

**PAGES
MISSING**

GENERAL MERCHANTS' AND CHRISTMAS GREETING NUMBER

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, DECEMBER 22nd, 1916

No. 51

TELEPHONES: VICTORIA 307—OFFICE
VICTORIA 308—SHIPPING

734 TO 740 MULLINS STREET

A. R. WHITTALL CAN COMPANY, LIMITED

MANUFACTURERS OF

AUTOMATIC-MADE ROUND AND SQUARE CANS FOR
MEAT, FRUIT, SYRUP, PAINT AND VARNISH, ETC.

LEAD AND PUTTY IRONS

MONTREAL
CANADA

December 1st, 1916.

Dear Sirs:—

We beg to notify you, that by virtue of Letters Patent granted by the Dominion of Canada, we have taken over the business of

A. R. WHITTALL

and have assumed all assets, liabilities and contracts of this firm.

Messrs. A. R. Whittall, D. S. Whittall, and F. R. Whittall will continue in the ownership and management of the new company; and no new capital has been taken into the business. We are now in a better position than heretofore to handle your requirements in the promptest and most efficient manner.

We wish to thank you for your kind patronage in the past, and to express the wish that our connection may continue to be of a cordial nature; and that the business transacted between us may increase in volume, to our mutual advantage.

Yours very truly,

A. R. WHITTALL CAN COMPANY, LIMITED.

A. R. WHITTALL, President.
D. S. WHITTALL, Vice-Pres.
FRED R. WHITTALL, Sec.—Treas.



TO Brunswick Brand dealers
everywhere we extend our
Heartiest and Sincerest Wishes
for a Happy Christmas and a
Most Prosperous New Year

CONNORS BROS.
BLACK'S HARBOR, N.B.



App
Physi
Mothe
Three
Bord

**The happiest of happy
Christmasses be yours**
Borden Milk Co., Limited



CASE 1916

Borden Milk Company

"Leaders of Quality"
MONTREAL

Branch Office—Arcade Building, Vancouver

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

TEA

Ceylons, Indians, Japans,
Chinas, Formosas

AT FIRST-HAND COSTS

Specially selected for the
Canadian Trade. Large selec-
tion from Stock or Afloat Teas.

IMPORT ORDERS A SPECIALTY

Write for samples and quotations, or send
us your samples to match. We are Ter-
Experts with over 40 years' successful
trading with Canadian Merchants.

John Duncan & Co.

ESTABLISHED 1866

MONTREAL

Greetings to the Trade



THE old, old wish, "A Merry Christmas," has ever symbolized the hearty greetings of friend to friend and though it is indeed time-honored it is still truly expressive of good-will and sincerity.

Such is the spirit in which we tender it to you. May this indeed be for you a real Merry Christmas, and may 1917 mark a new mile-stone on the high road to happiness and prosperity.

We thank you for your valued business during the past year and should you honor us with a continuance during 1917 we assure you that you will find Furnivall Methods and Furnivall Quality ever the same—always dependable.

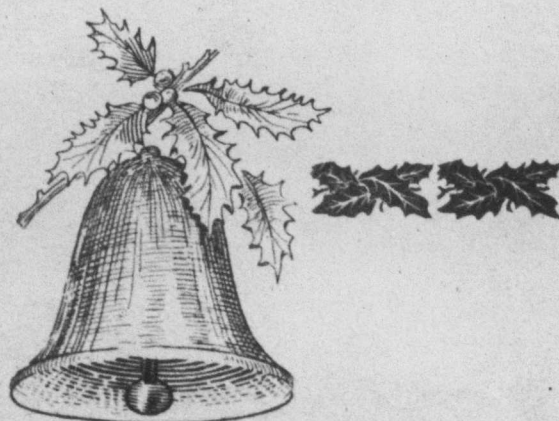
Our Motto has ever been and still is **Quality and Service**. Upon this we have built our business and upon the same good foundation we intend to build the business of the future.

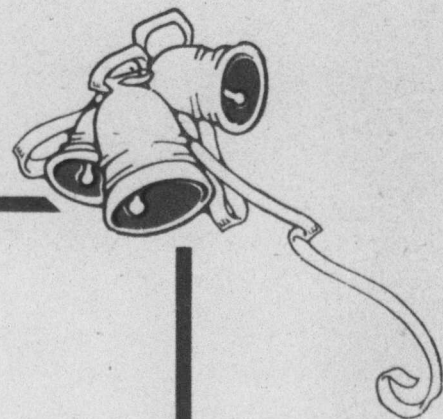
Perhaps the selling value of Furnivall's Jams is as yet unknown to you. Should this be so we cordially invite you to give our lines a trial. We are confident that a trial will make you a firm believer in their profit-making qualities.

You can order Furnivall's through the wholesale trade.



Furnivall-New, Ltd.,
Hamilton, Canada





That good old wish —A Merry Christmas and a Prosperous New Year

TIME-honored, 'tis true, still we know of no better greeting to extend to the Grocery Trade of Canada.

