers who never spend a cent here?

Be Fair to the Home Merchant—your friend and neighbor—buy in New Westminster at all times

The following merchants, banking and other business interests of New Westminster are in hearty accord with the "Buy at Home" movement and have pledged their co-operation and support towards the success of the campaign.

MERCHANTS BANK OF CANADA
T. J. TRAPP & CO., LTD.
MERCHANTS LIMITED
M. J. PHILLIPS
RISLEY KENNEDY, LIMITED
GORDON & WALTERS
JAMES & BUCKLEHEAD
THE T. H. SMITH CO., LTD.
W. S. COLLISTER & CO.

ROYAL BANK OF CANADA
NEED & McGOVERN
KENNEDY BROS.
KELLY, DOUGLAS & CO., LTD.
STEWART HARDWARE CO.
THE COLUMBIAN CO., LTD.
WALTERS BROS. JEWELLERS
J. R. VENN
THE WOODS GROCERY

G. A. WELSH, LTD.

NEW WESTMINSTER CAN SERVE YOU BEST

Those wishing to join in this movement can get all particulars at the office of the British Columbian

The New Westminster British Columbian has been publishing a series of page advertisements under the heading, "Who is the Home Merchant?" of which series the above is No. 10. This is fine enterprise to promote local community trading. Retailers in other towns should encourage their local newspaper to follow suit.

tion as given by the "British Columbian." You won't need a magnifying glass to read them as reproduced in the illustration, and the larger type with its important reminders you can easily read.

Names of merchants of New Westminster were listed below as you can see. This is the method used in many Buy-at-Home campaigns. The idea is to remind citizens of the existence of their home merchants in association with the big Buy-at-Home principle. The collective effort has an appeal apart from the ordinary publicity value of each particular name in print. It is not a substitute for regular advertising. It is a supplement to it.

Help for the Home Merchant

A Buy-at-Home campaign becomes necessary in many a Canadian country centre because the home merchant sometimes needs help. He always needs support, the support of his own community's purchasing power. He never asks or needs help from outside sources. His own circle is sufficient for him. He is just that much superior to the mail order man.

But the mail order man can sometimes get past even the best of home merchants. For the sake of a pretty picture on a printed page with a price in plain figures below it people pass their own home merchants by every day in the week, Sundays included. Hundreds do it. Thousands do it. And as a result the home merchant every here and there has a hard row to hoe.

The menace of the mail order catalogue is ever at his elbow. His heaviest competitor is light enough for a little girl to carry home from the mail-box, but mighty enough to break many a striving country merchant in a very few months.

A Big Gun in Buy-at-Home Campaign

In the ordinary everyday matter of helping the home merchant keep his name in front of his community by advertising himself and his wares the home printer and the home paper help the home merchant. But when there is a real fight on—a real attack on the mail order menace, captained and organized for victory, then the home paper becomes a big gun in the battle, and does big work.

The home printer who runs the home town paper is a home merchant himself, and a hardy fighter when it comes to a real scrap—printed matter against printed matter. In the Buy-at-Home campaign he's out to beat the mail order catalogue in the interests of his community. The home town printer is one of the first men to realize that the welfare of the home town grocer, and haberdasher, and dry goods merchant, and hardwareman is inseparable from his own welfare. Men in other employments in a small city may not realize the fact so quickly. But the home town printer does realize it, and this makes his help so loyal and so vigorous in a Buy-at-Home campaign.

Campaign Costs Merchants Little

The home town printer who runs the

home town paper is often ready to supply the ammunition and fire the big gun of Buy-at-Home publicity at trifling cost to the home merchant. This was the case in Brantford, Ont., only recently. Regarding the Buy-at-Home campaign there J. A. Powell, business manager of the Brantford "Courier," writes:

"Our Buy-at-Home and Boost-Brantford series ran twice a week, Wednesday and Saturday, for two months, and was almost entirely in the nature of a gift to the local merchants. The "Courier" has been warmly commended by many of the merchants for this effort."

This shows how newspaper and merchants may get together for their mutual good, and the great good of their community and country. The Brantford Buy-at-Home campaign will form the subject of the next article in this series on the importance of the home merchant, and how he can be aided in his important function in furthering the prosperity of Canada and Canadians.

BUSINESS PROSPECTS BRIGHT Merchants Review Prosperous Year, and Speak Optimistically of the Future

Reports regarding the trade during the year continue to come in, and there is maintained throughout an almost unanimous chorus of satisfaction regarding the business condition of the past year and the prospects of that to come.

Jos. O. Tingley, Fredericton, N.B., writes in a rather pessimistic strain. Christmas business was only fair, and the year's trade has hardly compensated for the increased costs of goods. Credits are slow, and in his opinion the prospects for the coming year are only fair.

An Optimistic Note

G. Adams, Windsor, Ont., writes in a different tone. His Christmas trade has shown a most marked improvement over that of the previous year, and the general year's trading was almost equally satisfactory. Credits he reports as very satisfactory and notes that he is looking for a very good year to come.

F. E. Barnes, Oil City, Ont., notes a greatly improved holiday and general year's trade, with credits very good. He is inclined however to look a little doubtfully on the future.

Monroe Wigg, Kingsville, Ont., reports better holiday trade than usual with a somewhat improved trade during the year. The improvement he attributes to the success of the farmers during the past year.

Alberta Merchants Cheerful

Clement Ltd., Vegreville, Alta., reports a very good Christmas time, stating at the same time that this trade was largely in necessities. The year is reported as satisfactory, and has shown an increase over former years. While the merchandise costs more, it also sells for more, and one clerk can handle a very con-

siderably increased volume of cash. Business is good they believe because the rural customer has plenty of cash.

Rennison Bros., Athabasca Landing, Alta., report the best Christmas trade since they have been in business, a 30 per cent. increase over former years. They report that the section is a new one and that the farmer is just getting to the money-making stage, as a result credits have been better than in former years. The prospects for the year are, they believe, very bright.

A Wholesaler's Opinion

The Keenleyside Oil Company, London, Ont., report a very satisfactory increase in business over that of the previous year.

"We think business conditions fully as good as in the previous year. As to credits we have found accounts fairly satisfactory during the year. We of course made some losses like all other firms but on the whole we are quite satisfied. We are looking forward to an even better year in 1918. Of course last year we have pushed business more energetically, having had additional lines and extra salesmen, which of course will account largely for our increased turnover. Prices too have been higher, which of course would swell the total. But taking it all through it has been much ahead of 1916."

SOME DIFFICULTIES IN GETTING SUPPLIES OF MARGARINE

Cottonseed Oil Too, is Not Too Plentiful and May Become a Disturbing Factor

Importers are in many instances experiencing considerable difficulty in getting shipments of margarine from across the line. Some companies who limited the amount applied for in their licenses have found it very difficult to assure themselves of a supply. Others who have asked for large amounts have had these amounts curtailed. The same difficulty presents itself to the manufacturer. Imports of cottonseed oil are comparatively limited, and there is little likelihood that they will be greatly improved. It is pointed out that Britain is a very heavy user of cottonseed oil, and she unquestionably has the first call on the available supply. Were transportation facilities of the best it is quite possible that Canada would find some difficulty in getting enough of the product to meet her needs, and certainly might be expected to find some difficulty in getting supplies to materially enlarge the requirements of other days. As matters stand, however, it is not possible for the United States to get the whole of their exportable surplus of oil across the Atlantic, and consequently Canada profits by the fact. It appears however as though there was a limit to the amount of both the finished and the raw products of margarine that are available for the Canadian consumer.

Winners of the Christmas Contest



ISLAND & BAMFORD, Dundas Street, Toronto, were the winners of the first prize in Class A of CANADIAN GROCER'S Christmas Window Competition.

The centre of the window was in pyramid form with one angle of the pyramid jutting out almost to the glass. This pyramid arose in successive steps, on which were displayed large bottles of olives, olive oil and soft drinks.

The base that slanted up to the pyramid from the floor of the window displayed a conventional pattern worked out in colored candies, nuts, fruit and similar lines. At the side of the window were rows of Christmas stockings, while the whole was framed with an arch of colored tissue paper; the lights striking this display from an angle set it out in sharp relief, and made it a most effective selling argument.

THE WINNERS IN THE CHRISTMAS WINDOW CONTEST CLASS A

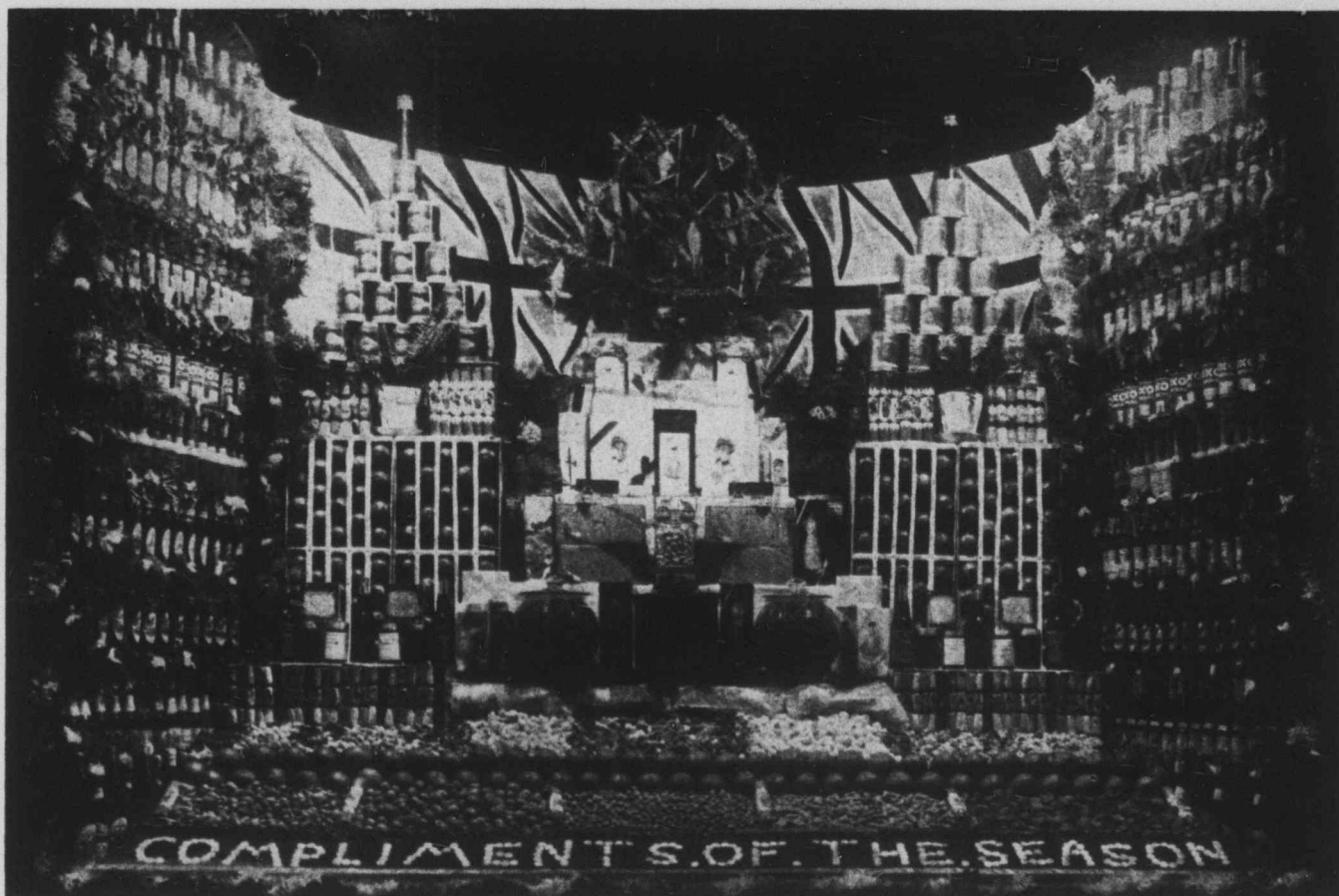
1. Island & Bamford, Toronto, Ont.
2. Marks, Clavet & Dobie Co., Port Arthur, Ont.
3. Harold Crone, The McLean Grocery, Moose Jaw, Sask.

CLASS B

1. Ernest Lawley, of J. F. Fumerton & Co., Kelowna, B.C.
2. MacEwen Grocery, Cobalt, Ont.

There was only a limited representation in Class B, and consequently only two awards were made. The windows illustrated herewith, along with other windows, will appear in the Fall Number, in time to be of service to the merchant in planning his Christmas window.

Winners of the Christmas Contest



THE window of J. F. Fumerton & Co., Kelowna, B.C., winners of first prize in Class B, was dressed by Ernest Lawley. It was trimmed with bunting with three bells hanging from top. First, a row of package dates, then a row of currants with compliments of season printed in with peppermints, then a row of bulk figs, a row of nuts of all kinds in the shell separated with Xmas crackers and a row of oranges at the back. Next, a row of assorted candies separated with a spray of holly and a row of Xmas stockings. At the back a pyramid was built of empty boxes for the centre of the background and trimmed with two glass jars of shelled nuts and a jar of cranberries in the centre. The rest of pyramid was of fancy boxes of chocolates of assorted sizes. At the top was a small decorated Xmas tree. The sides of pyramid were Xmas crackers, jars and comb honey and bottles of maple syrup and two cases of oranges, and on top were Xmas crackers and a fern in the centre, and at the back a pyramid of canned fruits. A big flag formed a background for the whole display.

The Case for Bulk Goods

American Manufacturer, With Large Interests in Canada
Strongly Champions Bulk Goods as Opposed
to Packages

IN several issues of CANADIAN GROCER a good deal of attention has been devoted to the case of package goods. Many merchants have been quoted, many of whom have been strongly in favor of this mode of merchandising. There is another side to the question, however. This side is very ably presented by W. G. Sherer of the Sherer-Gillett Company, Chicago, and CANADIAN GROCER is glad of the opportunity of presenting this viewpoint to its readers.

"Why should a woman object to paying 10 cents a pound for corn meal? When she buys it in a nicely lithographed pound package, she knows it must be pure and clean. She has been taught to believe that nothing unclean goes into a tightly sealed package. If the meal is unclean, the careful maid in the kitchen will surely notice it when the package is opened.

"Then, again, each package bears the name of the manufacturer, which makes it absolutely impossible that the package should contain anything but the very best. It is not necessary for her to weigh the contents of the package because it tells on the package just how much weight there is net in goods.

"Notice how all this saves time and labor. The woman did not have to look at the goods or see them weighed. The grocer did not have to look at the goods when he bought them—nor weigh them out when he sold them. Certainly this is a great saving of time, labor and thought. No brain work necessary. But was money saved as well as time and labor? In a drawer in his counter the grocer had corn meal in bulk. When the lady customer objected to the ten-cent corn meal in the package and demanded the article in bulk, he sold her five pounds from the drawer at seven cents per pound, a saving of three cents per pound.

"It happened that this lady had found and read the report of Mayor Mitchell's Food Supply Committee, made public in 1915. She had noted the statement that 'It will pay you to break yourself of the package habit. There are many foods sold now in packages only that your grocer will be glad to carry in bulk as soon as he knows that you and his other customers want them.'

"It is also true that the grocer has in stock many foods where consumers can choose between the package or bulk and by buying by the pound save money besides seeing the goods when buying them. Mayor Mitchell's committee was not the first body of men to pronounce in favor of bulk foods. There is probably not one state pure food official in the country who does not know that it is possible to store bulk foods in a wholesome sanitary manner and this be-

cause very many states have laws requiring the protection of these bulk foods.

"It is, therefore, the duty of the food officials to see that the provisions of these laws are carried out—and more than one official is on record as saying that having to a very great extent assured the purity of foods, their present task is to enforce the laws requiring cleanliness.

"Commissioner Barney of Iowa says in Bulletin No. 20, June, 1917:—

"A few years ago it was frequently a necessity to buy many staples in package form in order to secure a safe and wholesome article; however, better methods of manufacture and storage, more sanitary stores and more intelligent handling, and the requirements of the pure food and sanitary laws have corrected many of the evils of the past. The purchaser may now feel safe in buying clean, wholesome bulk goods from the stocks of most Iowa merchants doing a good volume of business.'

"Over against this statement of an authority, read what Harold C. Lowrey says in a recent issue of 'Printers' Ink':—

"At one stroke Canada will slide back to the dark ages of open barrels and dust-catching boxes just because one man became enamored of the idea that packaged goods were responsible for the exorbitantly high cost of foods.'

"With this panicky statement which appears to be based on lack of information—read the calm unprejudiced statement of Commissioner Frary of South Dakota:—

"The use of more or less expensive packages, labels, etc., in order to carry goods from the manufacturer to the consumer without rehandling, necessitates additional expense which the consumer must pay. In case of many of these articles, I think it quite unnecessary that they be handled exclusively in package form and believe that with the use of proper equipment and the exercise of a reasonable amount of diligence on the part of the merchants and clerks in caring for their stock, a large share of the food could be handled in bulk and sold to the consumer, consequently, at a somewhat lower price.'

"The 'Chicago Journal' is not noted for extravagant statements, yet it says editorially, on November 19:—

"The increase in the cost of living is driving out 'package' and 'wrapped' goods, and bringing back the days of bulk purchases in the simplest possible containers.'

"One of the serious questions presented to the retail grocer by the necessity of food conservation has to do with the packaging of foods.

"The situation requires careful study. In just the same manner that he takes

up the matter of delivery of goods, the shortening of credits, or the adoption of the cash basis—so he should, for his own and his customers' sake, study into this question of the packaging of goods.

"Why is this corn meal packaged?

"Why should I be asking my customers to pay me 10 cents per pound for corn meal?

"What argument can I find for taxing the consumer 10c a pound for an article which I can handle equally well in bulk and can sell at 7 cents per pound from a sanitary container?

"Isn't it my duty to tell my customers that they should buy corn meal and many other things in bulk?

"Do I get my proper share of the 3 cents per pound, forty-three per cent., difference between the bulk and the package price?

"Am I giving the consumer and 'Uncle Sam' a square deal by pushing this packaged article at 3 cents per pound, forty-three per cent., above the price of the bulk article? If neither the consumer, nor 'Uncle Sam,' nor I myself profit by this packaging who does?

"The duty of the retail grocer at this time is to face and work out the problem of packaging.

"He should do this because first and foremost he can make more money by handling bulk goods—and can handle them in a perfectly sanitary and satisfactory manner.

"The second reason for handling bulk goods is that he can give the consumer more goods of equal quality for the same money.

"The grocer has a great opportunity right now to prove to his customers that he is their friend. He can prove it by showing every woman buyer that she can save 43 per cent. on corn meal by buying it in bulk instead of package and he can demonstrate considerable savings on many other bulk goods in his stock.

"Savings—rife economies—are necessary. We shall never return to or even approach the old unsanitary ways of handling bulk groceries but all signs point to a swing of the pendulum away from extravagant and unnecessary packaging and toward sane, reasonable necessary packaging and most certainly toward the sale of many more groceries in bulk."

REGINA MADE SOAP ADVANCES

An advance of from seven to twenty per cent. in price occurred in soap products of the Young Thomas Soap Company, located at Regina. W. A. Schwartz, manager of the company, told CANADIAN GROCER that the advance was made necessary by the increase in cost of chemicals, paper, and all raw materials entering into the manufacture of soap products, and was in common with the general advance in soap prices everywhere. It is not anticipated that the advance will affect the price of soap to the consumer materially. The company has under consideration the putting on the market of a new article in the form of a cleanser.



An attractive Orange Display Window that also features other lines.

Shortening Taking the Place of Lard

S. E. Anglin, of the Harris Abattoir Co., Toronto, Gives Some Information as to Vegetable Oil Shortenings and the Methods of Marketing

AT a well attended meeting of the Toronto Advertising Club held in the St. Charles Hotel, Tuesday noon, S. E. Anglin, manager of the shortening department of the Harris Abattoir Company, West Toronto, spoke on the subject of the "Marketing and Advertising of Domestic Shortening."

"Mr. Anglin gave a brief outline of the process of manufacture of the product, pointing out that it was made of white purified and deodorized cottonseed oil, with just enough oleo stearine—a product of beef fat—to give body to the oil. Mr. Anglin outlined the development of the product to meet the need of a cheaper shortening than lard, and pointed out that it had formerly been marketed only to lumber and mining camps and similar places but since had so grown in favor that it was used in many of the best households of the land. He claimed for it a greater economy than was to be found in animal shortening. In speaking of the way in which the product had been marketed, Mr. Anglin laid stress on the fact that the bulk of the work of introducing the product had been in the hands of the travellers of the company, who had introduced it to the merchants and had convinced them of its value. They in turn had brought the product to the attention of the housewife.

They had done some little advertising, mainly in street cars, and through the newspapers in certain sections of the country. It had been their experience that they had not received better results in those sections where they had used the newspapers than in those sections where

they had depended entirely upon their travellers to introduce the product.

At the conclusion of the address, some questions were addressed to the speaker. He was asked if the use of vegetable oil shortenings had not resulted in an overplus of lard. Mr. Anglin replied that it had not, because much lard was imported from the United States, in any event, while there was a very notable decline in the production of hogs of recent years and hence a falling off in the supply of lard.

In answer to another question Mr. Anglin stated that in his opinion advertising in newspapers must be done consistently for months and years at a time, and if so done he had no doubt it would result favorably. But he did not believe that advertising in newspapers for a month or two or three months would be effective.

Asked regarding his opinion of the trade press as an advertising medium, Mr. Anglin stated that in his opinion it was a very effective way of reaching the merchant.

—*—
**UNITED FRUIT CO. OF N. S. HAS
 LARGE HOLDING OF APPLES**
 Estimated 100,000 Barrels Still in Province, With Above Company Holding Large Percentage

The United Fruit Companies, the co-operative concern that controls ordinarily about half the apple crop of Nova Scotia, finds itself in a somewhat delicate position, though the events of the next six weeks may show the manage-

ment to be all right in their policy. The rules of the organization provide that a co-operative member must pay to the fruit company the sum of ten cents a barrel if he sells outside. The buyers from Ontario came down in force and offered prices which the growers accepted even at the cost of ten cents per barrel for not selling to the United Fruit Companies. This cut down the company's control of the crop from 50 per cent. to about 30 or 40 per cent. Now while the individual growers are pretty well cleaned out the United Fruit Company has a proportionately large quantity of apples on hand, and the demand has fallen off. Transportation facilities are against shipments, cars are scarce and the weather has been too severe for export in safe conditions.

The growers who sold to Ontario got \$3.00 a barrel and the company now does not want to take less but have to keep their apples on hand. The fruit will retain its good condition for some time, but the price will probably have to come down. The apples in the valley to-day are probably about 100,000 barrels, not more than usual at this time of year, but there is no English market as there always has been in the past ready to take the hard varieties that come in the late season.

—*—
"CASH AND CARRY" IN BROCKVILLE

Several Brockville merchants have recently adopted the "cash and carry" system and a lower price on grocery commodities is expected to result. A slightly higher price is charged on a parcel if delivered. It is said that the order taking and delivery system of merchandising in Brockville costs the merchants, and indirectly the consumers, not less than \$25,000 a year.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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

THE MACLEAN PUBLISHING COMPANY, Limited

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmers' Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

OFFICES

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1004. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—1207 Union Trust Bldg.; Phone, Main 3449.

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

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

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PUBLISHED EVERY FRIDAY

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

Vol. XXXII. TORONTO, JANUARY 18, 1918 No. 3

EDITORIAL BRIEFS.

THE Mechanics' and Workingmen's Board of Chatham, Ont., have been doing a little thinking on the matter of the cost of delivery of milk and as a result have evolved a scheme of distributing milk from certain depots in the city, and by so doing saving the heavy delivery costs. The depots have been established in grocery stores, and according to their own report they have been able to affect a considerable saving in this way.

* * *

THE conservation of coal movement is hitting some of the Ontario towns. St. Mary's has passed an ordinance restricting the hours at which stores may be open to from 8.30 a.m. to 5 p.m. and 9.30 p.m. Saturdays. Some Lindsay stores have also decided to adopt the same measure and will open at 9 a.m. and close at 5.00, except on Saturdays. This will continue for a period of two months. Won't that be Heaven for the junior clerk.

* * *

AND now the price of the 2½ per cent. has increased. It would seem as though the whole world were conspiring against those thirsty johnnies who have to make that 2½ feel as though it had a real kick in it.

* * *

THE women of Quebec City are now threatening to boycott margarine because they claim that it is high in price. We wonder are these ladies conversant with the initial cost of margarine and the difficulty that is experienced in getting a supply for Canada. Of course the people who demand cheap margarine

can get it, but it is impossible to get a high-grade product at a low-grade price.

NEEDED—A JUST UNDERSTANDING.

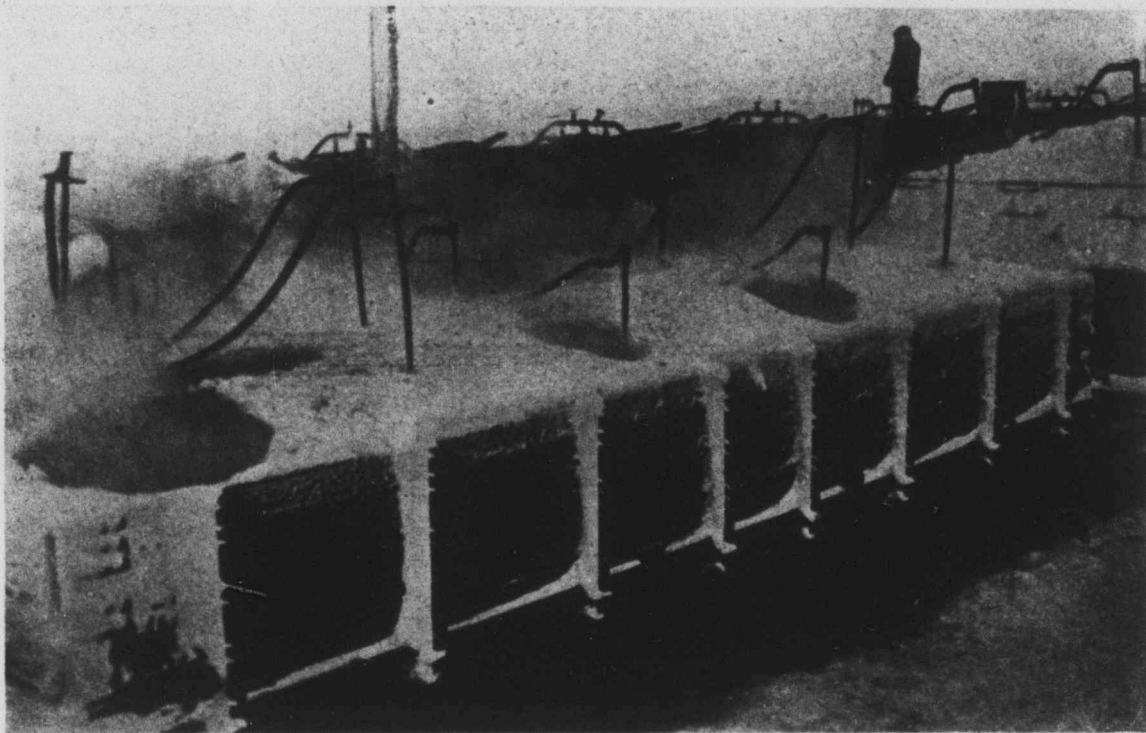
AS THE charges against the packing companies are among those things that will not down, it is interesting to note the way in which the *Financial Post* justifies the attitude it has adopted in defending these concerns. It would be hard for anyone to gainsay the force of the argument noted herewith:

"The packing companies were called upon, owing to war conditions, to greatly increase their output. As the result they made big profits. But they made these profits not as the result of any larger margin on turnover but because the increased business permitted a greater net return from the fact that the proportion of overhead expense was much smaller. If a business with \$100,000 turnover made \$10,000 profit after paying \$20,000 expenses the profits on a turnover of \$300,000 would not necessarily be \$30,000 but probably \$60,000, as there would be a comparatively small increase in expenses to handle the greater volume. So it was with the packing companies on a different scale but a similar basis.

"Further, there was a national obligation upon the packers to increase their output to the limit. The military efficiency of the Empire demanded it. A hog in a Canadian farmer's back yard was of little benefit to the boys in the trenches, but that hog, transformed into bacon, represented one of the most highly concentrated forms of food. The prices which were paid for Canadian products were in competition with other bacon-producing countries. What should the Davies Company have done? Already the plant had been offered to the Government for national operation. Should then a higher price have been paid for the hogs or a smaller price accepted for the bacon, or should the company have paid lavish operating expenses to reduce profits? Had this big company overbid the hog market other smaller packers would have been seriously handicapped if not put out of business. Had it offered to sell for less the smaller concerns would likewise have suffered.

"Again, we believe that from the standpoint of national prosperity the packing concerns have been a very important factor. It was because these concerns were able to transform pork to bacon of first quality that Canadian hogs became so valuable. The hog raiser has been the individual getting the great benefit of the rising market and this has played a considerable part in Canada's prosperity. The fraction per pound going to the packers has meant nothing to the farmer as compared with the advance made possible through their activities. High prices for bacon or any other agricultural product of which we have an exportable surplus should never be anything but a benefit to the Canadian producer and therefore to Canada as a whole."

Current Events in Photograph—No. 3



Helping to Relieve the Coal Crisis

IN addition to the difficulties of transporting fuel on account of the rail congestion intensified by the recent snow and very cold weather, the fuel administrators have to contend with frozen coal which must be thawed out before it can be dumped from the cars. A plan to thaw out the coal lying in the yards has been devised, that of thawing with live steam which is forced by means of pipe and hose, into the heart of the frozen "black diamonds."

AMERICAN CANNERS CAN PUT UP BEANS TO 25% OF REQUIREMENTS

The United States Food Administration is sending a letter to canners of beans, giving them a permit to can 25 per cent. of their pack of white and colored beans, as indicated in the estimates of their requirements up to March, 1918, which were recently submitted to the Food Administration.

The canning of beans was prohibited pending a survey of the available supply of tin plate. This survey has disclosed that there will soon be released sufficient tin plate to relieve the present situation, but the Food Administration deems it wise to limit the use of it until there is assurance of an adequate supply of the materials necessary for its manufacture. The present permit will enable the canners to reduce their accumulated stocks and relieve the financial strain. The canners are warned, however, that

it should not be taken as a precedent and they are advised to consider the future with caution.

PEANUT PRODUCTION IN 1917

The United States Department of Agriculture has issued a statistical statement regarding the peanut crop for 1917. The total production of peanuts in thirteen States for 1917 is 60,222,000 bushels compared with 35,324,000 bushels in 1916. The 1917 crop is valued at \$105,000,000 as compared with \$42,462,000 brought by the 1916 crop.

GOVERNMENT WILL STORE WHEAT

The Board of Grain Commissioners for Canada has ordered the Grand Trunk Pacific Railway to divert to the Government elevator in Transcona, Man., all wheat shipped from points on that railway west of Winnipeg. This order ap-

plies to all wheat moving eastward on that line. The wheat is being stored at Transcona for account of the Wheat Export Co., Ltd., which will pay a diversion charge of one cent per bushel in addition to the fixed price for all wheat so diverted.

FIRE IN WESTERN GROCERY PLANT

Short circuiting of electric wires was the cause of a blaze which broke out in the wholesale warehouse of the H. G. Smith Company, wholesale grocers, Regina, at noon Friday, January 11. The fire was confined principally to the elevator shaft. The building was filled with smoke but the damage from this source to contents is not large. Total damage is estimated at less than \$5,000. H. G. Smith, president of the firm, is absent in the south, where he is spending a few weeks.

Grocers Have Benefits Thrust on Them

Reform in Hours, Service, Delimitation of Deliveries to Reasonable Bounds Now Being Legally Enforced

By Henry Johnson, Jr.

HERE'S a pertinent inquiry to which I have an answer handed to me ready made:

November 25, 1917.

Mr. Henry Johnson Jr.,
Care Canadian Grocer.

Dear Sir:—There is considerable agitation at the present time over the question of cash and non-delivery. We have always been firm believers in the credit system, with a legitimate amount of service, but the housekeepers in some instances are taking this matter up rather insistently and are asking for a difference in price where they pay cash and carry their purchases home.

We have never considered going on a cash basis, and do not believe that it would be to our benefit to do so at the present time, but there is no doubt that customers who carry their purchases are entitled to some concession in price.

Some merchants here are attempting to meet this question by having two sets of prices, making one delivery a day and charging extra for all small deliveries or for more than one delivery each day.

We believe that we can best meet this condition by maintaining our regular margin of profit, and giving those who wish to pay cash and carry their purchases a percent. of profit off our regular price. We know, of course, what our delivery expenses are; but we do not feel that they would be entitled to the benefit of the entire cost of delivery figured from a per cent. basis, as in many instances trips would have to be made over the same routes on which these people live just the same.

We have had no experience in this matter, and if you give us any suggestions, especially as to the discount they will be entitled to, we will be very grateful.

Yours truly,

Modern Market & Grocery Co.

A speaker at a recent mass meeting called by the Food Administration said some interesting things. Some of them were exaggerated and overdrawn, but all held such element of truth as to make them worthy of thoughtful attention. Here are samples:

"This nation is at war.—Some things formerly regarded as matters of course must be changed. You grocers have run things in a haphazard, go-as-you-please fashion. You have gone to market at 3, 4 or 5 o'clock in the morning and opened your stores before daylight. You have remained on the job until 11, 12 or 1 o'clock at night—and when at such hour you have timidly doused your lights and crawled to your weary couch, you have been unable to seek immediate rest because you have wondered whether the other fellow, a few doors down the street, was still on the job! Not

a bit of sense or reason in that. Not a real need for it anywhere. You have done it because of your inability to get together and mutually set some reasonable bounds to your labors. Not the least of the several blessings this war will bring to Canada—and to you particularly—will be that those desirable things which you have failed to do voluntarily you will now do because you HAVE TO!"

Prepare for Things to Come

The speaker said a lot more of credit abuse and other things; but what I have quoted, if read carefully and reasoned to its logical conclusion, will furnish most of the answer to numerous questions to which we are going to become accustomed in the immediate future. What we have done in the past counts only so far as it has been the wisest and best to do. The wise merchant to-day must look to the future and do his best to forestall summary changes which otherwise will surely upset his business.

Like my correspondent, I have always been a firm adherent of the credit system. For the present, individual credit, extended and carried within reasonable limits, is not going to be interfered with. But the Government urges one thing which seems to point unmistakably to a later command that we eliminate credit entirely, for it says:

"Sell substitutes for the foods on which there are restrictions; sell them in bulk, in quantities as large as fairly fit the needs and circumstances of your customers; and sell them for CASH.

To-day that is a hint. To-morrow it may be a requirement to which we shall have to conform. Meantime, the legitimate purchasing power of cash as opposed to credit is being emphasized far and wide throughout the continent—and the world—and many consumers are taking notice. That is where your demand for price concessions comes from.

Thus, when the time comes, as readily enough it may come, when man power is called more completely away from retail service and woman power must be spread more thinly over all work, the people will be fully prepared to receive the Government direction to abstain from credit giving or taking. For credit extension, reasonable or otherwise, consumes not merely interest or money, but labor—let us not lose sight of that factor.

What Concession Should be Made

The question then arises, as my correspondent says: How much shall we concede? First let us compute credit costs and delivery expense. It costs my friend probably all of 3 per cent, to deliver, figuring from the time goods are

packed, checked and placed on the floor ready for the wagon. It costs him about 5 per cent. for credit. Maybe he will not agree to this last computation; but I think honest investigation, made with an open mind, will reveal its approximate accuracy. Together, then here are expenses of 8 per cent. It COSTS that much—why blink the fact?

Suppose that you divide with your cash-and-carry customers. Allow her 3 per cent. discount from regular prices if she carries her goods and has a charge account. Allow her 2 per cent. if she pays cash but has deliveries. Allow her straight 5 per cent. if she pays and carries. Make this allowance all the way through—on sugar as on potatoes; on kerosene as on coffee—for things will average out that way.

In this way you will be testing a system you have never favored under conditions not hitherto existent in such a way as to enable you to form accurate judgment as to whether it will fit your future business as things promise to be seen. Maybe you will find your business gradually turning over to the new way, working toward it by degrees so imperceptible that the change will be completed before you have much occasion to realize it.

A few figures will indicate with what seriousness the authorities may regard an average blanket saving of 5 per cent. to all consumers on food stuffs. For 5 per cent on \$100,000 annual business means \$5,000 saved to your customers. On 10 such businesses, distributing \$1,000,000 a year, the saving would be \$50,000. On \$100,000,000 the economy would be \$5,000,000. On a billion dollars of transactions, the saving would be \$50,000,000. And, since the total distribution of foods in the United States equals all of \$3,000,000,000 a year, the country would thus be saved \$150,000,000.

Are the men who are guiding this government going to overlook any sum of \$150,000,000 a year as things grow serious in the dark days ahead? You can judge as well as I can.

Treating All Customers Alike

Here again let me caution you to sidestep that old notion that your business must be shaped so as to treat all alike. Of course, you must do so in similar circumstances. Trouble is that, in our anxiety not to show partiality, we actually do show it—glaringly.

For example, the occasional customer, who gives you a lot of trouble for no regular trade, now receives the same painstaking service you accord to those who feed your business with their entire orders. In fact, the occasional one often gets the better service—in your

(Continued on page 33.)

CURRENT NEWS OF THE WEEK

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

Maritime Provinces

J. T. Carr, general store, Hartland, N.B., has been burnt out.

Hamm Bros., manufacturers of biscuits, etc., St. John, N.B., have been burnt out.

John McLeod, a native of Pictou, N.S., but for many years a resident of Dalhousie, N.B., where he conducted a general store, died this week after a short illness.

Officers of the Fredericton Board of Trade have been elected for the coming year as follows: president, H. S. Campbell; vice-president, J. A. Reid; treasurer, J. M. Lemont; secretary, R. H. Simonds.

T. H. Estabrooks, of Red Rose tea, was elected president of the Rotary Club in St. John at the annual meeting this week. Mr. Estabrooks was also made vice-president of the St. George's Society on the following evening.

The fleet of self-propelling barges used by the Northern Griffiths Co., Ltd., on their dredging operations in Courtenay Bay, St. John, has been purchased by the Sugar Products Company of New York and will be remodelled and refitted to adapt them for the molasses carrying trade.

The application of the Booth Fisheries, Limited, for certain concessions in consideration of their establishing a large sardine packing plant at St. John still is before the city council. Meanwhile, J. Fred. Belyea, who was before the council with a similar proposal last year, is urging that his proposition be given equal consideration if not precedence.

Quebec

J. E. Hawkins, of D. Hatton & Co., has been confined to his home from the effects of a severe cold.

A. D. Fraser of Fraser, Vigor Co., has been confined to his home by a severe cold but is improving and hopes to be back at his desk in a few days.

In a letter to D. Hatton & Co., a client of Cambridge, Md., stated that "We have had navigation closed here before with ice but this freeze that is on now is a record breaker, unprecedented in our history. The river is frozen over solid about 14 inches thick and automobiles driving right across and up and down the river just the same as they would on solid stone roads, some taking their families out for a joy ride on the ice."

Ontario

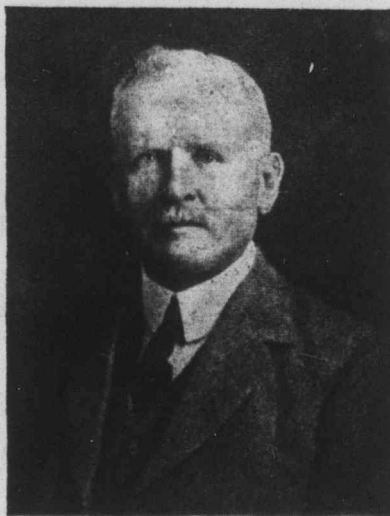
J. H. Kelley, grocer, Ottawa, has suffered fire loss, insured.

J. R. Skinner & Son, grocers, West Lorne, have advertised their business for sale.

John Karley & Sons, general store, Sydenham, has dissolved partnership and closed out their business.

PROMINENT WINNIPEG CITIZEN MARRIES

On Wednesday, Jan. 16, George F. Galt, member of the war purchasing committee of Canada, member of the firm of



GEORGE F. GALT
Prominent Winnipeg importer and member of the War Purchasing Commission, who was married this week.

G. F. & J. Galt and president of the Blue Ribbon Tea Co., as well as many other activities, was united in marriage at Ottawa to Miss Muriel Maunsell, the only daughter of Brigadier and Mrs. Maunsell.

Mr. Galt was born at Toronto, March 1, 1855. He is a son of the late Chief Justice and Frances Louisa Galt. He was educated at Galt Collegiate institute, and went to Winnipeg in 1882, entering business as an importer of teas. Mr. Galt's home is at 460 Wellington crescent, Winnipeg.

A. J. Stewart, of Stewart & Hucks, grocers, Harriston, is dead.

Cummer & Son, manufacturers of carbonated and mineral waters, Hamilton, are discontinuing business.

W. S. Loggie, M. P. for Northumberland, N.B., and wholesale fish dealer and packer, has been in Montreal on business and has also gone through to New York.

F. D. Pepin & Co., Blind River, Ont., who were burnt out on August 1, 1916, have just completed their fine new two-storey concrete store. They have just moved into the premises, and will conduct a general store business as usual.

Robert Henry, who looks after the interests of the British Columbia Packers in Ontario, has moved from Windsor to Brantford where he will be located in future. His son, Stewart Henry, who is associated with his father in this business, accompanies him.

Western Provinces

Hahn & Sons, general store, Ferres, Sask., have sold out.

G. Washburn, general store, Carmichael, Sask., has been sold out.

A permit for a \$500,000 building has been issued by Calgary to the Alberta flour mills. The complete plant will cost about \$3,000,000.

F. A. Fraser has disposed of his grocery business at the corner of Lorne and Fourteenth Avenue, Regina, to J. J. Stevens of the Regina Trading Company. Mr. Stevens is succeeded as manager of the grocery department of the Trading Company by J. Connor, a former employee of the firm. Mr. Connor was in the grocery business in Ontario, but more recently was in business at Wolseley, Sask.

J. H. Curle, secretary of the Retail Merchants' Association of Manitoba, left Winnipeg last week for British Columbia to visit his father, who is seriously ill. While in British Columbia Mr. Curle will take advantage of the opportunity of conferring with the provincial secretary of the R.M.A. in that province. It is understood that Vancouver will endeavor to have the next Dominion convention held in that city.

GROCER BEREAVED

T. V. Hanway, traveller for the H. G. Smith Company, wholesale grocers, Regina, has just suffered the loss of his brother, Laurie Hanway, of Truro, N.S. This makes the fifth death in Mr. Hanway's immediate family circle within the past two months. Mr. Hanway's wife passed away at Regina about two months ago. Two nieces were killed at Halifax as a result of the explosion. On the morning that he left Regina for the East owing to the illness of his mother, he received a wire that she, too, had died. Since arriving in the East he has suffered the loss of his brother. Mr. Hanway has travelled on the main line West from Regina for the H. G. Smith Company since the formation of the company five years ago, and is well known in business circles throughout the West.

ST. MARY'S, ONT., ADOPTS EARLY CLOSING

The town of St. Mary's, Ont., has adopted an early closing by-law, with the idea of conserving both coal and electric energy. As a result of this by-law the stores of the town will remain open only from 8.30 a.m. to 5 p.m., except on Saturdays when the closing hour is advanced to 9.30 p.m. The by-law becomes effective Jan. 17 and will continue in force till March 17.

BRANDON, MAN., R.M.A. HOLDS ANNUAL MEETING

At Brandon, Man., on Thursday, Jan. 3rd, the following were elected officers of the Brandon branch of the Retail Merchants' Association of Canada.

Honorary president, R. J. Campbell, of Campbell & Campbell; president, J. M. Robertson, of Doig, Rankin & Robertson; 1st vice-president, J. B. Curran, Brandon Hardware Co.; 2nd vice-president, W. M. Sutherland, grocer; treasurer, W. A. Robertson, druggist; secretary, John Popkin, Johnson Hardware Co.

The Manitoba provincial officers were represented by J. H. Curle, secretary, who reviewed association matters and proposed legislation which has been submitted to the government and which will be considered at the forthcoming session of the Legislature.

A resolution was passed recommending the adoption by the province of a system of taxation to provide additional revenue by taxing net profits and surplus salaries. The members of the Brandon branch are opposed to the introduction of presumptive taxes. They are strongly in favor of equality and uniformity and consider that the province should start right now that a levy is about to be made.

The Brandon "Sun" was the recipient of some very complimentary remarks on the splendid series of illustrations and editorials appearing during the year dealing with the development of community spirit in the city of Brandon and the surrounding district.

J. H. Curle outlined the short course for retail merchants to be given by the Manitoba University Feb. 4-9 at Winnipeg. He stated that three prominent experts were coming from the South and that the very best business men of the province would co-operate in making this course of the greatest value to those attending. The Brandon executive offered to assist in getting a large representation from that city. The course was considered of great value and importance. They felt that the University should be well supported in this work.

The retiring officers were heartily thanked for their efforts during the year just closed. Efforts will be made to have the branch at Brandon the strongest in the Dominion in proportion to the total number of merchants doing business in that city. The prospects are the very best for a good year with the organization in Brandon.

DISASTROUS FIRE IN LISTOWEL, ONT.

Shortly after midnight on Sunday last a disastrous fire broke out in the business section of Listowel, Ont., and before it was under control had done damage estimated at \$200,000. The zero weather and the fierce wind blowing at the time made fighting the fire a very difficult matter, yet the work of the firemen prevented the flames from making a practically clean sweep of the business

section of the town. The biggest loser is J. M. Schinbein, owner of a department store, including a grocery department. Mr. Schinbein was the owner of the property as well as the stock, and his loss will be severe. It is partially covered by insurance.

Among the other sufferers was Bender's Grocery, whose stock and premises were completely destroyed.

NEW MONTREAL FIRM INCORPORATED

The Canadian-Spanish and International Products, Ltd., have been incorporated at Montreal, with a capitalization of \$300,000 to carry on business as exporters and importers, dealing in dried figs, table raisins, glace and preserved fruits, Spanish onions, sardines, anchovies, in addition to tea, coffee, cocoa, spices and similar articles. The premises are at 303-307 Notre Dame Street West, Montreal, where a coffee and spice mill is being installed.

NOT OUR REPRESENTATIVE

A grocer on Bloor St., Toronto, states that a subscription representative from The MacLean Publishing Co. offered him CANADIAN GROCER for one year at subscription rate of \$1.00.

This is to notify the trade that no representative of ours is authorized to give this or any other reduced rate to subscribers. There is only one subscription rate to a dealer and that is \$3.00 per year. Market reports, window displays, important current happenings each week, advertising suggestions, etc., include a service easily worth more than the present subscription price. Hundreds of our readers testify to this. Retailers should not give subscriptions to anyone who has not the company's authorized receipt books.

CASSIDY GROCERY, MOOSE JAW, SASK., MOVES

The E. F. Cassidy Grocery, Moose Jaw, Sask., is on Jan. 30 moving from the old quarters on River Street to its new home in the old Mason & Risch store on First Avenue. An important announcement is made in connection with the change, to the effect that to those who carry home their purchases a discount will be allowed.

LARGE QUANTITY OF ONIONS SEIZED

Vancouver was surprised recently by the unexpected seizure of 300 tons of onions stored in that city by growers in the Kelowna, B.C., section. The seizure was made by R. Robertson, the British Columbia representative of the Food Controller, in the matter of fruit and vegetables, on telegraphed instructions from Mr. Hanna.

It is said that fully twenty-five per cent. of the onions had commenced to rot, and the seizure was made that they might be preserved for food purposes. The

onions will be sent to an evaporating plant soon.

CANADIAN PRODUCE ASSOCIATION TO MEET IN LONDON, ONT.

The sixth annual convention of the Canadian Produce Association will be held at London, Ontario, on Tuesday and Wednesday, February 5 and 6. There have been many new factors entering into the provision trade as a result of war conditions, and the discussions on these subjects will, it is expected, be of great value to the produce handler. For that reason it is hoped and expected that there will be a very large representation of the trade at the coming convention.

TRAVELLERS' CALLS ONCE A WEEK

(Continued from page 21.)

years longer when no doubt voluntary patriotic effort on the part of firms of food distributors (without exception of course) would probably in time produce desirable results. The existence of any exception would ruin the whole effort. This indicates the necessity for a compulsory rather than a voluntary measure should any attempt at economy in this direction be made at all.

That the traveller is a much appreciated factor in the organization of food distribution as at present carried on was indicated by the disinclination evident on the part of firms to welcome the idea of reduction of travelling staffs even if calls on customers are curtailed. That fewer calls might be made without reduction of business if every firm were making fewer calls, and if the retailers were careful in keeping tab of their requirements regularly, was a general opinion. But that firms could do with fewer travellers was not found expressed. In fact the idea of having the travellers oftener employed in the home office while released from the necessity of being out making frequent repeat calls was considerably favored in general opinions given CANADIAN GROCER.

Some Montreal Dealers' Opinions

Kearney Bros., Montreal, tea importers, when questioned on the matter how these curtailments would affect their travelling staff stated: "We anticipated the situation with regard to restricted traffic and have been able to persuade some of our customers to buy ahead somewhat where there was a likelihood of any trouble and do not anticipate any difficulties in the matter of our travellers' calls."

The John Duncan Co., teas, Montreal, stated: "The curtailing of traffic will be a good thing. There are too many travellers on the road now. May be necessary and if so can cover some towns by driving."

Gunn, Langlois & Co., Montreal, stated: It would not affect their travellers to any extent.

D. Hatton & Co., Montreal, wholesale fish merchants: We were of the opinion that it would not affect their travellers at all as they cover the larger points only.

BRITISH FIRM LOCATES IN LINDSAY, ONT.

The firm of Allen & Hanbury, of England, established in 1798 (better known as the Allenbury Milk Products Co., Ltd.) will establish a large branch in Lindsay, Ont. The construction of the plant will commence immediately on the former site of the Flavelle Cold Storage plant. A plant 60 x 200 feet will first be constructed and fifty hands will be employed at the beginning. This company has a world-wide reputation and there are no local or Canadian interests behind it. It is supported by unlimited British capital and manufactures children's preparations, fancy soaps, cod liver oil, malted milks, etc.

The firm will require 500 gallons of milk per day to start with in the manufacture of their preparations. The Lindsay plant will handle the Canadian and U.S. trade and after the war will manufacture for the South African and Australian markets. The firm spent \$40,000 duty on goods entering Canada.

The Canadian plant has asked for exemption from taxation for a period of ten years. Lloyd Wood of Toronto is the Canadian agent for the Allen & Hanbury Co.

BUSINESS OUTLOOK

That the outlook in the grocery field for the season of 1918 is most promising is the opinion expressed by men in close touch with the grocery business throughout Saskatchewan. Business will continue good throughout the year dealers assert. Possibly buying is not so heavy just at the present owing to the fact that most merchants are fairly well supplied with the more staple articles. Business will be more healthy this spring than last on account of merchants and farmers having liquidated to a far greater extent than formerly and are consequently in a better position to meet their obligations. Having once experienced better times, merchants will not allow their business to relapse to the old state without an effort.

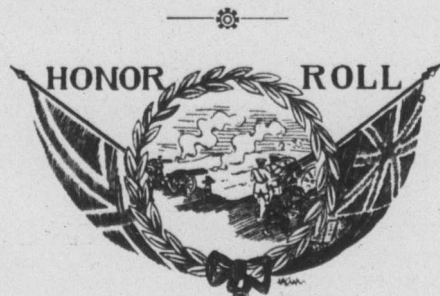
The market situation generally is regarded as being satisfactory, though it is believed that if the sugar situation is not relieved there is likely to be a great shortage in confectionery. The same applies to jams as manufacturers are not carrying over a surplus stock and the scarcity of tins is likely to affect the situation somewhat. Prevailing high prices and labor are also factors to be contended with.

Jobbers as a whole are well stocked up, and travellers report that business throughout 1918 is going to be good.

POSTAL INSPECTORATE WANTED AT REGINA

Hon. Mr. Blondin, Postmaster-General, is being petitioned through the Regina Board of Trade for the establishment of a post office inspectorate at Regina and the board recommends that J. McKinnon, assistant inspector at Moose Jaw, be transferred to Regina to take charge of the new inspectorate at this point. The necessity for this action is explained in the enormous loss of time in the tracing of parcels which go astray, and which require communication to and from business firms in Regina and the office of the inspector in Moose Jaw. It is pointed out that the time of Mr. McKinnon is even now almost wholly occupied with Regina business.

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Alfred McKinnon, of St. John, who was a travelling representative for Gunn's, Limited, in Upper Canada before enlisting in a N.B. battalion, is officially reported killed in action on December 16.

Lieutenant J. V. Keirstead of the staff of T. H. Estabrooks Co., Ltd., who went overseas with the travellers' platoon of the 104th battalion, which he was largely instrumental in raising, and who won his commission in France, has been invalided home.

ALBERTA PREMIER CONSIDERS ARGUMENTS OF MERCHANTS AND CLERKS

At a recent conference held in Calgary, Premier Scott heard evidence regarding differences that had arisen between Calgary retail merchants and their employees regarding hours of labor and improved sanitation of the stores.

Consequent upon the adoption of a civic by-law calling for a Wednesday half-holiday and the enforcement of the Alberta Factories Act, considerable clashing has resulted. The merchants urged that the new legislation had acted in a discriminatory manner by only closing 10 per cent. of the city stores, thereby allowing the smaller stores unrestricted business upon the old schedule of hours.

It is also tended to drive business from outlying districts to the mail order houses of eastern cities and crippled local business. The clerks claimed that the new legislation was the dawn of a better era for workers, and that any withdrawal would be disastrous.

Premier Stewart promised the appointment of a legislative committee to visit Calgary, Medicine Hat and Lethbridge to collect evidence, and the government would act upon their report and revise the present Factories Act so as to remove all existing disabilities alleged by merchants, unless the merchants and clerks settled their differences amicably in the meanwhile.

BENEFITS THRUST ON THEM

(Continued from page 30.)

anxiety to turn her into a steady buyer. Change that in this allowance of discounts.

Make the rule and ratio as I have indicated; but when you find that somebody is taking advantage through buying certain staples of you and passing you by for another in purchasing her more profitable lines, be frank to tell her you cannot allow discounts unless there is full reciprocity. Or take any other way of meeting inequitable custom that circumstances may seem to warrant. Let everybody know that this business is one of paying fully for service as a regular plan. That if you are to make concessions for certain lessened service, you must have a give-and-take attitude from the customer in return.

The problem is not easy of complete solution; and I may not have aided you very much. The advantage and the cause for hopefulness lies in the conditions which render safe certain experiments so radical that we should not usually undertake them in normal times. Thus, if the government orders these changes later on, you will be ready; and if no such order comes, probably most of your customers will have settled back into the old ways and your business will not have been disturbed perceptibly.

Lastly, in all you do about this be sure to consider correctly the exact proportion of your customers who demand the concession. Do not be unduly stampeded by the demands of a few. Usually the small percentage of objectors occupy an undue proportion of the spot light.

New Goods Department

TO KEEP FROST FROM WINDOWS

"No-Frost," a new product made by G. W. Flintoff, 2088 Dundas Street, Toronto, has been placed on the market. This product is sold at 35 cents per package and is to be rubbed on any glass, etc., which is exposed to frost or steam. The manufacturer claims it will prevent frost or steam from forming on the windows.

NEW CANNED DELICACIES

E. W. Jeffress, Ltd., Walkerville, Ont., have placed three new products on the market, vi., Chicken a la King, Chili Con Carne and Pure Tomato Paste. These goods as well as the Olive Butter are put up in attractively labeled containers. Directions for using are given on each label. It is pointed out that Chicken a la King is ready to serve on toast or patty shells.

Christening the Baby

Brown has a lovely baby girl
The stork left her with a flutter;
Brown named her "Oleomargarine,"
For he hadn't any but her.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

OF more than usual interest during the week was the regulation issued by the Food Controller stipulating that on and after January 28 only one grade of flour shall be milled which shall contain a higher percentage of the wheat. Where the milling interests extracted from 70 to 72 per cent. of the wheat previously, under the new regulation there will be approximately 74 per cent. of the wheat berry turned into flour. This is a radical step in the milling industry. It is anticipated the price for the new grade of flour will be on about the same basis as second patents flour under the present system of milling.

Rolled oats are still in very strong market owing to the heavy demand on account of the British Government and also to the very high price prevailing for the grain. Package rolled oats showed an advance during the week as the mills assert they have been losing money on the previous basis for some weeks past. Some Porto Rican bitter oranges for the making of marmalade came into the Canadian market during the week. Bitter oranges from Messina are expected to reach this market in the near future as a consignment has arrived in New York which is destined for this market.

Advances in grocery commodities have again been numerous and include jams and marmalade, malt vinegar, ammonia, lye, tobacco, shoe polish, hand cleaner, soda biscuits, cigarette papers, soap chips, cigars, clothes pins, baking powder, brooms, lamp wick, maple syrup. Potatoes are in a firmer market temporarily owing to the severe weather which has prevented shipment, but lower prices are anticipated ere spring comes.

Margarine continues in good sale. Manufacturers of shortening are more hopeful that sufficient supplies of cottonseed oil will be obtainable as soon as the transportation situation improves. Storage butter was in firmer market during the week. Stocks of storage eggs are getting within narrow compass but production of new-laid eggs shows improvement. Business has been hampered to a considerable extent through the severe storm during the week.

QUEBEC MARKETS

MONTREAL, Jan. 15.—There has been such a decided tie-up of railway communication with the present stormy conditions prevailing elsewhere, even to a greater extent than locally, that trade has naturally been hampered and jobbers have reported a somewhat hampering condition to trade. Some price changes have come about, mostly of an upward tendency and some being quite marked. Among these might be mentioned vaseline, ground sulphur, caustic, bluestone, cotton twine, shelled walnuts and imported stearine candles. Case rolled oats are also much higher and there is a real firm tendency to the regular line, one miller having withdrawn his prices altogether on rolled oats. Interest centres again in sugar, and while there is no concerted action, two of the refiners have reduced their quotations to

\$8.40 per 100 lbs. Tea merchants report that business has kept up well for January—better than is usual up to this date. The great interest of the week centres in flour. Definite news information was given CANADIAN GROCER by the big mills to the effect that on the 28th of January none but "war" flour will be allowed sale to the Canadian dealers. This means that from that time forward we shall all be eating the same kind of war bread and that this will be of a much darker shade and the grade equal to about second patent as now made. A certain percentage of every grain of wheat heretofore going into the mill-feed tonnage will now find its way into the Canadian flour bag and we shall be eating that percentage instead of its going into the production of beef or pork. It will also enable the Food Controller to standardize

the loaf produced in the bake shops of the country. To explain the new flour to our readers CANADIAN GROCER made enquiry of the big mills. In order that all may be on the same basis, every miller will have to make 196 pounds of flour from 265 pounds of wheat, and this will be equal to a seventy-four per cent. extraction. In price, it will be around \$11 to \$11.10 per barrel, in bags, with one per cent. discount for cash allowed, basis Montreal freights. The price so stated is only suggestive, but millers claim that this is very close to the price that will soon be fixed. In view of this announcement it is naturally anticipated that there will be a great run on present stocks of flour. Molasses is very firm in price and one of the largest importers states that, notwithstanding the high price, half of the crop is already reported sold.

Vaseline Is Higher; Is Now \$7 Per Gross

Montreal.

PACKAGE VASELINE.—The price of vaseline, sold by many grocers in some parts of the country, has been advanced. This applies to Blue Seal Brand and the number one size has been raised from \$5.50 per gross to \$7. This price is subject to a 5 per cent. discount. Increased cost for containers and other packing materials are the reasons assigned for this big advance in price.

Ground Sulphur Higher; Also Candles And Twines

Montreal.

VARIOUS LINES.—There have been a number of changes in odd lines this week and among these the following are important. Unbroken caustic is now 10 cents per pound, representing a straight 3-cent advance. Broken lots, in 100-pound kegs is \$8 to \$10 per cwt., according to quantity. A good deal of fuel is required in the making of this product and it is assigned as a reason, that the high costs of fuel have had much to do with the advance. Bluestone is quoted at from 14c to 18c per lb., according to quantity. Cotton twine is again higher, and one large jobber now quotes 55½c for the 3-ply and 59c for the 4-ply. Imported stearine candles are higher by 3c per lb. for the 16-oz. size, with 30 in a box, selling at 31c per lb. and the 14-oz size, with 25 to the box, selling at the same price.

Sugar Again Declines 10 Cents Per Hundred

Montreal.

SUGAR.—The downward trend of refined sugar continues and there has been a reduction upon the part of the St. Lawrence and Canada Refineries the past week of another ten cents per 100 lbs., making their price for refined now \$8.40. Atlantic still remains at \$8.90, and Dominion sugar refineries are holding at \$8.85. The disparity in prices is explainable in that there are no definite supplies of raws on which to base a price, the new crop not having arrived, excepting a few odd lots of negligible quantities. Some raws are on the way from New York now, but it is impossible to say when they will arrive. Some difficulty is experienced in securing shipping, and one large refiner told CANADIAN GROCER that 20,000 tons of raws waited shipment at a Cuban port and had to be taken back to the Cuban centrals, as there was a grave danger of their rotting on the spot had they been left there until shipping might be available. It is quite probable that a price basis more or less stable, will be arrived at so soon as the new raws are available for refining, and when they are right in the hands of refiners so that they may gauge their output and be assured of uninterrupted supplies.

	100 lbs
Atlantic Sugar Company, extra granulated sugars, 100 lbs.	8 90
Acadia Sugar Refinery, extra granulated	8 40
St. Lawrence Sugar Refinery	8 40
Canada Sugar Refinery	8 40
Dominion Sugar Co., Ltd., crystal granulated	8 85
Special icing, barrels	8 70-9 05
Icing (25-lb. boxes)	9 10-9 40
Icing (50-lb. boxes)	8 90-9 20
Diamond icing	8 70-9 05
Yellow, No. 1	8 10
Yellow, No. 2 (or Golden)	8 00
Yellow, No. 3	7 90
Powdered, barrels	8 60-8 95
Paris lumps, barrels	9 10
Paris lumps (50-lb. boxes)	9 65
Paris lumps (25-lb. boxes)	9 85
Crystal diamonds, barrels	9 10
Crystal diamonds (boxes 100 lbs.)	9 10
Cut loaf (50-lb. boxes)	9 30-9 65
Cut loaf (25-lb. boxes)	9 50-9 85

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

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

Tea Markets Strong; Trade Fairly Active

Montreal.

TEA.—Primary tea markets are strong, although no movement to higher levels has been made. There is a scarcity of the lower and the medium grade at import centres, but of the better qualities the stocks are fairly good. The local situation is strong with prices maintained, and an expression upon the part of importers that there may be higher quotations in the near future. Trade is reported as very good and better than has obtained for several seasons past, so early in the year.

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

Coffee Continues Firm; Somewhat Weaker Outside

Montreal.

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 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 23	0 25

Honey Tendency Firm; Light, But Ample Stocks

Montreal.

MAPLE PRODUCTS AND HONEY.—Some supplies of honey have come to hand this week, but these are light and of small volume. Nevertheless they are ample to meet the needs of the trade which is rather small. Retailers still have some supplies on hand and the jobbing trade is therefore, quite light. Maple syrup and sugar are in normal demand, that for syrup being fairly good. Prices are firmly held without change.

Honey—

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

Rice Is Still Quiet; Price Is Maintained

Montreal.

TAPIOCA, RICE.— Little interest is

shown yet in the rice and tapioca markets. Both at primary centres and in the local market the tendency is unchanged and trading continues on the basis of maintained quotations as given herewith. Tapioca is firmer, if anything, owing to large export needs. Prices, say direct importers, are likely to be high indefinitely. The following prices are quoted here:

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

Pepper Is Very Firm; Clove Prices Firming

Montreal.

SPICES.— The primary market has been very feverish and lighter spot stocks of all lines are reported. The trading in futures is not active at all, but the interest centres in the matter of transportation and in what this will likely continue to be as a factor in the delivery of future supplies. Locally, trading has subsided somewhat, the orders of retail dealers having been less since the holidays. With stock-taking over, the jobbers are now expecting a gradual improvement in their trade. Cloves are in a firm market with tendencies to higher levels and white pepper is firming, in view of a smaller visible supply. Nutmegs are also very firm. Of mustard, it may be said that the better grades are scarcer and the present business at import points has improved.



THE NEW MESSENGER BOY

—New York World.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 23	0 25
Cloves	0 70	0 70
Cream of tartar	0 70	0 80
Ginger, pure	0 25	0 25
Ginger, Coshin	0 25	0 25
Ginger, Jamaica	0 25	0 25
Mace	0 25	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 35
Peppers, white	0 40	0 45
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	2 00	
Caraway, Dutch, nominal	0 75	
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	0 25	0 25
Mustard seed, bulk	0 45	0 45
Celery seed, bulk	0 21	0 23
Shredded cocoanut, in pails	0 12	0 14
Pimento, whole	0 12	0 14

For spices packed in cartons add 1/4 cents a lb. and for spices packed in tin containers add 10 cents per lb.

Canned Goods Firm And Shortage Is Suggested

Montreal.
CANNED GOODS.—There is no great amount of business being transacted for canned goods. Stocks are visibly shorter, the canners state, and it is suggested that if no supplies are available in addition to what are on hand in Canada at the present time, there will likely be a considerable shortage before next season. It is evident, some say, that many have cut down their consumption of canned goods in view of the high prices that are asked. There are no changes, and what business is obtained has been moving on the basis of the following quotations:

Salmon Sockeye—		
"Clover Leaf," 1/2-lb. flats	2 45	
1 lb. flat	4 00	
1 lb. talls, cases 4 doz., per doz.	3 75	
1/2 flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	1 30	
Pinks, 1-lb. talls	2 40	
Cohoos, 1-lb. talls	2 65	
Red Springs, 1-lb. talls	2 70	
Salmon, Gaspe, Niebe Brand (case of 4 doz.), per doz.	2 25	
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "1/4s"	20 00	
Canned Vegetables—		
Tomatoes, 3s	2 87 1/2	2 75
Tomatoes, U.S. pack (2s)	1 12 1/2	2 12 1/2
Tomatoes, 2 1/2s	2 50	2 60
Peas, standards	1 75	
Peas, Early June	1 90	
Beans, golden wax	1 85	1 90
Beans, Refuges	1 85	1 90
Corn, 2s, doz.	2 25	2 40
Spinach (U.S.), 3s	3 00	
Do., (U.S.), gallons	10 00	
Corn (on cob, gal. cans), doz.	8 50	
Red raspberries, 2s	2 90	
Strawberries, 2s	2 75	
Red cherries, 2s	2 60	2 90
Strawberries, 3s	3 00	
Blueberries, 2s, doz.	1 35	
Pumpkins, 2 1/2s	1 60	1 70
Pumpkins, 3s	1 75	
Pumpkins (gallon), doz.	6 00	
Carrots, sliced, 2s	1 45	
Apples (gallons)	5 00	
Peaches, 2s (heavy syrup)	2 00	
Pears, 2s (heavy syrup)	2 45	
Pineapples, 1 1/2s	2 25	
Greengage-plums (light syrup)	1 90	
Lombard plums (heavy syrup), 2s	1 70	

Better Supplies Corn And Syrup Stocks Good

Montreal.
MOLASSES AND SYRUPS.—There is a fair movement of corn syrup now, but the real business, say manufacturers, has not opened up yet, and it may be a few

weeks before there is a great demand. For the present, stocks of corn are satisfactory and there is every reason to expect that supplies will come forward in time to meet the needs of the immediate future. In the molasses market there is not a great deal of activity, but there has been some considerable booking for future delivery, one house securing from 2,500 to 3,000 puncheons. The price is very firm and there has been an intimation of higher quotations by 5 cents per gallon, but this could not be definitely confirmed. Two steamers from the West Indian trade have been requisitioned by the British Government and this has somewhat crippled the service from there. One large importer told CANADIAN GROCER that nearly half the new crop had already been sold and this is early, he states, for such a large portion of the crop to be sold. He anticipates that there will be a great deal of difficulty in the matter of transportation.

Corn Syrup—

Barrels, about 700 lbs.	0 07
Half bbls. or quarter bbls., 1/4c per lb. over bbls.	0 07 1/2
Kegs	0 07 1/2
2-lb. tins, 2 doz. in case, case	4 65
5-lb. tins, 1 doz. in case, case	5 20
10-lb. tins, 1/2 doz. in case, case	4 95
20-lb. tins, 1/4 doz. in case, case	4 90
2-gal. 25-lb. pails, each	2 15
3-gal. 38 1/2-lb. pails, each	3 25
5-gal. 65-lb. pails, each	5 25

Prices for

	Fancy, Choice,	Island of Montreal
Barbadoes Molasses—		
Puncheons	0 86	
Barrels	0 89	
Half barrels	0 91	

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.
Cane Syrup (Crystal) Diamond—
 2-lb. tins, 2 doz. in case, per case
 Barrels, per 100 lbs.
 Half barrels, per 100 lbs.

Strong Feeling Holds To The Bean Market

Montreal.
BEANS.—There are no deliveries of any account reported from Ontario, and the supplies that are coming forward are from Quebec growers mostly. Of these there appears to be a supply of ample proportion for the needs of the present. The situation here is very strong. In foreign markets substantial advances are reported and firming conditions obtain there. Business is fairly active, and in many parts the product forms one of the chief articles of diet at this season of the year.

Beans—

Canadian, hand-picked	10 50
Ontario, new crop, 3 to 4 lbs.	8 15
British Columbian	8 16
Do., in 100-lb. sacks, gross, per 100 lbs.	15 00 15 50
Canadian, 3-lb. pickers, per bu.	9 50
Canadian, 5-lb. pickers	7 40 8 00
Michigan, 3-lb. pickers	10 00
Michigan, hand-picked	10 50
Yellow Eyes, per lb.	0 14
Rangoon beans, per bush.	7 50
Lima, per lb.	0 20
Chilean beans, per lb.	0 14 1/2
Manchurian white beans, lb.	0 15
South American	5 20
Peas, white soup, per bush.	5 00 5 50
Peas, split, new crop, bag 98 lbs.	11 00 11 25
Barley (pot), per bag 98 lbs.	6 25 7 25
Barley, pearl, per bag 98 lbs.	7 50 8 00

Shelled Walnuts Higher; Trade In Nuts Lighter

Montreal.
NUTS.—There is little interest in the trade for nuts. Dealers are selling the average quantities, and beyond this there is but one item of interest reported, that of an advance of 3c per pound in Bordeaux shelled walnuts. Of these there is a great scarcity, and after present stocks are exhausted it is quite probable that there will be none forthcoming. At import centres there is little interest manifested in buying, as the season there is also past.

Almonds (Tara), per lb.	0 20	0 24
Almonds (shelled)	0 42	0 43
Almonds (Jordan)	0 70	
Almonds, Valencia, shelled	0 44	0 46
Almonds, soft shelled Tarragonas	0 21 1/2	0 22 1/2
Brazil nuts (new)	0 14	0 18
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 19	0 21
Filberts, Barcelona	0 17 1/2	0 18 1/2
Hickory nuts large an small, lb.	0 10	0 15
Peanuts, Hon Ton	0 15 1/2	0 16 1/2
Peanuts, "Diamond G"	0 15	0 16
Peanuts (coon), per lb.	0 12 1/2	0 13 1/2
Peanuts (Jumbo), per lb.	0 16	0 20
Peanuts, shelled, Spanish, No. 1	0 17	
Peanuts, shelled, Virginia, No. 1	0 16	
Do., No. 2	0 14	
Pecans (new Jumbo), per lb.	0 21	0 25
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	0 40	
Pecans (shelled)	0 30	
Walnuts (Grenoble)	0 28	
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	0 59	0 61
Walnuts (Marbots), in bags	0 22	0 24
Walnuts (California), No. 1	0 24	

Dried Fruit Trade Fair; Prices Are Well Held

Montreal.
DRIED FRUITS.—There is fairly good demand for certain dried fruits, and among these the prunes, apricots and dried and evaporated apples are the chief. Sales are said not to be large, but with a normal condition prevailing and sorting orders coming to hand there is no complaint expressed. Supplies of various kinds are ample for the immediate needs, while, of course, the better pack of prunes is scarce, and in the matter of figs and dates and also raisins and currants the continued scarcity is manifest. Prices are held firmly as follows:—

Apricots	
Apples (evaporated)	0 23
Drained Peels—	
Citron	0 35
Lemon	0 27 1/2
Orange	0 28 1/2
Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$3.25; 4-crown cluster, \$3.75; 6-crown	4 00
Muscata, loose, 2 crown	0 11
Muscata, loose, 3-crown, lb.	0 11 1/2
Muscata, 4-crown, lb.	0 12
Cal. seedless, 16 oz.	0 14
Cal. seedless (new)	0 16 1/2
Fancy seeded, 16 oz. pkgs.	0 13
Choice seeded, 16 oz. pkgs.	0 12
Valencias, selected	0 11
Valencias, 4-crown layers	0 11 1/2
Currants, old	0 24
Do., new	0 32
Figs (new), 100 to case	11 00
Figs (layer), 10-lb. boxes	2 25
Prunes—	
California, 40-50s	0 13 1/2
25-lb. cases, 50-60s	0 13
60-70s	0 12 1/2
70-80s	0 12
80-90s	0 11
90-100s	0 10
Oregon, 80-40s	0 15 1/2

40-50s 0 15 1/4
 50-60s 0 12 1/4
 Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

**Cereals Hold Firmly;
 Rolled Oats Especially**

Montreal.
CEREALS.—Particularly firm is the cereal market this week, especially as pertaining to rolled oats and oatmeal. Some suggest that the prices should be several points higher, but no confirmation of an advance has been obtained. The present situation with regard to deliveries of grain is a very acute one, and it is evident that with the probable congestion of several days at least, after the abatement of this stormy and heavy weather, there will be few deliveries of grain supplies to the milling companies. In the meantime prices all around hold with firming tendencies, while in the matter of package rolled oats the prices are already advanced from \$4.80 to \$5.65, as elsewhere referred to. One large miller has withdrawn his regular quotations on rolled oats and oatmeal.

Barley, pearl	6 90	8 00
Barley, pot, 98 lbs.	5 25	6 50
Corn flour, 98 lbs.	6 50	7 00
Cornmeal, yellow, 98 lbs.	5 90	6 60
Graham flour, 98 lbs.	5 60	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 75
Oatmeal, standard, 98 lbs.	5 75	6 00
Oatmeal, granulated, 98 lbs.	5 75	6 00
Peas, Canadian, boiling, bush.	5 00	5 50
Split peas	11 00	11 25
Rollad oats, 90-lb. bags	5 15	5 50
Whole wheat flour, 98 lbs.	5 60	5 75
Rye flour, 98 lbs.	5 25	5 60

**War Flour January 28;
 Like Second Patents**

Montreal.
FLOUR AND FEEDS.—After Jan. 28

ONTARIO MARKETS

TORONTO, Jan. 16.—Trade in grocery lines is opening up well since the beginning of the new year. There is no indication as yet that any recession is likely to take place in the price being asked for the majority of lines. The past week has been no exception to the number of changes in an upward direction. At the time of writing rolled oats are in a very active market, with the probability that package rolled oats are likely to be moved higher in price. Weather conditions interfered with the shipment of goods to a certain extent during the week, as shipments were held up while the railroads were blocked. Travellers were also handicapped in their movements during the week.

**Biscuits, Vinegar,
 Ammonia Go Higher**

Toronto.
BISCUITS, VINEGAR, AMMONIA.—Soda biscuits have been advanced in price during the week to the extent of 1c per pound. Following are prices now

we shall have to buy war flour and eat the "war loaf." So says Mr. Hanna. These are the instructions communicated to the millers and the order is imperative. This means that there will be one, and only one, grade of flour marketable. It will be essential now for the miller to secure 196 pounds of flour from 265 pounds of wheat. This will be equal to approximately 74 per cent. extraction, which means, in short, that it is the same as 100 per cent. flour. It means also that a certain percentage of the wheat berry heretofore used in the mill feeds will find its way into the new flour, and that no new low grade or feed flours can be milled. It will mean that a standardized loaf will be used on the table of every Canadian home from coast to coast. The quality may be described as being between the second and third patents, some comparing it with second patent more nearly than with the third. Mills anticipate that there will be a big run on flour in the meantime. In the matter of price, it is expected that this will be in the neighborhood of \$11 to \$11.10 per barrel, in bags, on basis Montreal freights in car lots. The price will be based on a cash basis and 1 per cent. discount for cash allowed. In the meantime it is presumed that there will be ample consideration allowed the millers for the disposition of present stocks.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	11 25
90%, in wood	10 50	10 75
90%, in bags	5 20	5 30
Bran, per ton	35 00
Shorts	40 00
Special middlings	50 00	51 00
Feed flour	61 00	75 00
Feed oats, per bushel	1 00	1 02

prevailing: A cartons, 75c; B cartons, \$1.45; G.N.W., 24c; C square and long package, 30c; D package, 35c; E package, 43c. Sodas in tins, C square and long, are quoted at 41c; D package at 48c; E package at 52c, and C pails at 35c. Holbrook's malt vinegar has been advanced to \$2.75 per dozen quarts. Snowflake ammonia, 36/16 oz., is now selling at \$2.70, while 36/24-oz. is quoted at \$3.75, with the 5c size discontinued. Liquid ammonia in pints is quoted at \$1.20. Slick shoe polish has been advanced to 55c per dozen. Dalton's F.B. coffee is now quoted at 40c per pound. British Navy tobacco 8's has been advanced to 61c per pound. H.P. sauce is now quoted at \$2.40. Babbitt lye has been advanced to \$4.25 per case. As intimated in these columns last week, Jello was in strong market and was likely to advance. A higher price of \$1 per dozen is now quoted. Zig-zag cigarette papers have been advanced to \$2.75 per carton. Guelph soap chips are now selling in 50-lb. boxes at \$6.25 per box and in 200-lb. barrels at 11 1/2c, with small lots at 12 1/2c per pound. Student cigars 50's have been advanced

to \$40 per M., Bachelor 50's to \$68 per M. and Humber 50's by \$4 per M. Clothes pins, loose and spring have been advanced to 90c per dozen packages. Slick hand cleaner is now quoted at \$1.15 per dozen. Malta Vita is selling at \$3 per case.

**Baking Powder, Lamp
 Wick, Jelly Powders Up**

Toronto.
BAKING POWDER, LAMP WICK, JELLY POWDERS.—Ocean wave baking powder has been advanced to \$2.60 per dozen for 16-oz. size, while Kitchen Queen 16-oz. is quoted at \$2.40 per dozen. H. & H. soap is now selling at \$1.60 per dozen. Dingman's borax soap is quoted at \$3 per case. Dingman's XX soap chips have been advanced and in barrels is now quoted at 15c per pound and in boxes at \$7.50 per box. Broom prices have been readjusted during the week. K1 is now quoted at \$9.50 per dozen, K2 at \$9.25 per dozen and KX at \$8.50 per dozen. Square Deal is quoted at \$9.75 per dozen, Sterling Bamboo at \$9.75, Gilliam's No. 4 at \$8.25 and Extra Carpet at \$10.25 per dozen. Horseradish of Royal Canadian brand is now quoted at \$1.45 per dozen. Lamp wick A is quoted at 85c per roll, B at \$1.25 per roll. A readjustment has been made in some quarters on Keen's mustard which makes the prices now 67c per pound for D. F. 1's, 69c per pound for 8-oz., 73c for 4-oz., 79c for 2-oz. F. D. 4-oz. is quoted at 42c and 1/2-lb. jars at \$1.80 per jar. Sherriff's jelly powders have been advanced to \$1.25 in single dozens, \$1.20 tin six-dozen and \$1.15 in one gross lots. Old Dutch Cleanser is again in strong market following the recent advance and higher prices would not come as a surprise in this commodity. Babbitt cleanser is also in very strong market.

**Sugar Production
 Getting Under Way**

Toronto.
SUGAR.—Production of sugar on the Island of Cuba is beginning to mount up at a good rate. There are now 130 centrals grinding as compared with 111 last year at the same time. The production of sugar on the Island of Cuba to December 31, of the new crop amounted to 65,149 tons against 36,694 tons at the same period last year. From this it will be seen that production is considerably in advance of last year. Cable dispatches from the Island of Cuba at the end of last week reported general rains in the Northern region. Canadian refiners have been in the market for raw sugars during the week. One of them secured 600 tons of Demerara sugar for January 15 shipment on basis of 5 1/2c per pound. There were also 600 tons of Peruvian raws which went to the Canadian refiners on the basis of 4.749c per pound. The situation so far as the Canadian market is concerned is rapidly im-

proving. Quotations were made on the basis of last week at \$8.64 by two refiners, \$9.04 for another refiner and \$8.94 for still another. Canadian refined sugars were again reduced during the week, St. Lawrence and Canada Sugar refinery now selling on the basis of \$8.54 per hundred pounds for extra granulated, a decline of 10c. Acadia and Atlantic are still quoting on the basis of \$9.04, Acadia having declined 10c per hundred during the week. Acadia is not offering any sugar in the local market at the present time but the factory has recently been started and they expect soon to be in a position to offer sugar. Dominion Sugar Company declined to the basis of \$8.54. In speaking of the change in differentials last week we made it appear that all refiners had changed their differentials. We understand that St. Lawrence and Canada Sugar Refinery have not changed the differentials but are still quoting on the basis of 10c advance in 25-lb. gunnies, 15c advance in 20-lb. sacks, 20c advance in 10-lb. sacks, 40c advance in 5-lb. gunnies, 25c advance in 5-lb. carton and 30c advance over hundred pound sacks for 2-lb. cartons.

Atlantic extra granulated	9 04
St. Lawrence, extra granulated	8 54
Acadia Sugar Refinery, extra granulated	9 04
Can. Sugar Refinery, extra granulated	8 54
Do., No. 1 yellow	8 04
Dom. Sugar Refinery, extra granulated	8 54
Yellow, No. 1	8 74

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

Molasses Market Maintains Strength

Toronto.

MOLASSES, SYRUPS. — Molasses continues in strong market with fancy Barbadoes and choice Barbadoes higher by 2c per gallon. Supplies on spot are not heavy and there is no indication that there will be any improvement with respect to the receipts of supplies in the near future. Case molasses is also light on spot and prices are firmly maintained. Corn syrup held in steady market at the recent decline.

Corn Syrup—	
Barrels, per lb.	0 07
Cases, 2-lb. tins, 2 doz. in case	4 65
Cases, 5-lb. tins, 1 doz. in case	5 20
Cases, 10-lb. tins, 1/2 doz. to cs.	4 95
Half barrels, 1/4c over bbls.; 1/4 bbls., 1/2c over bbls.	
Cane Syrups—	
Barrels and half barrels, second grade, lb.	0 06
Cases, 2-lb. tins, 2 doz. in case	5 30
5 75	
Molasses—	
Fancy Barbadoes, barrels	0 92
Choice Barbadoes, barrels	0 82
West India, 1/2 bbls., gal.	0 55
West India, 10-gal. kegs.	6 50
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	5 65

Tins, 2-lb., baking grade, case	3 00
2 doz.	5 00
West Indies, 1 1/2, 48s.	4 00
West Indies, 2s, 36s	4 25

Canned Goods From United States Shut Out

Toronto.

CANNED GOODS.—Owing to an embargo placed on the shipment of canned goods from the United States by the Government of that country supplies that were on order for Canadian dealers have been cancelled. This restriction applies more to vegetables than to fruit. Some concerns who were depending on supplies of tomatoes, corn and beans have been notified that they will not be able to get them. Higher prices have been made effective on some grades of pure jams. Wagstaffe's raspberry and strawberry 16-oz. are now quoted at \$3.30 per dozen, while 4's are quoted at 85c per tin, with 28-lb. pails at 19c per pound. Black currant 16-oz. jars are now quoted at \$3.20 and 4's at 83c per pound. Thirty-pound pails of blended jams are quoted at 15 1/2c per pound. Shirriff's marmalade has been advanced in price and various sizes are quoted as follows: Individual 72's, cases 85c dozen, loose 80c dozen; 8-oz. tumbler 24's, cases \$1.60 dozen, loose \$1.50 dozen, 12-oz. tumblers 24's, \$2.15 cases, \$2.05 loose; 16-oz. jar 24's, cases \$2.70 dozen, loose \$2.60 dozen; 22-oz. jars 24's, cases \$3.60, loose \$3.50 dozen; 2's tins, 12 to case, \$4.70 dozen, \$4.55 loose; 4's, tins, 12 to case, \$8.65 to \$8.75 dozen in cases, \$8.40 loose; 7's tins 6 to case, \$14.50 dozen in cases, \$14 dozen loose. Wagstaffe's orange marmalade is quoted as follows: 12 oz. jars, \$2.35 dozen; 16-oz. jars, \$2.95 dozen; 22-oz. jars, \$3.80 dozen; 4-lb. tins, 74c tin; 5's, at 90c per tin; 28-lb. tins at 17c per pound.

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

Salmon—		
Sockeye, 1s, doz.	3 85	4 25
Sockeye, 1/2s, doz.	2 25	2 35
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	2 25	
Do., 1/2s, doz.	1 85	
Pinks, 1-lb. talls	2 25	2 60
Do., 1/2s, doz.	1 35	1 50
Cohoos, 1/2-lb. tins	1 75	1 90
Cohoos, 1-lb. tins	3 45	3 60
Red springs, 1-lb. talls	3 15	3 35
White springs, 1s, dozen	2 25	2 35
Lobsters, 1/2-lb. doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 80	2 30
Tomatoes, 2 1/2s	2 50	2 75
Peas, standard	1 80	2 25
Peas, early June	1 87 1/2	2 02 1/2
Beans, golden wax, doz.	1 75	1 90
Beans, Midget, doz.	2 45	2 65
Asparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 35	2 50
Pumpkins, 2 1/2s	1 80	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	3 00	3 25
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 75	1 90
Plums, Lombard, 2s	1 75	
Plums, Green Gage	1 80	
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 30
Do., black currant, 16 oz.	2 90	3 20
Do., strawberry, 16 oz.	3 00	3 40
Do., peach, 16 oz.	2 35	2 85
Do., plum, 16 oz.	2 35	2 85
Do., raspberry, 4-lb. tin.	0 77	0 85
Do., black currant, 4-lb. tin.	0 74	0 83
Do., strawberry, 4-lb. tins.	0 80	0 85

Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 40
Black currants, doz.	3 45	
Red currants, doz.	3 45	
Raspberries, doz.	3 45	3 60
Strawberries	3 60	4 40

Practically No Bulk Dates For This Year

Toronto.

DRIED FRUIT.—The Swiss steamship Lygnern reached New York during the week with a cargo of dates after having been on the journey since September last. Of the dates on that steamer only ten boxes of bulk fards are to come into this market as this is all that was available for Toronto. This is the smallest quantity of bulk dates to reach this market in the past fifteen years. It is understood these dates are to go to one of the department stores. It was learned during the week that the S.S. Constantinople carrying the second cargo of Grecian currants had been torpedoed. This now makes the second currant steamer to go down and will effectually keep supplies of Grecian currants out of this market. It is reported the United States Government has commandeered all Oregon prunes 50-60's and 60-70's in addition to the Californias already taken in these sizes. There is a fair movement of dried fruit at the present time.

Apples, evaporated	0 24	0 24 1/2
Apricots, unpitted	0 16	0 16 1/2
Do., standard, 25s	0 24	0 26
Do., choice, 25s	0 27	0 28
Do., fancy, 25s	0 27	0 30
Candied Peels, American—		
Lemon	0 28	0 35
Orange	0 30	0 37
Citron	0 35	0 45
Currants—		
Filiatras, per lb.	0 25	0 28
Australians, lb.	0 26	0 28
Dates—		
Excelsior, pkgs., 3 doz. in case	4 50	4 95
Dromedary dates, 3 doz. in case	6 00	
Figs—		
Taps, lb.		
Malagas, lb.		
Cal., 6 oz., doz.		
Cal., 10 oz., doz.		
Prunes—		
30-40s, per lb., 25's, faced	0 17	0 18
4050s, per lb., 25's, faced	0 16	0 17
50-60s, per lb., 25's, faced	0 14	0 14 1/2
60-70s, per lb., 25's, faced	0 13	0 14
70-80s, per lb., 25's, faced	0 12 1/2	0 13 1/2
80-90s, per lb., 25's, unfaced	0 12	0 12 1/2
90-100s, per lb., 25's, faced	0 10 1/2	0 11 1/2
Peaches—		
Standard, 25-lb. box	0 15 1/2	0 17
Choice, 25-lb. boxes	0 16 1/2	0 18
Fancy, 25-lb. boxes	0 16	0 22
Raisins—		
California bleached, lb.	0 14 1/2	0 15 1/2
Valencia, Cal.	0 06	0 10 1/2
Valencia, Spanish		
Seeded, fancy, 1-lb. packets		0 12 1/2
Seedless, 12-oz. packets	0 12	0 12 1/2
Seedless, 16-oz. packets	0 14 1/2	0 15 1/2
Seedless, screened, lb.	0 14 1/2	0 15 1/2

Herbs Give Evidence Of Firmer Tendency

Toronto.

SPICES.—There is a firmness in the market for herbs, such as sage, thyme, parsley, mint, savory and in one quarter were quoted up 10c during the week. Other commodities were in firm position but the market held unchanged in price.

Demand is reported brisk in some quarters while other quarters note a seasonable quiet.

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

*Cleaning Up On
Held-Over Nut Stocks*

Toronto.
NUTS.—Wholesalers in most instances are mainly concerned about reducing their stocks of nuts at the present time, that is of those nuts which are carried over after the Christmas and holiday trade. A shipment of new-shelled walnuts came into the market during the week. Opinion has been expressed in some quarters that shelled walnuts will be very high in price are another Christmas season comes round. An embargo is reported to have been placed on French walnuts, which will cause an upward tendency if such proves to be the case. Filberts are in easier market, a decline of 1/2c per pound having been recorded in the primary market during the week. Brazil nuts on the other hand are in a firm position in the primary market, where an advance of 1 1/2c per pound was recorded during the week.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 20	0 26
Walnuts, Grenobles, lb.	0 22	0 22
Walnuts, Manchurian, lb.	0 20	0 20
Filberts, lb.	0 16	0 22
Pecans, lb.	0 17	0 27
Peanuts, roasted, lb.	0 17	0 18
Brazil nuts, lb.	0 12	0 17
Cocanuts, per 100		7 50
Shelled—		
Almonds, lb.	0 42	0 44
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 60	0 65
Peanuts, Spanish, lb.	0 17	0 17
Do., Chinese, Japanese, lb.	0 15	0 16

*Package Oats Make
Advance Of 70c Case*

Toronto.
PACKAGE GOODS.—After waiting for some time in a hesitant condition the market for package rolled oats made a movement in the upward direction and registered a considerable advance. Quaker oats 20's are now quoted on the basis of \$5.65 which is an advance of 85c per case while 18's are quoted at \$2 per case,

an advance of 25c. The price of oats in store at Fort William is now 90c per bushel which represents an advance of 10c per bushel within the past month. At the time of writing Robin Hood prices on package oats were withdrawn. New prices make large size 35c line and small size 15c line.

Cornflakes, per case	3 40	
Roller oats, round, family size, 20s	4 80	5 65
Roller oats, round, regular 18s, case	1 75	2 00
Roller oats, square, 20s	4 80	5 00
Shredded wheat, case	4 25	
Cornstarch, No. 1, pound cartons	0 11	
No. 2, pound cartons	0 10	
Starch, in 1-lb. cartons	0 11	
Do., in 6-lb. tins	0 12 1/2	
Do., in 6-lb. papers	0 09 1/2	

*Maple Syrup Goes
To Higher Levels*

Toronto.
HONEY, MAPLE SYRUP.—Higher prices have been registered on Old Tyme maple syrup and the following prices now prevail: 24's, pint bottles, \$6.40 per case; 12's, quart bottles, \$5.50 case; 24's, pint tins, \$7.20 case; 24's quart tins, \$12.25 case; 6's, 1-gal. tins, \$11.70 case. Pearl syrup is quoted as follows: 12's, quart bottles, \$4 case; 24's, pint bottles, \$4.80 case; 24's quart tins, \$8.60; 24's, pint tins, \$5 case; 5-gal. tins, \$6.75. About the only kind of honey in the market at the present time is some buckwheat honey in 60-lb. tins at 18c per pound, and some comb honey at \$3.25 to \$3.50 per dozen. A few jars still remain.

Honey—		
Clover, 5 and 10-lb. tins		
60-lb. tins		
Buckwheat, 60-lb. tins		0 18
Comb, No. 1, fancy, doz.	3 50	3 60
Do., No. 2, doz.	3 00	3 25
Jars, 7-oz., doz.	1 45	1 50
Do., 10-oz., doz.	2 90	2 10
Do., 12-oz., doz.	2 75	3 00
Do., 16-oz.		3 50
Maple Syrup—		
No. 1, gallon tins, 6 to case	11 70	12 00
No. 2, half gal. tins, 12 to case	12 25	14 20
No. 3, quart tins, 24 to case	12 25	15 55
No. 3, quart bottles, 12 to case	5 50	7 80
N.B.—Above are wine measure.		
Gallon tins, Imperial, 6 to case		13 50
5-gallon tins, Imperial, per tin	9 25	10 50
Barrels, 25 or 40 Imp. gals., gal.		2 00

*Porto Rican Bitter
Oranges Reach Market*

Toronto.
FRUIT.—Two cars of Porto Rican bitter oranges for marmalade reached the local market during the week and were quoted at \$3.25 per case. It is expected that a car of better Messina oranges will reach this market in the near future as the S.S. San Giorgio reached New York during the week with a cargo of lemons and oranges. Shipments of pineapples are on the way for some time now but have not yet arrived. Sweet oranges have been in small compass during the week owing to holding up of shipment through the weather conditions. Movement of fruit has been fairly good for this season of the year. Barrel apples are still in dull market. Pewakees No. 1's, and No. 2's were quoted lower by 50c per barrel in some quarters. Nova Scotia Blenheims Nos. 1

and 2 were also down 50c per barrel. No. 1 Greenings in barrels were higher by 50c in some quarters. Jamaica grapefruit was down 25c per case for certain sizes. California navel oranges of smaller sizes were in very firm market, prices ranging from \$5.25 to \$6.50 for sizes 126's to 216's.

Apples—		
Boxes, Spitzenberg	2 65	3 00
Jonathan, box	2 50	2 75
McIntosh Red, box		2 50
Rome Beauty, box		2 75
Rome Beauties	2 50	2 75
Ontario—		
Baldwins, No. 1, bbl.	6 00	7 00
Greenings, No. 1, bbl.	6 50	7 00
Kings, No. 1, bbl.		6 50
Northern Spys, tree runs		6 00
Mann, No. 1, bbl.		6 00
Do., No. 2, bbl.		5 00
Pewakee, No. 1, bbl.	4 50	6 00
Do., No. 2	4 00	5 00
Starks, No. 1, bbl.		6 00
Do., No. 2	5 00	6 00
Ben Davis, No. 1, bbl.		5 00
Do., No. 2, bbl.		4 50
Spys, No. 3		5 00
Winter varieties, straight, No. 3		5 00
N.S. Blenheim, No. 1		5 00
Do., No. 2		4 50
N.S. Kings, No. 1		5 00
Do., No. 2		4 50
Bananas, yellow, bunch	2 10	2 50
Cranberries, late Howe's	18 00	20 00
Grapefruit—		
Jamaica, 46s, case		3 50
Do., 54s, case		3 50
Do., 64s, 96s, case		3 50
Do., 80s		3 50
Florida, 36s, 46s, case	4 25	4 50
Do., 54s, 64s, 80s, 96s	4 50	5 00
Gray grapefruit, case		4 00
Oranges—		
California Navels—		
80, 96s, 100s, case	4 00	4 75
126s, case		5 25
150s, 176s, 200s, 216s	6 00	6 50
Mexican oranges, 126s to 250s	3 25	3 50
Florida Oranges—		
96s, 126s, case		6 00
190s, 176s, 200s, 216s	6 00	6 50
Tangerines, half box	3 25	4 00
Navels, 96s to 126s	4 50	5 00
Lemons, Cal., case		7 00
Do., Messina, box		5 50
Pears, Cal., box		4 25
Pineapples, Porto Rican, cs. 30-36s		5 50
Malaga grapes, keg	7 00	9 00

*Potatoes Higher;
Cabbage Very Scarce*

Toronto.
VEGETABLES.—Higher prices were asked for potatoes during the week as a result of the temporary light supplies in this market, Ontario potatoes being quoted up to \$2.25 per bag and New Brunswicks Delawares at \$2.35 to \$2.50 per bag. Cabbage are getting very scarce and high prices are being asked for any light supplies that remain to be had at primary producing points. Spanish onions in crates showed an easier tendency during the week and were quoted down 15c from the low figure. Parsnips were scarce and prices advanced 25c per bag. Vegetables are moving better. Carrots show more activity and prices are now 10c to 15c per bag higher.

Beets, bag	0 90	1 00
Brussel sprouts, quart		0 15
Cauliflower, Cal., case	4 50	6 25
Cabbage, Canadian, barrel	2 50	3 00
Carrots, bag		0 75
Celery, Ont., doz.	0 20	0 25
Do., California, case	6 25	6 50
Lettuce leaf, doz. bunches	0 25	0 35
Lettuce, Cal., crate	6 25	6 50
Do., hampers, Boston	3 00	3 25
Canadian head lettuce, crate	3 00	4 00
Mushrooms, 4-lb. basket		3 00

Onions—		
Spanish, crates	4 85	5 00
Spanish, half crates	2 50	2 75
Do., Canadian, 75-lb.	2 50	2 75
B.C. onions, 100-lb. bag....	3 50	3 75
Potatoes—		
New Ontario, bag		2 25
N.B. Delawares	2 35	2 50
P.E.I., bag		2 10
Sweet, hamper		
Spinach, box	0 60	0 75
Tomatoes—		
Hothouse, 4-basket crate....		3 25
Parsnips, bag	1 25	1 50
Parsley, doz. bunches		0 70
Turnips, new, bag	0 50	0 65

Can Mill Only One Grade Flour

Toronto.
FLOUR.—One of the most radical changes in the milling business has been decreed by the Food Controller in that after January 28 there will practically be only one grade of flour milled which will be of approximately 74 per cent. extraction. High patents previously ranged in extraction from 70 per cent. to 72 per cent. The price of the new grade of flour has not yet been fixed but it is thought in reliable circles that the basis will in all probability to from \$11 to \$11.10 per barrel on carload basis. This will be practically the same as the second patents of Manitoba flour prevailing at the present time. It is expected the price for Ontario winter wheat flour of the new grade will be in the neighborhood of \$10.60 per barrel, which is the basis at present for high patents of Ontario wheat flour. The opinion is expressed that if the mills are allowed to retain their brand names the new regulation will really not make any material difference. Some even point to the fact that it will be an opportunity for the mills to press for sales all the more energetically on the new basis. For they will have the sanction of the Food Controller that it is up to standard and anything additional that they may be able to put into the flour through their own milling processes will still give them sufficient range to talk quality. The new regulation will not interfere with the whole wheat flour now being milled. In the meantime the price of flour remains unchanged. The contemplated additional tax on wheat has not yet been decided upon, but it is expected action will be taken on this score in the near future.

Manitoba Wheat Flour—	Car lots	Small lots
	per bbl.	per bbl.
First patents	\$11.50	\$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	10.60	\$10.80
Second patents	10.30	10.50

New Regulation May Not Affect Feeds

Toronto.
MILL FEEDS.—It is anticipated the new regulation with respect to milling one standard grade of wheat flour to contain 74 per cent. extraction of the wheat will not materially affect the feed situation, as millers point out that the new grade flour will be made up through

the addition of the lower grades of flour to a large extent. There will of course be a small percentage of bran and shorts go into the new grade but the general opinion among millers is that the supply of mill feed will not be materially affected. There is a report to the effect that the mills will be compelled to sell their feeds to the farmer on the same basis as they now sell to the dealer. It is pointed out that this will be a rather difficult thing to accomplish. In the meantime until something more definite is announced by the Food Controller the prices and conditions remain unchanged.

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

Rolled Oats Still In Very Active Market

Toronto.
CEREALS.—Owing to the continued soaring tendency in the oat market and the heavy demand for rolled oats from the British Government there is still a very strong situation in the local market for rolled oats. Some wholesalers who were selling last week below the mill cost

have cleaned up their stocks and are now out of the market. Some of the mills on the other hand are sold well ahead and are not taking any more orders for the immediate future. Interest centred around package rolled oats during the week in that there was a strong probability of higher prices prevailing for these lines. Corn has not been coming through from the United States very plentifully as yet but with the clearing of congestion following the storm there should be freer movement into the Canadian market. Pot and pearl barley is in active demand with prices holding firm. Advances were recorded on the mill prices for pot barley, cornmeal, farina and wheatlets.

	Five Bag Lots	Single Bag Lots
	Delivered	F.o.b. Toronto
Barley, pearl, 98s....	\$6.50-\$ 7.00	\$ 8.00-\$ 8.50
Barley, pot, 98s	5.60- 5.70	5.75- 6.25
Cornmeal, yellow, 98s.	6.35- 6.60	6.50- 6.75
Corn flour, 98s.....	7.25- 7.35
Farina, 98s	5.90- 6.15	6.25- 6.50
Graham flour, 98s....	5.40-	5.50- 6.00
Hominy grits, 98s....	7.30- 7.40
Hominy, pearl, 98s....	7.20- 7.30
Rolled oats, 90s	5.25- 5.35	5.25- 6.00
Oatmeal, 98s	5.75- 5.85	5.75- 6.50
Rolled wheat, 100-lb.		
bbl.	5.60- 6.00	6.00- 6.25
Wheatlets, 98s	5.90- 6.15	6.25- 6.50
Peas, yellow, split....	9.50- 10.00	10.50- 11.00
Blue peas, lb.	0.13- 0.15

Above prices give range of quotations to the retail trade.

MANITOBA MARKETS

Believe Sugar Will Decline Another 50c

Winnipeg.
SUGAR.—At the time of writing there had been no further change in the price of sugar. Standard granulated was quoted at \$9.25. It was freely predicted that other declines would shortly go into effect. One refinery representative stated that he expected a price of at least \$8.80 before this time next month. Another broker stated that all reports indicated cheaper sugar, and they expected a decline of about 50c within the next few weeks. The situation has cleared, and there is now no shortage. While the basis for sugar to-day is \$9.25, there are some refiners who have not dropped to this basis and are quoting \$9.55.

Lower Prices On Tapioca To Import

Winnipeg.
RICE.—The primary market is reported easier, but as all jobbers bought two months ago this does not affect the price to the retailer. Tapioca is reported lower to import, but if bought to-day would take four months to reach here. This means that the retailer is going to pay 14c for tapioca until May; after that the price may be down to 13c.

Extra fancy Japan, 100-lb. bags	0 09
Fancy Japan, 100-lb. bags	0 08½
Choice Japan, 100-lb. bags	0 07¾
Siam, 100-lb. bags	0 07½
Tapioca, lb.	0 13½ 0 14
Sago, lb.	0 12¾ 0 13

Salt Companies Still Late With Deliveries

Winnipeg.
SALT.—Salt companies continue to have difficulty making deliveries, one of their chief difficulties now being shortage of coal, which is compelling some of them to partially close down. In addition to this trouble manufacturers who use natural gas as well as coal have had difficulty securing gas. There has been no change in the price of salt for about a year and the future is doubtful. Manufacturers are all trying to keep the price down as much as they can.

Canned Salmon Stiffer On Better Grades

Winnipeg.
CANNED GOODS.—The sale of canned fruits and canned vegetables has been curtailed on account of the cold weather which has been unusually severe and has prevented jobbers shipping in any quantity. Canned salmon continues the same; it is holding firm, and if anything is stiffer on the better grades.

New Grade Of Flour After Jan. 28

Winnipeg.
FLOUR AND FEEDS.—There is no change in the price of flour although there will probably be a readjustment of prices from Ottawa. The demand for flour is keeping up. In connection with

future prices millers in Western Canada are of the opinion that the Food Controller will order the mills to make standard straight grade flour only, on and after Jan. 28. This will mean that first and second patents and clears will be all merged into one flour, this arrangement being similar to the one put into effect by the United States Food Controller. This will necessarily mean a readjustment of prices which will likely be announced this week.

ROLLED OATS—There is more or less chaos in this market on account of the keen competition between various mills. One miller is selling as low as \$4.10 for 80's, another is selling at \$4.25, and others are selling as high as \$4.75, which is nearer the basis for Winnipeg, as millers claim they cannot afford to pay the present high prices for milling oats and sell at less than \$4.50. An adjustment of these rolled oats prices is expected at an early date.

FEEDS—The situation is worse than previously, and millers are at a loss to know how to deal with the situation—demand of farmers for feeds is much in excess of the visible supply. This condition is bound to continue throughout the winter. Feed prices are as follows: Bran, \$30.80; shorts, \$35.80.

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

Cabbage Up To 5c;
Oranges Scarce \$6.00-\$7.00

Winnipeg.

FRUIT AND VEGETABLES—An advance took place this week on cabbage, which is now bringing 5c per lb. Boston head lettuce is off the market, the only line selling now being California head lettuce at \$1.25 per dozen or \$4 per case. Cuban tomatoes are quoted at \$8.50 and are selling well at that price. Potatoes are fairly plentiful at \$1.25 per bushel, but there is no new stock on account of the cold, those available being storage stocks. There are very few new vegetables on the market, receipts being almost nil owing to the cold weather and business very slack. Fruits—Oranges are still quoted \$6-\$7 and are very scarce. Dealers state that the price will be maintained. Japanese oranges are selling at \$1.75 per bundle of two boxes. Lemons are down to \$9 and the market is reported slightly easier. Bananas are still quoted at the high figure of 7c per lb. and dealers state they are not likely to come down soon.

Cabbage, lb.	0 05
Cauliflower, Cal., doz.	2 25
Celery, Cal., crate 100 lbs.	7 00
Potatoes	1 25 1 50
Potatoes, sweet, hamper.	5 50
Carrots, cwt.	2 50
Turnips, cwt.	1 50
Head lettuce, Cal., doz.	1 25

Head lettuce, Cal., case	4 00
Tomatoes, Cuban, 6-bkt. crate	7 00
Onions, Valencias, large case	6 50
Onions, yellow and red, cwt.	3 50
Parsley, imported, doz.	1 00
Parsnips, bag	4 00
Fruits—	
Apples, Nova Scotia, bbl.	6 25
Apples, Wash. Jonathans, box	2 25
Apples, McIntosh Reds, B.C., box	2 80
Apples, Spies	2 50 2 75
Apples, Wagners	2 25
Oranges, navels	6 00 7 00
Lemons	9 00
Bananas, lb.	0 07
Pears, D'Anjou, crate	4 25
Pears, Winternellis	3 25
Grapefruit, Florida, case	5 00

PRODUCE, PROVISIONS AND FISH MARKETS

(Continued from page 47.)

firmer in one quarter, the lower quotation having been advanced 10c per keg to \$5.10 with the range up to \$5.50 per keg. Demand for fish of all kinds continues excellent but freight situation during the week interfered with shipments.

SMOKED FISH.	
Haddies, per lb., new cured	0 14
Chicken haddies, lb.	0 12
Haddies, fillets, per lb.	0 16 0 18
Ciscoes, per lb.	0 16 0 17
Kippered herring, per box	1 75 2 00
Digby herring, skinless, 10-lb.	2 25
Salmon snacks, 10-lb. boxes, lb.	0 22

PICKLED AND DRIED FISH.	
Acadia cod, 20 1-lb. blocks	3 40
Acadia cod, 2-lb. blocks	4 50
Strip cod, lb.	0 12
Halifax shredded cod, 24s.	2 20
Salt mackerel, kits 15 lbs.	2 40 2 50
Labrador salt herring, barrels.	10 50 10 75
Do., half barrels	5 25 5 50
Herring, pickled, keg 100 lbs.	5 10 5 50

FRESH FROZEN SEA FISH	
Halibut, frozen	0 19 0 20
Salmon, Qualla, lb.	0 13 0 18
Do., red spring	0 23
Do., Cohoe	0 20
Do., White, spring	0 14 0 14 1/2
Do., White, spring	0 08 0 10
Haddock, fancy, lb.	0 05 0 06
Herrings, frozen	0 05 0 06
Steak, cod, fancy, lb.	0 09 0 12
Haddock, heads on, lb.	0 07 1/2 0 10
Cod, market, heads on, lb.	0 07 1/2 0 10
Mackerel, frozen, lb.	0 09 0 13
Flounders, frozen	0 08 0 10
Smelts, extras, lb.	0 20 0 22
Do., No. 1, lb.	0 15 0 17
Do., No. 2, lb.	0 09 0 10

FRESH FROZEN LAKE FISH	
Herring, Lake Superior, bags, lb.	0 05
Herring, Lake Erie, pan frozen	0 07 1/2 0 08
Pike, lb.	0 09 0 10 1/2
Whitefish, frozen	0 12 1/2 0 13
Trout, lb., frozen	0 15 0 16
Mullets, frozen, lb.	0 06
Yellow pickerel, frozen, lb.	0 12 1/2 0 13
Oysters, per gal.	2 50 3 25
Blue points, bbl.	11 00
Malpeque, bbl.	12 00 15 00
Shell oysters, bbl.	10 00
Shrimps—	
No. 1, cans	1 60
No. 2, cans	3 10
No. 4, cans	6 00

Hog Prices High;
Drop Expected, However

Winnipeg.

PRODUCE AND PROVISIONS—Receipts of hogs for the new year commenced fairly liberal and last week the run was quite heavy, nevertheless the market advanced from \$17.75 to \$18.25 during the week but packers say that it is hardly to be expected the market will remain at this figure. They consider 18c too high for hogs. Provisions—All provision prices are very firm and some higher quotations have gone into effect this week. For example, medium hams

are now offered at 32c, heavy hams at 30c; breakfast bacon is quoted 36-39c; mess pork is up to \$52. A number of advances were made in our last week's issue. Eggs—There is an increased demand and the market is somewhat firmer. Storage stocks are commencing to become depleted, and it not expected that storage stocks will look after the trade until the new-laid come in next March. We can look for American eggs around February. Butter—The creamery market is very firm and there is a very good demand. Stocks are pretty well cleaned up in Canada and there will not be any too much to last out until spring stock comes in.

Hams—	
Light, lb.	0 33
Medium, per lb.	0 32
Heavy, per lb.	0 30
Bacon—	
Breakfast, per lb.	0 36 0 39
Breakfast, select, lb.	0 40 0 41
Backs, regular	0 42
Backs, select	0 45
Dry Salt Meats—	
Long clear bacon, light.	0 29
Backs	0 32
Barrelled Pork—	
Mess pork, bbl.	52 00
Lard, Pure—	
Tierces	0 27
20s	5 80
Cases, 5s	17 03
Cases, 3s	17 10
Lard, Compound—	
Tierces	0 23
Tubs, 50s, net	11 63
Pails, 20s, net	4 90
Fresh Eggs—	
No. 1 candled ..	0 40 0 42
Select	0 45
Cheese—	
Ontario, large fresh	0 24 0 24 1/2
Manitoba, large fresh	0 23 1/2
Butter—	
Fresh made creamery, No. 1	
cartons	0 45
Fresh made creamery, No. 2 ..	0 44
Dairy, prints	0 40
Dairy, regular run	0 36
Margarine—	
No. 1	0 32
No. 2	0 30
No. 3	0 28

Much Better Demand.
Reported For Margarine

Winnipeg.

MARGARINE—The demand for margarine was very disappointing the first few weeks on the market, but the trade is now beginning to take hold of it better and there is a very good demand for the better grade selling to the trade around 32c.

U.S. PUTS PEANUT INDUSTRY UNDER LICENSE

A recent proclamation made public by President Wilson puts the peanut industry and a number of other activities under license. The businesses affected are: Fishermen and persons engaged in the business of malting barley or other grains or in the business of storing or distributing malt, except brewers of malt liquor, who do not malt their own grain. Canners of peas, dried beans, corn, tomatoes, salmon or sardines, the manufacturers of all tomato products and the manufacturers of all products derived from wheat or rye are also within the provisions of the proclamation, which becomes effective February 15.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., Jan. 16.—One of the features of the market this week has been the phenomenal price of oranges, the present price of \$7 for small sizes never before having been reached. There is a probability of still further advances, and dealers believe that it is possible they will advance to \$8.

There has been no change as yet in the price of flour, though shorts and choice feed have gone up. Barley has also advanced. Beans are temporarily scarce, but prices are unchanged. Potato prices remain the same.

The demand for rice which was very keen for a while seems to be slackening.

Margarine is now on sale, but the demand is not brisk, people preferring to pay 50c for butter rather than 40c for margarine. Lard and shortening remain firm.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	9 55
Flour, first patents, Manitoba, per bbl., in car lots.	11 30
Rice, Siam, No. 1, per ton.	135 00
Do., Siam, No. 2	110 00
Beans, Japanese, per lb.	0 16
Beans, B.C., white	0 18
Potatoes, per ton	28 00 36 00
Lard, pure, in 400-lb. tierces, lb.	0 27 1/2
Butter, fresh made creamery, lb.	0 48
Eggs, new-laid, in cartons, doz.	0 60
Eggs, B.C., storage	0 58
Cheese, new, large, per lb.	0 25
Oranges, box	4 75 7 00
Salmon—	
Sockeye, halves, flat case	16 50
Tall, case	14 00
Pinks, case	8 25 10 25
Cohoos	11 00 13 00
Chums	7 50 9 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Jan. 16.—There is a brisk sale in flour noted owing to the coming change in standard, but there has been no change in price. Buckwheat flour has advanced dollar eighty a sack, while corn meal tens are down to \$6.50. Rolled oats eighties advanced to \$4.75. Sugar dropped ten cents a hundred on bulk, 10s and 20s remain at the old price.

Lemons are very scarce, being received only by express shipments and are selling at \$12 a case. Oranges, too, are high, ranging from \$4 to \$7 according to size. Sockeye salmon ones are quoted at \$16.25, halves at \$18.25. Choice evaporated peaches are bringing 16 cents a pound.

Christie's sodas twos have advanced 6 cents a tin; sweet biscuits are about a cent and a half higher.

CALGARY:

Beans, small Burmah, lb.	0 11
Flour, No. 1 patents, 98s, per bbl.	11 00
Molasses, extra fancy, gal.	0 95
Rolled oats, 80s	4 75
Rice, Siam, cwt.	8 00
Rice, China, per mat, No. 1.	4 25
Do., No. 2	3 85
Tapioca, lb.	0 14 1/2
Sago, lb.	0 14 1/2
Sugar, pure cane, granulated, cwt.	10 30
Cheese, No. 1 Ontario, large.	0 25
Butter, creamery, lb.	0 45
Do., dairy lb.	0 40
Lard, pure, 3s, per case.	16 80
Eggs, No. 1 storage, case	13 70
Candied peel, lemon, lb.	0 30
Tomatoes, 2 1/2s, standard case.	4 75 5 50
Corn, 2s, standard case	5 15 5 25
Peas, 2s, standard case	4 00
Apples, gals., Ontario, case.	3 50
Strawberries, 2s, Ontario, case.	6 20 6 85
Raspberries, 2s, Ontario, case.	6 20 6 85
Apples, evaporated, 50s, lb.	0 23 1/2
Apricots, evaporated, lb.	0 26 1/2
Peaches, evaporated, lb.	0 16
Peaches, 2s, Ontario, case	4 75
Lemons, case	12 00
Salmon, pink, tall, case	8 50
Salmon, Sockeye, tall, case.	16 25
Do., halves	18 25
Potatoes, per ton	40 00
Navel oranges, case	4 00 7 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., Jan. 16.—All sugar except bales declined 10 cents on January 14 and is now quoted at \$9.89 per hundred. Rolled oats, too, advanced, bales now selling at \$4.40. Lard 3s are quoted at \$16.80. Bacon is firm at 41 to 42. The sale of margarine locally has in no way influenced the demand for butter. Christie's biscuits have advanced about 6 cents a package. Ben Bey cigars have advanced 25 cents a hundred.

REGINA—

Beans, small white Japan, bu.	6 75
Beans, Lima, per lb.	0 22
Flour, No. 1 pats., 98s, per bbl.	11 20
Molasses, extra fancy, gal.	0 70
Rolled oats, bails	4 40
Rice, Siam, cwt.	8 40
Sago and tapioca, lb.	0 15 1/2
Sugar, pure cane, gran., cwt.	9 89
Cheese, No. 1 Ontario, large.	0 25 1/2
Butter, creamery, lb.	0 43
Lard, pure, 3s, per case.	16 80
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new-laid	0 46
Pineapples, case	5 75
Tomatoes, 3s, standard case.	5 25
Corn, 2s, standard case.	4 60
Peas, 2s, standard case	4 20 4 25
Apples, gal., Ontario	2 90 3 50
Apples, evaporated, per lb.	0 19 1/2
Strawberries, 2s, Ont., case.	6 30
Raspberries, 2s, Ont., case	6 30
Peaches, 2s, Ontario, case	4 30
Plums, 2s, case	3 40
Salmon, finest sockeye, tall, case	15 50
Salmon, pink, tall, case	9 00
Pork, American clear, per bbl.	40 75 41 00
Bacon, breakfast	0 41 0 42
Bacon, roll	0 22 0 24
Potatoes, per bush.	1 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Jan. 16.—Owing to the very light arrivals of new crop molasses, many dealers are very short indeed and some even entirely without supplies. As a result prices have stiffened considerably, going to 82 to 83. There is reported to be a plentiful supply on the way, and it is probable that this situation will be relieved in the near future, but lack of transportation to meet requirements seems to indicate that there will be little decline in price, and probably indicates further advances in many lines. Cream of tartar is getting very scarce, and the situation is far from encouraging owing to the difficulty of making purchases on the other side. Breakfast bacon shows a tendency to advance and is now firm at 36. Compound lard has advanced to 26 to 26 1/2.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 55
Ontario	11 95
Cornmeal, gran., bbls.	14 50
Cornmeal, ordinary, bags.	4 75
Molasses, extra fancy, gal.	0 82 0 83
Rolled oats, bbl.	11 60
Beans, yellow-eyed	10 00
Beans, California white	10 00
Beans, British Columbia white.	9 50
Rice, Siam, cwt.	8 50 8 60
Sago and tapioca, lb.	0 17 0 18
Sugar—	
Standard granulated	9 15 9 20
No. 1 yellow	8 65 8 70
Paris lumps	10 50 10 75
Cheese, N.B., twins	0 24 0 25
Eggs, new-laid	0 65
Eggs, case	0 46
Breakfast bacon	0 36
Butter, creamery, per lb.	0 42 0 45
Butter, dairy, per lb.	0 40 0 42
Butter, tub	0 38 0 40
Margarine	0 33 0 35
Lard, pure, lb.	0 31 0 31 1/2
Lard, compound	0 26 0 26 1/2
American clear pork	67 00 70 00
Beef, corned, 1s	4 25
Tomatoes, 3s, standard, case	5 10
Raspberries, 2s, Ont., case	5 40
Peaches, 2s, Ontario, case	4 75
Corn, 2s, standard case.	4 80
Peas, standard, case	4 00
Apples, gals., N.B., doz.	4 00 4 50
Strawberries, 2s, Ont., case.	5 00 5 25
Pork and beans, case	4 00 5 50
Salmon, Reds	15 50
Salmon, Cohoes	13 00
Salmon, Pinks	11 00
Salmon, Chums	8 50
Sardines, domestic, case	6 75
Cream tartar	0 75 0 76
Currants, lb.	0 12 1/2 0 12 1/2
Raisins, choice, lb.	0 12 1/2 0 12 1/2
Raisins, fancy, lb.	0 12 1/2 0 13
Raisins, seedless, lb.	0 15
Prunes, 90-100, lb.	0 11 0 11 1/2
Candied peel, citron	0 39 0 40
Candied peel, orange and lemon.	0 32 0 33
Apples, N.S., bbl.	2 50 5 50
Potatoes—	
New, native, barrel	4 00
Onions, Canadian, 75 lbs.	2 90 3 00
Lemons, Cal. Messina, case	9 00 10 00
Oranges, California, case	6 00 7 50
Grapefruit, case	5 00 6 00

PRODUCE AND PROVISIONS

How Cold Storage Helps the Public

The Impression That Cold Storage is the Speculators' Instrument Unfounded—How Cold Storage Enlarges the Season of Goods and Equalizes a Market—Some Points Worth Knowing

It has become a common idea of late, an idea fostered by sensational newspaper articles, that cold storage is a means of limiting a market in times of plenty, and of doling out the products withdrawn, at these times, in times of scarcity at a high price.

Such things of course have occurred, but such incidents are few and far between. Of course eggs were cheaper in days prior to cold storage, but they were obtainable only for a few months in the year.

Cold storage has provided a means of enlarging the season of many articles, and by so doing has to a large measure prevented, glutted markets and times of

famine. Products have been conserved at one period to meet the needs of another, and so the consumer in general has benefited, and cold storage has been a great boon, rather than the nightmare in which guise it is so often pictured.

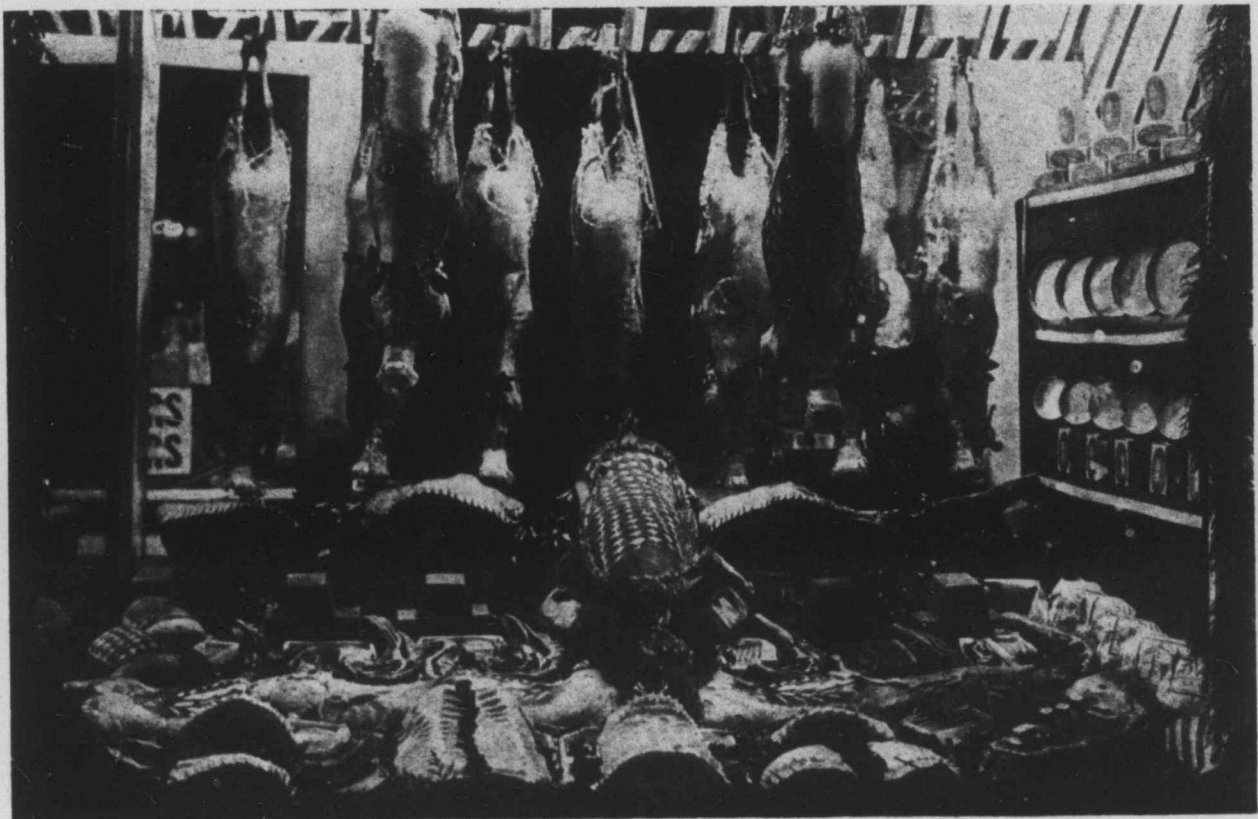
What Cold Storage Does

There are any number of grocers, as well as consumers, who do not clearly understand the technicalities of cold storage. There is an idea rather prevalent among those who do not understand the distinctions that being in cold storage means that an article is frozen, kept at a temperature below the freezing point, forgetting that many commodities placed in cold storage must not be frozen. Eggs,

fruit and many other things must not be frozen. Dried fruits are placed in cold storage and the houses that own large stocks of shellac and gum of various styles place it in cold storage.

An article in cold storage is kept at such a temperature as accomplishes the purpose, namely, to preserve the article in a perfectly normal, natural condition. The temperature of that room maybe anywhere from fifty degrees above to several degrees below zero, according to the requirements and the nature of the commodity.

Perhaps the most important use of refrigeration in the marketing of the more perishable merchandise is in its applica-



An attractive produce window of the Vernon Meat Market, Vernon, B.C.

tion to transportation. By the use of the refrigerator car and of the pre-cooling devices an even temperature is maintained throughout the rail journey, even during the hottest weather of mid-summer. The successful operation of the refrigerator car depends upon the proper attention to re-icing. Owing to the high temperature of the fruit, at least twenty-four hours are required to reduce the temperature to about thirty-eight degrees Fahrenheit. In recent years, by the pre-cooling of fruit before the shipment is started much time has been saved and the fruit, instead of having its temperature reduced while in transit, starts at the proper temperature, a less consumption of ice being the result.

Effect of Cold Storage

In the case of apples in storage a low temperature is maintained. By proper attention to details winter apples may be held in cold storage far beyond their season in common storage. The temperature maintained in cold storage warehouses for apples is thirty-one to thirty-two degrees and apples are in no danger of freezing at that. The air in the room is kept rather humid to prevent the shrivelling of the fruit, as is particularly characteristic of certain varieties of apples; russets, for example, and some citrus fruits show this peculiarity.

The effect of placing a part of a crop or a supply in cold storage is to temporarily remove that portion from the market and place it where it will not compete with the remainder; another reason is to extend the supply. Apples will not keep naturally beyond the very first of the year, but in cold storage they may be kept through, almost a twelve-month period. If it were necessary to dispose of the whole crop of apples after one has harvested the market would be overstocked and prices low, even in a season of moderate crop, to be followed in a few weeks by a shortage and extraordinarily high prices. Storage, therefore, extends the season in which certain products, including nearly all perishable products, can be marketed, equalizes the prices in normal times and assures the supply practically the year round, whereas, as we have intimated, the supply would survive only a very short period.

In the study of storage problems not enough importance seems to have been attached to the condition of commodities when they are placed in cold storage. The products must be sound and in normal condition, whatever the products.

The principal objections to cold storage are the expense, the delayed return and the possibility of loss of the stored product. The first two are largely personal matters, while the last is not likely to be serious under modern conditions of cold storage if sound commodities are used and not left in storage too long.

Danger of Speculative Holding Over-Emphasized

The fear that speculators may buy a crop and store it in an attempt to corner the market seems to have little

foundation inasmuch as such a proceeding would be, ninety-nine times out of a hundred, attended by great risk on account of the relatively perishable nature of a perishable commodity. If, of course, the speculation was attempted in a non-perishable commodity the risk would not be so great, but then all commodities which require cold storage are perishable, some of course to a greater degree than others.

But as the matter stands at present the benefits of cold storage to both producers and consumers far outweigh any objections and everything points to an increase in the benefits of cold storage in the future.

Somewhere we have referred to the fallacy which some people entertain of placing imperfect, decayed or otherwise unwholesome products in storage. This is seldom, if ever, done because it is not only unprofitable but without reason; a damaged article placed in cold storage simply remains damaged and does not in any way have its quality restored.

The retailers need not hesitate to sell

cold storage goods, provided the goods are purchased of reliable concerns. The same principle applies in purchasing cold storage goods as in purchasing other lines of merchandise. What the retailer should understand is that goods once taken out of cold storage should not be returned.

Storage For Poultry

In the case of poultry, which is a very important item in connection with the cold storage, opinions differ and some of the highest practical and scientific authorities have argued the question extensively; it is a question which has been debated as long as cold storage has been in practical operation as to whether poultry should be placed in storage drawn or undrawn; both have their strong advocates and it is something which everyone must decide for themselves. Those who favor undrawn poultry being placed in storage claim that it is better to have the cavity of the body sealed, thus preventing the access, not only of the air, but of moisture and other contaminating influences.

Ontario Government Requisitions Fish

May Take 20 Per Cent. of Provincial Fisheries' Output—How This Will Affect Supplies—Belief That Such Action Will Have Serious Results

THE Department of Public Works and Fisheries of the Ontario Government, apparently undiscouraged by the rather unsuccessful effort last fall to decrease the cost of fish to the consumer, has once again attacked the problem and some far more radical changes in the recognized manner of distribution are proposed. The fishermen of the province, in consideration of the granting of a license to fish the different waters, will be under obligation to supply the Ontario Government with 20 per cent. of their catch when the government so desires. The fisherman is in the position of taking the government's price or going out of business.

The Ontario Government may entertain the idea that they are going to enlarge the annual catch. F. T. James, president of F. T. James and Co., Toronto, when questioned on the point as to whether this would be the natural result of such government action, was emphatically of the opinion that it would not; the probable result would be to divert still larger quantities of fish across the border. Uncertain conditions engendered by this action of the government, with the possibility of still more stringent action at any time, would not tend to make the regular merchants eager to enter into large yearly contracts for fish, as they had done in the past. The fish dealers were faced by the possibility of the government taking all of the 20 per cent. in times of scarcity, and of leaving the fish dealers to handle all in time of glut. The government was fast putting matters in a place where it would

be difficult for fish dealers to operate with safety.

"The prices quoted in the announcement," Mr. James continued, "not only do not give a fair price to the fishermen, whose cost of operations has increased, like all other businesses, and do not leave a fair margin for handling. Of course with the government that does not matter. Suppose they do lose some money on the venture it will not be of great moment to them."

"As a matter of fact," said Mr. James, "fish are selling cheaper on the Canadian market than anywhere else and there is no need for these measures."

The government, in putting itself in direct competition with the fish dealers, is unquestionably putting the latter in a position of great disadvantage. The government prices and margins will probably scarcely show running expenses and certainly add no inducements for the dealers to continue in business. Government officials do not work for nothing, and the cost of operating this business is just as burdensome when paid to a government as when paid to a regular dealer. They must make enough to cover running expenses or have this loss charged against the people of the province as a whole. The move presents more possibilities of difficulties and loss than it presents points of advantage, and the serious element is that it is under the management of men who know nothing of the industry.

W. H. Ireland, Trenton, Ont., has been elected Mayor of that town.

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

STORM conditions during the past week have disorganized trade conditions to a large extent. There is very little movement of commodities either to the larger centres or from them. In the large centres there is an active business, improvement being noted since the holiday period. Margarine continues in good sale, the dealers being very gratified over the way the public is taking to this commodity. There is still a strong situation in shortening with an advance recorded in certain quarters. Intimations have been made that as soon as the storm conditions clear up there will be freer movement of cottonseed oil into the Canadian market. Lard prices hold steady and firm. Storage creamery butter was firmer again during the week and prices recently quoted were again maintained. There is a firmer situation in storage eggs, estimates being made by some of the dealers that present stocks will not last much longer than three or four weeks. Fresh-laid eggs continue to reach the market in little better volume, although storm conditions have retarded movement of stocks from the producers. Poultry is in light supply and prices being paid by dealers show a generally upward tendency. Fish demand continues heavy with prices firmly maintained.

Live Hogs Are Now At \$20.00

Montreal.
PROVISIONS.—Light deliveries of live hogs were made this week owing to the general conditions. Transportation has been very poor and the railroads are refusing shipments from the West because of the cold weather prevailing. Another fifty cents per hundred pounds has been added to last week's price and live sold to-day at \$20 per hundredweight. Dressed have been moved up to \$27 to \$27.50 and this must be considered a very high price. Medium hams are up one cent to 31 and 32 cents. Boneless backs are firmer and for these 44 cents per pound is asked. Breakfast bacon is higher and is selling at 40 to 42 cents per lb. Cooked ham is higher and is selling at 44 to 45c per pound.

Hogs, dressed—		
60-90 lbs.	27 00	27 50
Over 90 lbs.	24 50	25 00
Hogs, live	20 00	
Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 39	0 40
Boneless, per lb.		0 44
Bacon—		
Breakfast, per lb.	0 40	0 42
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots....	0 26	0 27
Long clear bacon, small lots....	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb.	0 44	0 45
Hams, roast, per lb.		0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½

Good Demand For Lard With Prices Firmly Held

Montreal.
LARD.—A firm tone characterizes the lard market and sales are fairly well maintained on previous quotations.

Stocks are very good although the slow deliveries from outside points have somewhat affected the spot supply, and if severe weather continues there will be a tendency to higher prices. For the week the following prices are being quoted:

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

Little Encouragement For Shortening Dealers

Montreal.
SHORTENING.—There has been very little relief in the matter of delivery of cottonseed oil and with the present congestion supplies continue to be rather light. There is a fair demand for shortening and this is about normal for January. In view of the fact that some are now using margarine who previously used shortening, there is less complaint than would be manifest were this substitute not available.

Shortening—		
Tierces, 400 lbs., per lb.	0 24½	0 25½
Tubs, 50 lbs.	0 24¾	0 25¼
Pails, 20 lbs., per lb.	0 23¾	0 25
Bricks, 1 lb., per lb.	0 25½	0 26¾

Small Delivery Poultry; Prices Firmly Held

Montreal.
POULTRY.—There are few deliveries of a large nature owing to the disorganization of traffic over the transportation lines. Supplies are just fair and prices continue firm with the tendency upward rather than to lower levels. It is stated that there is less in cold storage than was held a year ago at this time. Storage poultry sales are very good and

orders are quite satisfactory with jobbers. Of the live poultry, receipts are very small and the severity of the weather has been responsible for this condition. Poultrymen will not be likely to take a chance on shipping while temperatures remain so low. Quotations are being made on the following basis:

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

A Decided Firmness Marks Storage Eggs

Montreal.
EGGS.—The continued scarcity of new-laid has had the effect of stimulating the demand for storage eggs and these have moved up several points this week. As showing the great disparity in the matter of receipts over those for a portion of last year it may be cited that there has been a falling off of no fewer than 325,457 cases up to last week. From the 1st of May, 1917, to Jan. 5, 301,275 cases of eggs were received and for the corresponding period a year ago the receipts were 626,732. And dealers state that there is little promise of conditions being improved before well into February. New-laid are very firm and higher prices than ever are being paid. Selects, No. 1 and No. 2 are up three, two and two cents respectively over the quotations of a week ago.

Eggs—		
New-laid (specials)	0 65	0 75
Selects		0 50
No. 1's		0 46
No. 2's		0 43
Fall eggs		0 54

Cheese Receipts Fair And Sales Are Limited

Montreal.
CHEESE.—The receipts of cheese for the week have been a little better than for the corresponding week a year ago. These were 902 cases for week of January 7, 1917, and for the same week this year they were 1,451 cases. There is a limited amount of local business, the retail trade absorbing normal, but somewhat small, lots. Export continues to be made of lots bought for delivery abroad by the Cheese Commission. The outlook is that cheese-making will probably be started sooner this year than formerly owing to the high prices, which will have the effect of inducing farmers to get milk to the cheese factories as soon as possible and obtain these remunerative prices.

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

Margarine Still Selling In Very Active Market

Montreal.

MARGARINE.—A continued activity is reported in the sale of margarine. Many jobbers who had been unable to meet the demand for the product owing to delays in getting United States product have now secured supplies and these are selling well. There are many repeat orders from the retail trade and this is indicative of repeat business being accorded them from the consuming trade. It would seem that there is a decided tendency to use margarine for some purposes other than table use, and it is reported that it is superseding lard and shortening in many homes. The prices are firmly held as follows:

Margarine—

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

Butter Prices Are Held Very Firmly

Montreal.

BUTTER.—The big slump in butter prices that was anticipated by many as a direct consequence of the marketing of margarine have not materialized. Butter is selling well and the prices are very firmly held with firming tendencies shown. Stocks of best creamery are said to be declining in a marked measure and this is one of the reasons added to that of an active demand for price maintenance. Quotations as made last week in CANADIAN GROCER are still held and these probably will be held in view of the rather serious tie-up of transportation and the continued good demand.

Butter—

Creamery prints, storage	0 46	0 46½
Creamery solids, storage	0 46	0 46½
Creamery prints (fresh made)	0 44	0 44½
Creamery solids (fresh made)	0 43½	0 44
Dairy prints, choice	0 38	0 40
Dairy, in tubs, choice	0 35	0 39
Bakers', in tubs	0 32	0 38

Oyster Beds Frozen Over; Salted Codfish Lower

Montreal.

FISH.—It is stated to CANADIAN GROCER by one of the largest jobbers in the trade that the oyster beds at many points have been frozen over. This is quite unprecedented and it means almost a complete tie-up of the industry as far as present deliveries are concerned. General fish trade is keeping fairly active with a tendency to lower prices on salted codfish. This has been brought about as a result of rumors that there will be no observance of the Lenten season in some places. Stocks too are reasonably large. Fresh Eastern fish is very scarce due to generally cold weather and little fishing done. Codfish and haddock are selling freely. No frozen lake fish has been marketed as yet in quantities. Supplies have been held up by poor transportation. In the matter of oysters the deliveries are reported as being "from bad to worse."

SMOKED FISH.		
Haddies	0 15	0 16
Haddies, fillet	0 18	0 19
Smoked herrings (med.), per box	0 20	
Bloaters, per box 60/100	1 50	
Kippers, per box 40/50	2 40	

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

SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	0 45	
Prawns, lb.	0 30	
Shrimps, lb.	0 28	
Scalops	4 00	

FRESH FROZEN SEA FISH.		
Halibut	21	22
Haddock, lb.	07½	8
Mackerel	13	14
Cod steak, fancy, lb.	09½	10
Cod—Toms	4 25	4 50
Salmon, Red	19	20
Salmon, pale	14½	15
Salmon, Gaspe	26

FRESH FROZEN LAKE FISH		
Pike, lb.	0 10½	0 11
Perch	0 13
Whitefish, lb.	0 15	0 16
Lake trout	0 18	0 19
Eels, lb.	0 12
Dore	0 15	0 16
Smelts, No. 1	0 20
Smelts, No. 1 large	0 24

OYSTERS—		
Ordinary, gal.	2 50	
Malpeque oysters, choice, bbl.	10 00	
Malpeque oysters (med.), bbl.	9 00	
Cape Cod shell oysters, bbl.	11 00	
Clams (med.), per bbl.	9 00	

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

Cabbage To Go To \$3; Many Potatoes Frozen

Montreal.

FRUITS AND VEGETABLES.—The fruit and vegetable trade for December was one of the best in recent seasons and January is coming along well. It takes some time after the holidays for real brisk conditions to resume and until a little later dealers do not expect a great volume of trade. The features of the week are few and among these a higher quotation is made for cabbage. This is up 25c per barrel to \$2.50 and it is expected to go to \$3 by the end of the week. California oranges are higher and Porto Ricos also are firmer as a result of slow and congested transportation. Bitter oranges are on the market at \$4 per case. California celery is firm in price and leeks are firmer. Canadian and American parsley and American sprouts are all somewhat higher in price. Owing to transportation some lines are very hard to get. Many potatoes are reported to have been frozen by the sev-

ere cold and one dealer states that he knows of some 25 carloads that have been frosted and these will represent a loss of around \$1,000 to the car. It will probably not make any great difference in price immediately but the shortage for the time being may have a temporary effect on the market. There are plenty, it is reported, in various sections and when these are procurable, after weather conditions permit shipment, there will be an ample supply, it is thought.

Bananas (fancy large), bunch.	3 50	4 00
Oranges, Valencia lates	5 00	5 75
Oranges, Porto Ricos	4 25	5 25
Oranges, California	6 25	7 50
Oranges (bitter)	4 00
Grape fruit	3 50	5 00
Lemons (fancy new Messina)	6 00	7 00
Grape fruit (fancy Jamaica)	3 75
Pineapples, Cuban, grate	5 00
Grapes, Malaga, 40-lb. kegs, lb.	0 40
Grapes, Malaga (keg)	7 00	7 50
Grapes, Niagara (heavy wghts.	7 00
tinted), per keg	6 50
Grapes, Niagara, medium	2 75
Tokay grapes, crate	4 50
Pears (California)	7 25
Cocoanuts (sack)
Apples, (bbls.)—
Wealthy, No. 1	7 00	7 50
Fameuse	8 00	8 50
McIntosh Red	8 00
Ben Davis	5 50
Gravensteins	5 50	6 50
Greenings	7 00	7 50
Blenheim	5 00	5 50
Kings	6 00	7 00
Pears (eating)	2 50	4 00
Cauliflower (California), crate.	2 50	2 75
Cabbage, Montreal, per bbl.	2 50
Cabbage, Montreal, doz.	1 00
Celery, Canadian, per doz.	0 50	1 00
Celery, California	6 50	7 00
Onions, Canadian, bag	2 00	2 25
Onions, red, 100-lb. bag	2 00	3 50
Spanish onions, half cases	2 25
Spanish onions, large crate	5 00	5 50
Potatoes (sweet), per hamper.	2 50	4 50
Carrots, bag	0 90	1 00
Beets, bag	1 00
Parsnips	1 25
Turnips (Quebec), bag	1 00
Turnips (Montreal), bag	0 75	0 90
Lettuce, Boston, hothouse (2 doz.	1 75
in box)	2 25
Lettuce, curly (4 doz.), box	0 30
Tomatoes, pound	0 30
Horse radish, per lb.	7 00
Beans, wax, bag, U.S.	7 00
Beans, green, bag, U.S.	3 50
Leeks, per doz.	3 00	0 60
Parsley, doz.	0 75
Parsley, Bermuda, doz.	0 40
Mint, doz. (American)	1 25
Watercress, doz.	0 50
Watercress (Canadian)	1 00
Spinach (Canadian), box	7 00
Spinach (American), bbl.	2 00
Eggplant, per doz.	0 15
Sprouts, Brussels, Canadian, qt.	0 25	0 30
Sprouts, Brussels, American, qt.	0 20	0 25
Garlic (Canadian), lb.	0 25
Endive (Canadian), lb.	1 00
Dried thyme, dried savory, dried	1 00
marjoram, box	2 50
Dried Savory box	1 25
Cucumbers, Boston, doz.	15 50	16 00
Peppers, per bkt.	20 00
Cranberries, per bbl.
Cranberries (Cape Cod), bbl.
Cranberries (new), small size,	1 50
per bundle

Fair Arrivals Of Live Hogs

Toronto.

PROVISIONS.—Fair arrivals of live hogs were reported at the stock yards during the first part of the week in spite of the severe weather conditions. This was cause for a mild degree of surprise. But stockmen pointed out that livestock must necessarily be kept moving if at all possible. The opening of main lines to traffic resulted in sending fairly good supplies to this market. There was a

strong situation in dressed hogs, and prices were higher at \$26 to \$30 per hundred. Live hogs, fed and watered, were quoted on the basis of \$19, which is an advance of 50c over prices prevailing last week. Cooked meats were in firm position, and prices were higher by 1½c to 2½c per pound. Movement of provisions necessarily has been greatly restricted during the week owing to the storm conditions.

Hams—		
Medium	0 31	0 33
Large, per lb.	0 26½	0 29
Backs—		
Plain	0 39	0 44
Boneless, per lb.	0 42	0 48
Bacon—		
Breakfast, per lb.	0 36	0 40
Roll, per lb.	0 30	0 32
Wiltshire (smoked sides), lb.	0 35	0 39
Dry Salt Meats—		
Long, clear bacon, lb.	0 28½	0 29
Fat backs		
Cooked Meats—		
Ham, boiled, per lb.	0 43½	0 46
Hams, roast, without dressing, per lb.	0 45	0 48
Shoulders, roast, without dressing, per lb.	0 38½	0 45
Barrel Pork—		
Meat pork, 200 lbs.	55 00	
Short cut backs, bbl., 200 lbs.	59 00	60 00
Pickled rolls, bbl., 200 lbs.	51 00	55 00
Hogs—		
Dressed, abattoir killed	26 00	30 00
Live, off ears	19 25	
Live, fed and watered	19 00	
Live, f.o.b.	18 25	

Margarine Continues To Gain Popularity

Toronto.
MARGARINE.—Continued good business in margarine gives evidence that it is growing in popularity. Repeat orders continue to come in, and there is a general feeling of gratification among commission men over the way that the business has been developing. Heavy purchases have been made by some concerns, who have been successful in turning their stocks of margarine as soon as they arrived. Prices were firmly maintained during the week. In our report last week it was pointed out that the difference between margarine and butter was in the neighborhood of 12c to 15c per pound. This was placing the difference conservatively, as there is in reality at the present time a difference of 18c between fresh-made creamery prints and best grade margarine and a difference of 16c between storage creamery prints and margarine. This is a saving that is very attractive to the anxious household provider in very many instances.

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

Situation Shows Signs Of Improving

Toronto.
SHORTENING.—There is a more hopeful feeling abroad in the shortening market, as some of the manufacturers have been informed they will be able to get sufficient oil for their requirements in the near future. Apparently the only drawback to good receipts of cottonseed oil at the present time is the tie-up through storm conditions. Other

manufacturers of this product still experience difficulty in getting sufficient for their requirements. Accordingly they are forced to sell in small quantities. At the present time the demand is greater than available supplies. Prices were firm, with an advance of ½c per pound recorded in quarters that were last week quoting at 24½c tierce basis.

Shortening, tierces, 400 lbs., lb. 0 25 0 25¼
 In 60-lb. tubs, ¼c per lb. higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Movement Of Lard Reported Fairly Good

Toronto.
LARD.—Lard prices were firmly maintained during the week. Although the demand is not heavy, it is of a steady nature, and is of sufficient volume to take care of the after-holiday trade. Stocks in dealers' hands are not heavy, there being sufficient trade to keep the market fairly well cleaned up. Arrivals of hogs were fairly good during the week, considering the adverse weather conditions.

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

Storage Creamery Is Again Firmer

Toronto.
BUTTER.—There was a good demand for fresh-made creamery butter during the week, and prices held firm at 50c for prints and 48c for solids. Storage creamery butter recovered again after a temporary weakness last week and prices were again advanced 1c, making the basis of storage prints 47c to 48c per pound and storage creamery solids 45c to 46c per pound. Dairy butter continued in weak market with prices unchanged during the week. Fresh-made creamery butter continues to be somewhat feedy in quality.

Creamery prints, fresh made.....	0 50	
Creamery solids, fresh made.....	0 48	
Creamery prints, storage	0 47	0 48
Creamery solids, storage	0 45	0 46
Dairy prints, choice, lb.	0 38	0 40
Dairy prints, lb.	0 33	0 35

Storage Eggs Go Still Higher In Price

Toronto.
EGGS.—There is a firmer situation in storage eggs as a result of the dwindling of stocks. Estimates place the time at which existing stocks will hold out at from three to four weeks. Select storage eggs in consequence showed higher levels during the week and were quoted up 1c to 2c per dozen, making the range from 50c to 52c per dozen. No. 1 storage were also quoted higher by 1c, the range being from 46c to 48c per dozen. There is a good demand for eggs. Storm conditions have blocked the free movement of eggs to outside points. New-laid eggs have also been arrested in their movement toward this distributing centre.

Eggs—		
New-laid, in cartons	0 65	0 70
Storage selects, ex-cartons.....	0 50	0 52
Storage, No. 1, ex-cartons.....	0 46	0 48

Agitation For Higher Cheese Continues

Toronto.
CHEESE.—Farmers in this province are still keeping up the agitation for a higher price for cheese. It is pointed out that prices on this commodity have not been changed for almost a year, while the prices on almost every other line have been going upward. With a higher price for cheese than 21¼c per pound they would stand the chance of getting more for their milk. The Cheese Purchasing Commission, however, has given no intimation that a change is likely to be made.

Cheese—		
New, large	0 22½	0 23½
O'd. large	0 23	0 24½
Stilton (new)	0 25	0 27
Twins, ¼c lb. higher than large cheese. Trip-lets ½c lb. higher than large cheese.		

Poultry Prices Go Still Higher

Toronto.
POULTRY.—Dealers in poultry increased their paying prices during the week in an endeavor to induce stocks to move to this market more freely. Live ducks were quoted at 22c to 25c and dressed at 25c per pound as paying price. Live geese were quoted 12c to 16c per pound and dressed at 18c to 24c. Turkeys were quoted from 25c to 27c for live birds and 32c to 35c for dressed birds. Poultry was evidently fairly well cleaned out for the holiday trade, producers being disposed to let their stocks go freely. Following is the range of prices being paid:

Prices paid by commission men at Toronto:			
		Live	Dressed
Ducks	\$0 22-\$0 25	\$....-\$0 25	
Geese	0 12-0 16	0 18-0 24	
Turkeys	0 25-0 27	0 32-0 35	
Roosters,	0 16-0 18	0 20-0 22	
Hens, over 5 lbs.	0 25-0 26	0 25-0 26	
Hens, under 5 lbs.	0 20-0 22-0 22	
Chickens, 4 lbs. and up	0 22-0 25	0 25-0 27	
Chickens, under 4 lbs.	0 20-0 25	0 23-0 27	
Squabs, dozen	4 60-....	
Prices quoted to retail trade:			
Hens	\$0 25-\$0 28		
Ducks	0 27-0 30		
Chickens	0 28-0 30		
Do., milk-fed-0 33		
Turkeys-0 40		
Geese-0 27		

Severe Weather Hampers Oyster Trade

Toronto.
FISH, OYSTERS.—Severe weather conditions at the coast have prevented the lifting of oysters from their beds in any considerable quantities. Only firms with large ice-breaking boats were able to take up oysters. There is a good demand in the local market and prices have been maintained for oysters during the week. Salt mackerel in kits was quoted slightly easier in one quarter during the week at \$2.40 per kit. Medium halibut is in fairly good supply and is being quoted at 20c per pound with chicken halibut at 19c per pound. Pan-frozen cod are being quoted at 7½c per pound and pan-frozen haddock at 7½c per pound. Pickled sea herring was slightly

(Continued on page 41.)



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

Show Me the butcher who ever got rich that did not make his **OWN SAUSAGE.**

Show Me the packer who **NEVER** got rich who did not make his **OWN SAUSAGE.**



Did you ever consider the money that there is to the merchant who made a good high class Sausage?

The public is looking for this article.

Freeman Electric Meat Cutter

is the machine to give the goods the quickest and easiest way.

Write for Catalogue and Prices. Many Styles.

The W. A. Freeman Co., Limited
HAMILTON, ONTARIO

TORONTO—114 York St., Near King
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Mince Meat

WE are putting up a line of fine *Old English Mince Meat* in quart self-sealing glass jars, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is at the same time, the most profitable.

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

Also Sold in 80-lb. Kits
 40-lb. "
 20-lb. "
 5-lb. Tins
 And 1 Quart Sealed Jars.

F. W. FEARMAN CO.
 LIMITED
 HAMILTON

Advertising makes for a better product—

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

THE WILLIAM DAVIES COMPANY, LIMITED

ESTABLISHED 1854

TORONTO, CAN.

January 18th, 1918

A Word of Explanation
to our Customers.

Dear Sir:—

Probably you have ordered from us certain supplies of Oleomargarine just lately, and naturally you feel annoyed that these supplies haven't reached you yet.

Believe us, Mr. Dealer, we, too, are equally concerned, because if anything annoys us more than another it is to fall down in the making of shipments to our customers when they need them.

But the fault is not ours--neither is it the fault of the Canadian Government.

We (along with other Canadian Importers) have had our supply of Oleomargarine held up on the other side because the shippers have been unable to get the U.S. Government to issue the necessary export licenses--and until a separate license is issued for each shipment it is impossible to get any Oleomargarine across the border.

However, our shippers (Wilson & Co., Chicago) are straining every nerve to get these licenses, and the very minute they do so they will send along the necessary supplies.

In the meantime we know you will bear with us. These licenses are expected any minute, and as soon as ever our supplies reach us we will lose no time at all in filling your order. They may arrive even before this letter appears in print! You see how it is, don't you?--and you can depend upon us to do our best.

Yours very truly,

THE WILLIAM DAVIES CO., LIMITED.

—If you want the Highest Grade Oleomargarine, order—
“Majestic”—“Laurel”—or “Diamond A” Brands

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



Your share of the Fish demand

will be decidedly worth while when you make the popular Brunswick Brand the feature of your fish displays.

Brunswick Brand Sea Foods

People everywhere are being urged to eat fish and conserve the nation's meat supplies. Help your customers be patriotic by suggesting the more general use of Brunswick Brand—the Sea Foods of A1 quality.

Stock from the following:

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



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

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

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

SOLE AGENTS FOR CANADA

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18 TORONTO ST., - TORONTO

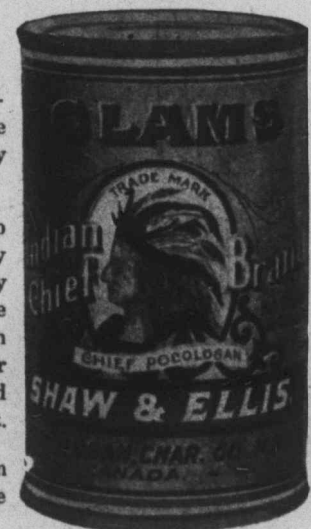
Economical, Wholesome and Easily Prepared

INDIAN CHIEF BRAND CLAMS

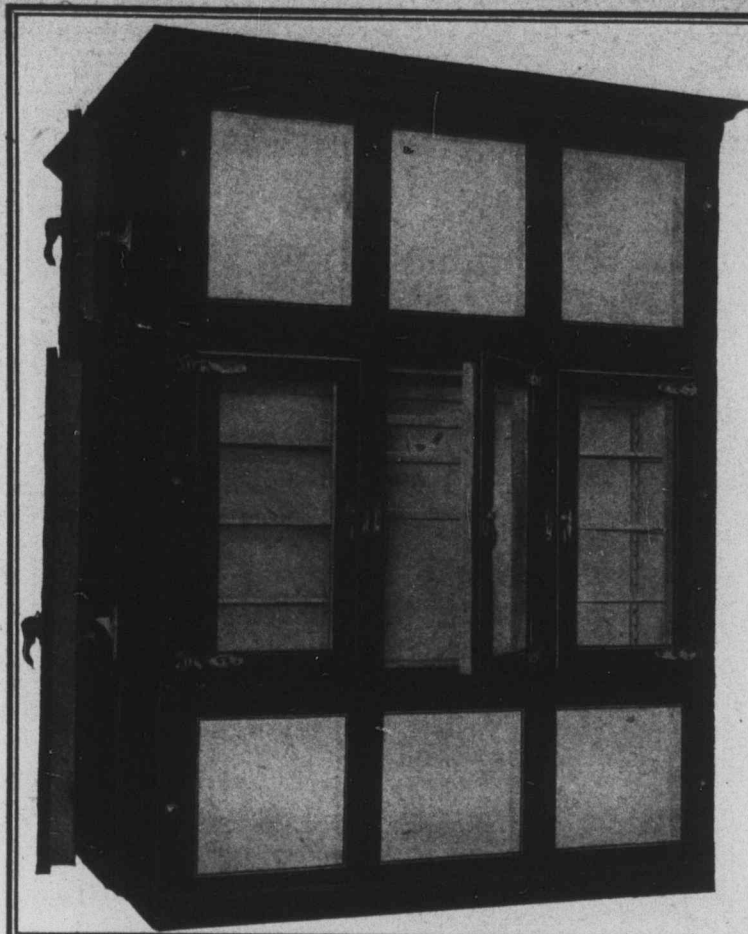
The high-grade, easily-prepared, wholesome food that sells quickly and always repeats.

Prepared and put up under the most sanitary conditions the same day they are taken from the clam beds. Sealed in cans without solder or acid. Sells easily and gives you a good profit.

Get a trial supply from your jobber and prove their selling value.



Packed by
SHAW & ELLIS
Pocologan, N.B.



EUREKA REFRIGERATOR

Is made all sizes for all purposes with doors and windows on any side to suit any meat market or store without extra cost.

Let us help you plan your new refrigerator. Our 31 years' experience is at your disposal *free*.

Now is the time to place your order. Do not leave it too late.

Eureka Refrigerator Co., Ltd.
11 Colborne Street, - TORONTO

Phone Main 556

Stockdale Lectures for You!

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

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

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

We had these four lectures printed in pamphlet form for distribution among the trade after they had appeared in this paper.

Send for your copy TO-DAY. The supply is limited. No charge for copies.

The MacLean Publishing Co., Limited

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If interested, tear out this page and keep with letters to be answered.

BRISTOL, SOMERVILLE & CO.

(Formerly Geo. E. Bristol & Co.)

HAMILTON

Place Orders Now for Shipment Later

FRUIT JARS, VINEGAR

THIS WILL SAVE YOU MONEY.

MELROSE'S TEAS

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

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

ANDW. MELROSE & CO.

Tea Merchants to the King
EDINBURGH, SCOTLAND

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

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS

FOR FAMILY TRADE

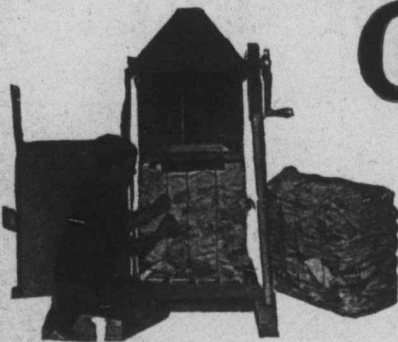
They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing $\frac{1}{4}$, $\frac{1}{2}$ or 1-lb. packets.

R. E. BOYD & COMPANY

Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

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AGENTS FOR THE CANADIAN NORTH-WEST

STOP THE WASTE!



ALL STEEL
CLIMAX
FIREPROOF

Baling Press

turns waste paper, cardboard, etc., into money and reduces your fire risk. Made in 12 sizes.

Climax Baler Co.
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Order your canning boxes early
and get prices from

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

We quote by return mail.

Furnivall's

FINE
FRUIT
PURE JAM

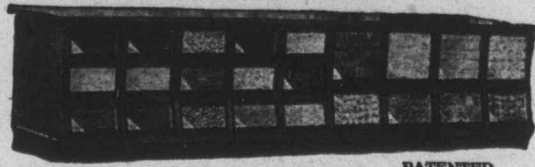
AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

BE convinced that the selling value of Furnivall's means a bigger turnover for you and better profits, too, by getting stocked now with these customer-pleasing Canadian-made jams. Any of the undermentioned agents can supply you.

FURNIVALL-NEW, Limited
Hamilton, Canada

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

The Source of



PATENTED

a Good Meatless Dinner!

A Sherer counter with its 31 drawers and compartments is the source of a good, meatless dinner.

A course dinner "from soup to nuts" can be chosen by the customer of a wise Sherer grocer. The counter is a meatless "bill of fare" as it were!

A Sherer counter, moreover, is an additional salesman silently offering your goods. It's a custodian keeping off flies, dirt and germs. It's an insurance—keeping 31 articles at 100%.

In fact a

SHERER COUNTER

is more things in one minute than you can possibly imagine—till you have tried one.

When you once try one, it so positively and thoroughly proves its all-around value—that you buy another—then another—because it pays you to do it.

A Sherer counter is the biggest paying equipment a grocer can buy! We can prove it!

Our Booklet AC tells what you would be glad to know if you knew what it tells.

SHERER-GILLETT COMPANY, LIMITED

Patentees and Manufacturers

Guelph, Ontario

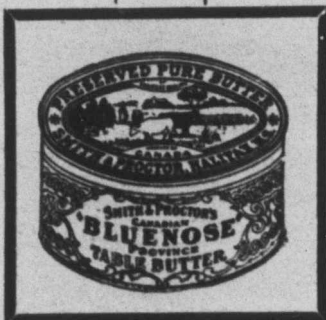
TO
Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. This directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only \$1.25 per insertion. For quarter column for the same time the cost is \$2.80 an issue.

We shall be glad to furnish you with other rates upon application.

Canadian Grocer
143-153 University Ave.
TORONTO



Have No Hesitation

in choosing

'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 it. Order from your grocer.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

You Can't be a Member of the Boys and Girls Checkerboard Calf Club



But you can be one of the many progressive dealers who are taking advantage of our consumer advertising. Read this advertisement we are running in the farm papers.

Boys and Girls Checkerboard Calf Club

Realizing the scarcity of beef and being anxious to do all in our power to assist the allies, we are organizing a boys' and girls' Checkerboard Calf Club.

We want every boy and girl to do their bit and

Raise a Purina Calf

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

Purina Calf Chow

Ask your daddy to give you a start. Every calf raised will help win the war. Write to-day, fill in the attached coupon and full particulars will be forwarded.

I am interested in calves and would like to become a member of the CHECKERBOARD CALF CLUB.

MY name is.....
 MY address is.....
 Date of birth.....
 MY feed dealer's name.....
 MY feed dealer's address.....

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Every general store and grocery should place a stock of

PURINA CALF CHOW

in a prominent place in their window and store.

HELP THE ALLIES

by encouraging the increased production of calves.

PURINA POULTRY FEEDS

are also an attractive line for every dealer—never before did so many go into poultry raising. We supply liberal quantities of advertising matter.

Write us to-day for quotations.

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

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$65 PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Size.	Less than 10-case lots	Per doz.
Dime	\$ 1 05	
4-oz.	1 50	
6-oz.	2 15	
8-oz.	2 80	
12-oz.	4 10	
16-oz.	5 35	
2½-lb.	12 85	
5-lb.	24 50	

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS.

DOMINION CANNERS, LTD.

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

	Per doz.
Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	
Blackberry	\$2 95
Currant, Black	3 05
Plum	2 85
Pear	2 85
Penah	2 85
Raspberry, Red	3 15
Raspberry and Red Currant.	2 75

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles.

	Per doz.
½ Pts. Delhi Epicure	\$1 75
½ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	0 95
1's Baked Beans, Plain, 4 doz. to case	1 15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Chili Sauce, 4 doz. to case	1 25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE.

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 68
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE.

Keen's Oxford, per lb.	0 17½
14 cases 12—12 lb. boxes to case	0 17

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

Empire Breakfast Cocos, 2 doz. in box, per doz.	\$2 45
Perfection, ½-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 35
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	90
Sweet Chocolate—Per lb.	
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 15
Diamond, 6's and 7's, 8 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 30
Chocolate Confections Per doz.	
Maple Buds, 5-lb. boxes	\$0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate ¼'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 95

WHAT DO YOU WANT?

IS it work, or is it some fixture for your store? Is it a buyer for something you have to sell? Is it something to exchange? Is it information?

Is what you want worth spending money on to find or get?

And do you believe in advertising? Do you believe that somewhere in the grocery trade in Canada is some man who will be glad to see your advertisement? Then back up your faith with money—with a dollar, or half-a-dollar—or two dollars, or more.

By which we mean: put a small, brief advertisement in **CANADIAN GROCER**—two cents a word—and cut out every useless word. Order the advertisement to continue for several insertions.

If you find your man, you'll think the advertising cheap. We don't guarantee you replies—any more than the post office can or will, which carries printed matter sent out by sellers to buyers. Our business is to get your advertisement where 5,000 grocers and their staffs can see it. And when we do this, we do much for you at little cost to you.

Never try, never get.

Fish, and keep on fishing, if you want to catch fish.

Now send along the advertisement to

CANADIAN GROCER
143-153 UNIVERSITY AVENUE, TORONTO



**“KEYSTONE”
Household Brushes**

Extra fine quality—moderate price—good profit.

**Floor Brushes
Shoe Brushes
Table Brushes
Whisks
Scrub Brushes
Stove Brushes, Etc.**

Write for Prices, Etc.

**STEVENS-HEPNER CO.
LIMITED
Port Elgin, Ont.**

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

LICORICE

Owing to the critical situation in the Licorice industry occasioned by the scanty importations of Licorice Root and the unparalleled advances in the cost of same, due to war conditions, we have found it necessary to conserve our stocks and confine the sale of our Y & S brand of **STICK LICORICE** to the new 10c carton package *only*. These will contain 30 individual cartons to box; 20 and 32 boxes to case. Deliveries beginning about the middle of December.

**National Licorice Company
MONTREAL, CAN.**

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

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—
2½-quart Tall Cylinder Can
No. 1 Pint Cylinder Can.....
No. 16 Jar.....
No. 4 Jar.....
No. 10 Can.....

YUBA BRAND

2½-quart Tall Cylinder Can..
No. 1 Pint Cylinder Can....
No. 10 Can.....
Picnic Can.....

**BORDEN MILK CO., LTD.
CONDENSED MILK**

Terms net 30 days
Eagle Brand, each 48 cans...\$8 75
Reindeer Brand, each 48 cans 8 45
Silver Cow, each 48 cans... 7 90
Gold Seal, Purity, each 48 cans 7 75
Mayflower Brand, each 48 cans 7 75
Challenge Clover Brand, each 48 cans 7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans\$6 40
Jersey Brand, Hotel, each 24 cans 6 40
Peerless Brand, Hotel, each 24 cans 6 40
St. Charles Brand, Tall, each 48 cans 6 50
Jersey Brand, Tall, each 48 cans 6 50
Peerless Brand, Tall, each 48 cans 6 50
St. Charles Brand, Family, each, 48 cans..... 5 50
Jersey Brand, Family, each 48 cans 5 50
Peerless Brand, Family, each 48 cans 5 50
St. Charles Brand, small, each 48 cans 2 60
Jersey Brand, small, each 48 cans 2 60
Peerless Brand, small, each 48 cans 2 60

CONDENSED COFFEE

Reindeer Brand, “Large,” each 24 cans 5 75
Reindeer Brand, “Small,” each 48 cans 6 00
Regal Brand, each 24 cans... 5 40
Cocoa, Reindeer Brand, large, each 24 cans 5 75
Reindeer Brand, small, 48 cans 6 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz..... 1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz. 1 85
Cox’s Instant Powdered Gelatine (2-qt. size), per doz... 1 35

**W. CLARK, LIMITED
MONTREAL**

Assorted meats, 1s. *\$4.25.
Compressed Corn Beef—½s, *\$2.90; 1s, *\$4.25; 2s, \$9; 6s, \$34.75; 14s, *\$75.
Lunch Ham—1s, *\$4.25; 2s, \$8.
Ready Lunch Beef—1s, *\$4.25; 2s, \$9.
English Brawn—½s, \$2.50; 1s, \$3.50; 2s, \$3.50.
Boneless Pigs’ Feet—½s, \$2.50; 1s, \$3.50; 2s, \$3.50.
Roast Beef—½s, \$2.90; 1s, \$4; 2s, *\$8.85; 6s, \$34.75.
Boiled Beef—1s, \$4; 2s, \$8.85; 6s, \$34.75.
Jellied Veal—½s, \$2.90; 1s, \$4.25; 2s, \$9.
Corned Beef Hash—½s, \$2; 1s, \$3.50; 2s, \$5.50.
Beefsteak and Onions—½s, \$2.90; 1s, \$4.25; 2s, \$8.50.
Cambridge Sausage, 1s, \$4; 2s, \$8.
Lambe Tongues, ½s.
Sliced Smoked Beef, tins, ½s, \$2.35; 1s, \$3.35; 4s, \$20.
Sliced Smoked Beef, glass, ¼s, \$1.75; ½s, \$2.75; 1s, \$3.50.
Tongue, Ham and Veal Pate, ½s, \$1.95.
Ham and Veal Pate—½s, \$1.95.
Potted and Devilled Meats, tins—Beef Ham, Tongue, Veal, Game, Beef, Meats Assorted, ¼s, 70c; ½s, \$1.35.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison, ¼s, \$2.

\$7.50; 1½s, \$12; 2s, \$15.50; 2½s, \$17.50; 3s, \$19.00; 3½s, \$20.50; 6s, \$45.00.

Ox Tongues, glass, 1½s, \$14; 2s, \$17.

Mincemeat, in tins, 1s, \$2.70; 2s, \$3.80; 5s, \$12.
In Pails, 5 lbs., 20c; 10 lbs., 19¼c; 25 lbs., 17c lb.
In 50-lb. Tubs, 17c lb.
In 85-lb. Tubs, 16¼c lb.

Clark’s Peanut Butter—Glass Jar, ¼, \$1.22; ½, \$1.70; 1, \$2.25.

Clark’s Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c.

Clark’s Tomato Ketchup, 8-oz., \$2.25; 12-oz., \$2.80; 16-oz., \$3.50.

Pork and Beans, Plain (pink label), Talls, ind., 85c; 1s, \$1.15; 1½s, \$1.60; 2s, \$1.75; 3s flats, \$2.45; 3c, talls, \$2.75.

Pork and Beans, Tomato Sauce, blue label, Talls, 1s, \$1.25; 1½s, \$1.85; 2s, \$2; 3s talls, \$3.20; 3s flat, \$2.90.

Individuals, 95c doz.

Pork and Beans, Chili (red and gold label), 1s, \$1.25; 1½s, \$1.85; 2s, tall, \$2; 3s, flat, \$2.90.

Vegetarian Baked Beans, Tomato Sauce, 2s, talls, \$2.

Clark’s Chateau Chicken Soup, \$1.75.

Clark’s Chateau Concentrated Soups, Vegetable, Mulligatawny, Oxtail, Scotch Broth, Mock Turtle, Consommee, Tomato, Mutton Broth, Pea, Julienne, Vermicelli Tomato, Green Pea, Celery, \$1.25.

1 doz. per case, at \$10.00; 10-oz. bottles, \$5.00.

No. 1 assorted, \$1.30; No. 2 assorted, \$1.30.

Spaghetti with Tomato and Cheese, ½s, \$1.30; 1s, \$1.75; 3s, \$2.90 doz.

Fluid Beef Cordials, 20-oz. bottles, 1 doz. per case, at \$10 per doz.; 10-oz. bottle, \$5.

Canadian Boiled Dinner, 1s, \$2.50.

English Plum Puddings, 1s, 2s.

Ready Lunch Veal Loaf—½s, \$1.95; 1s, \$3.90.

Ready Lunch Beef Ham Loaf—½s, \$1.95; 1s, \$3.90.

Ready Lunch Beef Loaf—½s, \$1.95; 1s, \$3.90.

Ready Lunch Assorted Leaves—½s, \$2.00; 1s, \$3.95.

Geneva Sausage—1s, \$4.25; 2s, \$8.25.

Roast Mutton—1s, 2s, 6s.

Boiled Mutton—1s, 2s, 6s.

Cooked Tripe—1s, \$2.50; 2s, \$4.25.

Stewed Ox Tail—1s, \$2.50; 2s, \$4.50.

Stewed Kidney—1s, \$4.00; 2s, \$7.00.

Minced Collops—½s, \$2.00; 1s, \$3.25; 2s, \$6.00.

Sausage Meat—1s, \$3.50; 2s, \$5.50.

Jellied Hocks—2s, \$8.00; 6s, \$25.00.

Irish Stew—1s, \$3.50; 2s, \$5.50.

Boneless Chicken—½s, \$6.00; 1s, \$9.00.

Lunch Tongue—½s, 1s, 2s.

Tongue, Lunch—1s.

Chateau Brand Pork and Beans—1s, \$1.60; 2s, \$2.30; 3s, \$3.50.

Tomato Sauce, individual, \$1.00; Plain Sauce, individual, 95c; 1s, \$1.50; 2s, \$2.05; 3s, \$3.25.

Smoked Geneva Sausage—½s, \$1.95.

Pate de Pois—¼s, 65c; ½s, \$1.30.

Lunch Tongue, in glass, 1s.

Mincemeat, in glass—1s, \$3.25.

Brisket Beef, in glass—1s.

Chicken Breasts, in glass—1s.

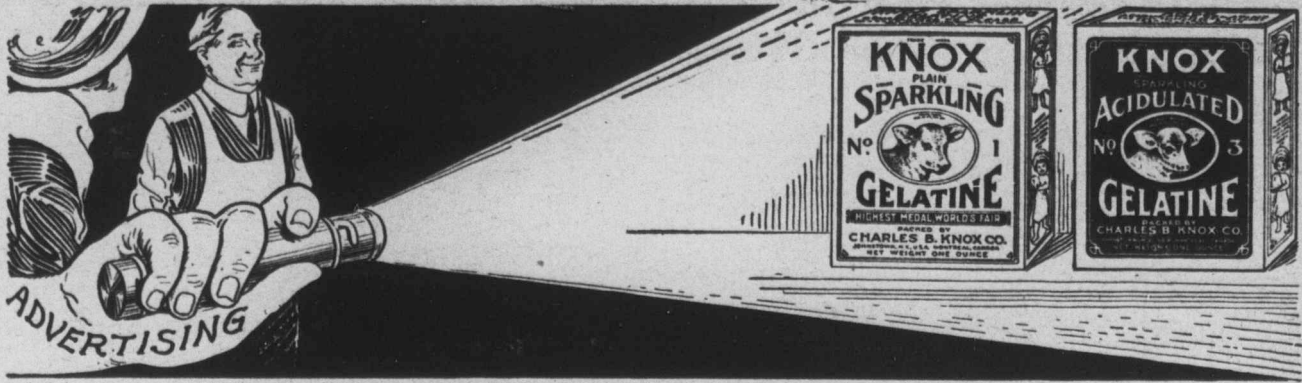
**COLMAN’S OR KEEN’S
MUSTARD.**

Per doz. tins

D. S. F., ¼-lb. \$ 1 85
D. S. F., ½-lb. 3 50
D. S. F., 1-lb. 6 80
F. D., ¼-lb. 1 15

Per jar

Durham, 4-lb. jar, each..... 1 80
Durham, 1-lb. jar, each..... 0 37



Extensive Advertising Maintains the Sale of Knox Sparkling Gelatine

We never let American housewives forget KNOX SPARKLING GELATINE, but keep it everlastingly before them with magazine advertising that penetrates every corner of the country and reaches them, no matter where they live. You'll find KNOX GELATINE is the best known to your customers and consequently the easiest to sell. Keep it well displayed and thereby secure every possible sale because

Every Package Pays You a Good Profit

"On request we will send you 'Food Economy' booklets for FREE distribution. These will help your customers keep their pledge to Hanna."

Charles B. Knox Gelatine Company, Inc. - Johnstown, N.Y.

S. DAVIS & SONS, LTD.

CIGAR MAKERS MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
" New Noblemen Superiores	2 for 25c, equal to most 20c cigars.
" La Plaza	2 for 25c, equal to most 20c cigars.
" Promoter Blunts	3 for 25c, equal to most 15c cigars.
" Perfection	3 for 25c, equal to most 15c cigars.
" Grant Master Blunts	4 for 25c, equal to most 2 for 25c cigars.
" Lord Tennyson	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

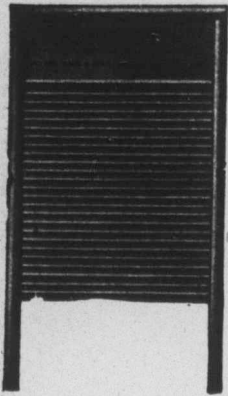
S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada

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

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the
NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD



means to you
The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years.

Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO

Try Marsh's on your particular trade

The man or woman with whom quality is a first consideration is deeply enthusiastic about the delicious goodness of Marsh's Grape Juice.

Good grocers should always feature Marsh's. It pays.

The Marsh Grape Juice Company

Niagara Falls - Ontario

MacLaren Imperial Cheese Co., Ltd.
Ontario

Rose & Laflamme, Ltd.
Montreal, Que.



JELL-O
GENESEE PURE FOOD CO.

Assorted case, 4 dozen	\$ 3 60
Lemon, 2 dozen	1 80
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.	

KLIM

Hotel size, 6 10-lb. tins to case	\$15.50
Household size, 1-lb., 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

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

Laundry Starches—	Cents
40 lbs. Canada Laundry	.09½
40 lbs., 1 lb. pkg., White Gloss	.10
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.10½
100-lb. kegs, No. 1 white	.10
200-lb. bbls., No. 1 White	.10
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs.	.11
48 lbs., Silver Gloss, in 6-lb. tin canisters	.12½
36 lbs. Silver Gloss, in 6-lb. draw lid boxes	.12½
100 lbs., kegs, Silver Gloss, large crystals	.10½
40 lbs., Benson's Enamel, (cold water), per case	3.25
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.	.15
Celluloid, 45 cartons, case	4.50
Culinary Starch.	
40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.11
40 lbs. Canada Pure Corn	.10
20-lb. Casco Refined Potato Flour, 1-lb. pkgs. (20 lb. boxes ¼c higher).	.18

BRANTFORD STARCH
Ontario and Quebec.

Laundry Starches—	
Canada Laundry	0.10½
Boxes about 40 lbs.	0.10½
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	0.11
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	0.11½
Barrels, 200 lbs.	0.11
Kegs, 100 lbs.	0.11
Lily White Gloss—	
1-lb. fancy carton cases, 30 lbs.	0.12
8 in case	0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0.13½
Kegs, extra large crystals, 100 lbs.	0.11½
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3.50
Celluloid Starches—	
Boxes containing 45 cartons, per case	4.50
Culinary Starches—	

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	0.10
Benson's Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	0.11
Casco Refined Potato Flour	
1-lb. pkts., 20-lb. boxes	.18
(20-lb. boxes ¼c higher than 40's except Potato Flour).	

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

Perfect Seal Jars, 3 lbs., 1 doz. in case \$4.25

2-lb. tins, 2 doz. in case	4.65
5-lb. tins, 1 doz. in case	5.20
10-lb. tins, ½ doz. in case	4.95
20-lb. tins, ¼ doz. in case	4.90
(Prices in Maritime Provinces 10c per case higher).	
Barrels, about 700 lbs.	\$0.07
Half bbls., about 350 lbs.	0.07¼
¼ bbls., about 175 lbs.	0.07½
2-gal. wooden pails, 25 lbs.	2.15
3-gal. wooden pails, 28½ lbs.	3.25
5-gal. wooden pails, 65 lbs.	5.25

LILLY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	\$5.15
5-lb. tins, 1 doz. in case	5.70
10-lb. tins, ½ doz. in case	5.45
20-lb. tins, ¼ doz. in case	5.40

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case	\$5 50
Barrels, per 100 lbs.	6 50
½ barrels, per 100 lbs.	7 00

INFANTS' FOOD
MAGOR, SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	\$4 00
½ lb.	2 00
Robinson's Patent Groats—	
1 lb.	\$4 00
½ lb.	2 00

NUGGET POLISHES
Doz.

Polish, Black, Tan, Toney	
Red and Dark Brown	.90
Card Outfits, Black and Tan	3.80
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED
EMPIRE BRANCH

Black Watch, 1-14s, lb.	\$ 0 65
Bobs, ½s	0 64
Currency, 1-9s	0 62
Stag Bar, 7½s, boxes 6 lbs.	0 61
Pay Roll, thick bars, 1-10s	0 80
Pay Roll, plug, 9s, 20s 12 and 6 lb. caddles	0 70
Shamrock 8½s, ½ cads., 10½ lbs., boxes 3½	0 70
Great West Pouches, 10s, 3-lb. boxes, ½ and 1-lb. lunch boxes	0 80
Forest and Stream, tins, 12s, 2 lb. cartons	0 98
Forest and Stream, ¼s, ½s and 1-lb. tins	0 95
Forest and Stream, 1-lb. as standard	1 15
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, ½ butts, 10 lb. boxes	0 74
Derby 8s, ½ butts, 8 lb. boxes	0 70
Golden Rod, 8s	0 64
Ivy, 8s, ½ butts, 9 lb. boxes	0 64
Old Virginia, 10s	0 87
Fig Leaf, 8s	0 64
Old Kentucky (bars), 6s	0 80
Queen's Navy (bars), 7½s, ½ butts, 8½ lb. boxes	0 72
Walnut, 9s	0 70

FRUITS

In these days of difficulty in securing supplies we can, owing to our wide connections, offer almost complete stocks in California Navels, Florida Oranges and Tangerines; Celery, Cauliflower, Lettuce; Grape Fruit, Bananas, Boxed and Barreled Apples; Onions, Spanish and Domestic.

FISH

More Fish being sold than at any time before. We have every line you want. Qualla and Cohoe Salmon, Halibut, Smelts, Mackerel, Sea Herrings, Haddies, Fillets. Ciscoes of our own curing, packed 15-lb. boxes.

Oysters — H. C. Rowe & Co. High Quality.

MAIL ORDERS

We are featuring mail business. Double satisfaction guaranteed. An order by mail receives careful and prompt dispatch. Direct phone for country orders, Main 6243.

WHITE & CO., LIMITED

FRONT AND CHURCH STREETS

Also Hamilton

Toronto

Let us handle your fruit re- quirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

“RETAIL ADVERTISING— COMPLETE”

By

Frank Farrington

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

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

“Retail Advertising—Complete” contains much information and many ideas.

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

MacLean Publishing Co., Ltd.

(Technical Book Dept.)

143-153 University Ave. - Toronto, Ont.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

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

MATHIEU'S NERVE POWDERS

For Headache and Neuralgia

Cures in 10 min. Headache or Neuralgia
One powder will relieve and a few powders will cure you.
If you have a bad headache.
If you are nervous.
If you do not sleep well.
If you are indigestive.
If you have La Grippe.
If you suffer from neuritis.

These powders are very good in children curing their teeth.

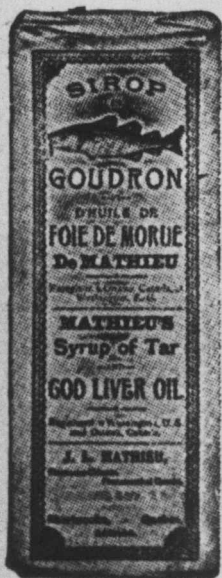
Your customers want these two

You'll find a display of Mathieu's Nerve Powders and Mathieu's Syrup of Tar and Cod Liver Oil a source of much additional profit. These two "reliables" always give excellent results. They're worth showing regularly.

J. L. Mathieu Co.

Proprietors

Sherbrooke, Que.



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Wanted

CLASSIFIED ADVERTISING

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

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

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

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

BUSINESS FOR SALE

GOOD GROCERY, FLOUR AND FEED BUSINESS, stock and buildings, in thriving town; reasons for selling, ill health; apply Box 619, Tottenham, Ont.

FOR SALE—Solid brick store and dwelling, with good grocery business, shelves, counters go with store, owner leaving city needs the money, price \$4,700, \$1,000 cash. Apply L. Dodson, 375 Samner Ave. Danforth Car to Cedarvale Ave.

FIRST-CLASS CONFECTIONERY BUSINESS for sale—doing good trade; fifteen years in business; in good location, Queen Street east; owner retiring. E. Frisby, 29 Brooklyn Avenue, Toronto.

PATENT MEDICINE BUSINESS MANUFACTURING a staple proprietary article of merit, with big prospects; has been on the market for years and advertised. This is a good opportunity, and a few hundred dollars will finance; present owner retiring. Full particulars by applying to Box 267, Canadian Grocer.

GROCERY BUSINESS FOR SALE—GOOD live eastern city. Stock and fixtures about \$2,000. For further particulars apply Box 273, Canadian Grocer.

ELZEAR TURCOTTE'S LARGEST GROCERY store in Quebec City, is offered for sale or to rent from 1st May next. Here is an opportunity for a hustler with a small capital of \$5,000.00. All inquiries answered willingly.

AGENTS WANTED

TRAVELLERS—GOOD SIDE LINE, SOLICIT from merchants, accounts for us to collect. Reliable agency. Nagle Mercantile Agency, Westmount, Que.

WHOLESALE GROCER—WE WANT ONE IN each district throughout Canada to take up the sole distribution of our specialties—"Cakeoso," a ready prepared cake flour, and "Puddee," for making light steamed puddings. Millions sold in the Old Country. Will sell in Canada if introduced. Other lines added shortly. Saska Packing Co., Saskatoon.

POSITION WANTED

YOUNG MARRIED MAN WITH 15 YEARS' retail experience, desires position as traveller with good wholesale or specialty house. Highest references. Box 272, Canadian Grocer.

MARRIED MAN, 20 YEARS' EXPERIENCE IN groceries, open for position as manager or buyer, thoroughly competent. Apply Box 271, Canadian Grocer.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

LINES WANTED

GROCERY TRAVELLER, WORKING EVERY store on Prince Edward Island monthly, wants side lines on commission. Apply Box 12, Charlottetown, P.E.I.

MANUFACTURERS—DO YOU WANT YOUR goods introduced in Saskatoon and district? If so, write Hustler, Box 269, Canadian Grocer.

A RELIABLE SALESMAN HAVING A GOOD connection with the grocery trade, is open for a first-class grocers' specialty line for British Columbia and Alberta. Apply Box 270, Canadian Grocer.

HELP WANTED

WANTED—THOROUGH GROCERY MAN—state age, experience, salary expected, references. Send photo. Apply T. P. Malone, Strathcona, Alta.

FIXTURES WANTED

WANTED—A USED DISPLAY REFRIGERATOR for meats—must be up-to-date and a bargain. J. A. Mulligan, Wardsville, Ont.

POSITION WANTED

A CLERK NEEDS A GOOD POSITION WITH good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

AGENCIES WANTED

A HIGH-CLASS MANUFACTURING FIRM IN Nova Scotia, with excellent connection amongst wholesale and retail grocers, confectioners and fruiterers in the Maritime Provinces require exclusive agency for one or two other lines. Would either purchase outright or handle on commission, the former preferred. Box 274, Canadian Grocer.

POSITION VACANT

MR. CLERK, YOU WANT TO BETTER yourself. You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

FIXTURES FOR SALE.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 113 Sumach St., Toronto.

Buyers' Guide

FOR SALE

Fresh Dressed Poultry
Selected Fresh and Storage Eggs
Choice Creamery Butter, Shortening.

C. A. MANN & CO.
8 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
1/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

NO-FROST

keep the

Steam and Frost from the Glass
will positively keep all glasses clear from
Frost, Fog, Steam, Rain, Sleet, Mist, Snow

For use on auto. windshields, eye-glasses, windows, mirrors, headlights, street car, locomotive, restaurant, store and pilot house windows, or for use where the air is heavy with moisture.

Keeps the Glass clear and bright in all kinds of weather.

Price 35 cents per package, prepaid.

G. W. FLINTOFF
2088 Dundas Street Toronto

SPOT CASH

FOR

Tea LEAD

SHIP AT ONCE
**INDEPENDENT METAL
COMPANY, Limited**

175 King St. East
TORONTO

Long Distance Phone, Main 2378

OAKLEY'S KNIFE POLISH

3-10-10Z



JOHN OAKEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:

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

HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.

We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers: **Ho-Mayde Products Co. TORONTO**
Western Agents: **C. & J. Jones WINNIPEG**

**The money is yours—and we'll
get it for you.**

That is if you just say the word.
Look over your books. See the
number of bad accounts and realize
that you are losing money on them
everyday.

**We can get your
money for you**

Ours is a large and reputable or-
ganization qualified to collect any-
where.
Write to-day for full particulars and
samples of our Special Forms.

NAGLE MERCANTILE AGENCY

Westmount (Montreal), Que.

**Trade Papers are
Pioneers of Busi-
ness Expansion**

LARGEST CANADIAN DEALER

ADEL
760

WASTE PAPER

E. PULLAN TORONTO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

We are now located in our new and
more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

VOL-PEEK

**Repairs Leaky Utensils
in Two Minutes**

VOL-PEEK is a war time specialty that is making a tremendous hit wherever introduced. Leaky pots and pans, holes in graniteware, aluminum, enamelware, tin, iron, etc., can all be quickly and easily made perfectly watertight with Vol-Peek. Applied with the fingers. No tools required. Article as good as new in two minutes. Supplied dealers in handsome display stands. At your wholesaler or

H. NAGLE & CO.
Box 2024, Montreal

KINDLY MENTION THIS
PAPER WHEN WRITING
ADVERTISERS

KING GEORGE'S NAVY

**CHEWING
TOBACCO**

Gets You Double Profit

The immediate profit you get when you sell a plug of King George's Navy Chewing, though very attractive in itself, is not the only advantage you derive from handling this real man's chew.

You earn for yourself the goodwill and the confidence of the men folk and a bigger turnover all round is sure to result. Why not sell King George's Navy?



Rock City Tobacco Co., Ltd.

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S DOG CAKES

*Poultry Foods, Canary
and Parrot Mixtures*

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited,
24-25, Fenchurch Street, E.C. 3.

Twines
and
Wrapping Paper

BROOMS

First Cars 1917

Broom Corn

At Hand

*Quality Goods
may always
be had by order-
ing our brands.*

Walter Woods & Co.
HAMILTON and WINNIPEG

Wooden Ware
Willow Ware
Brushes

JAPAN TEA



WEIGHING TEA

You will have an entirely new idea of how good tea can be, if you drink "JAPAN TEA." It has a satisfying flavor, a delicacy of aroma that imparts a subtle finish to a delightful meal—and is unquestionably the best natural stimulant for body and brain.

The Japanese Government prohibits adulteration and coloring of Tea.

ON SALE AT ALL GROCERS

One of our sales-creating consumer ads.

Ask your wholesaler to supply you with a stock of Japan Tea and be convinced that its superior and well advertised deliciousness will bring you quick, easy sales and generous profits. Let your customers know you handle Japan Tea, the tea of quality and unstinted satisfaction.