AND in doing so we wish to thank you for your generous support during the year that is gone and to assure you of our continued efforts towards still better service for our patrons during 1917.

THE standard of quality set by St. Lawrence Sugar in the past is going to be rigidly maintained. Quality will be our watchword; the St. Lawrence quality that has no peer.

Plan now to secure your share of the 1917 demand for St. Lawrence Sugars. Results will gratify you.


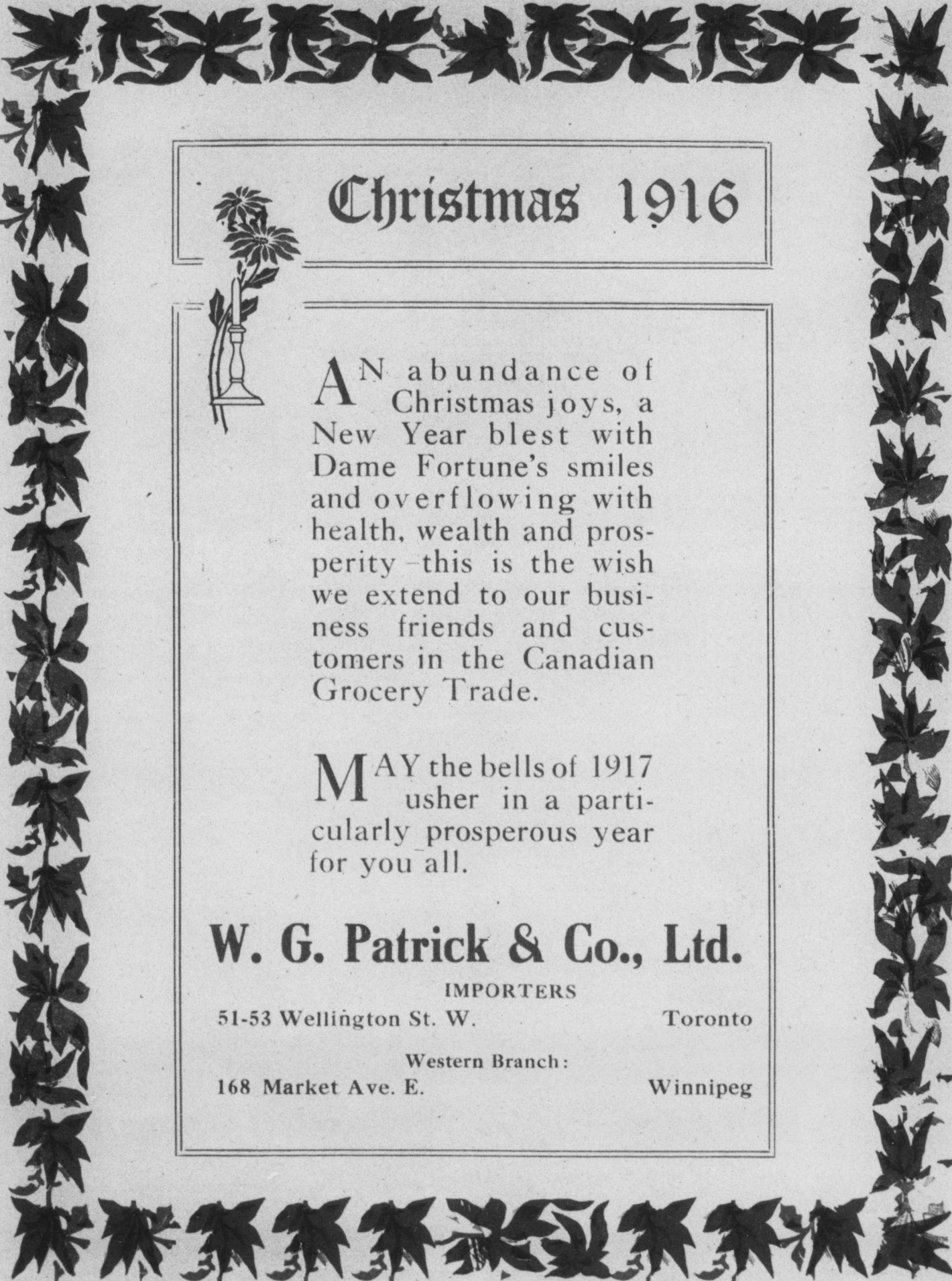


St. Lawrence Sugar Refineries, Limited

MONTREAL



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



Christmas 1916

AN abundance of Christmas joys, a New Year blest with Dame Fortune's smiles and overflowing with health, wealth and prosperity - this is the wish we extend to our business friends and customers in the Canadian Grocery Trade.

MAY the bells of 1917 usher in a particularly prosperous year for you all.

W. G. Patrick & Co., Ltd.

IMPORTERS

51-53 Wellington St. W.

Toronto

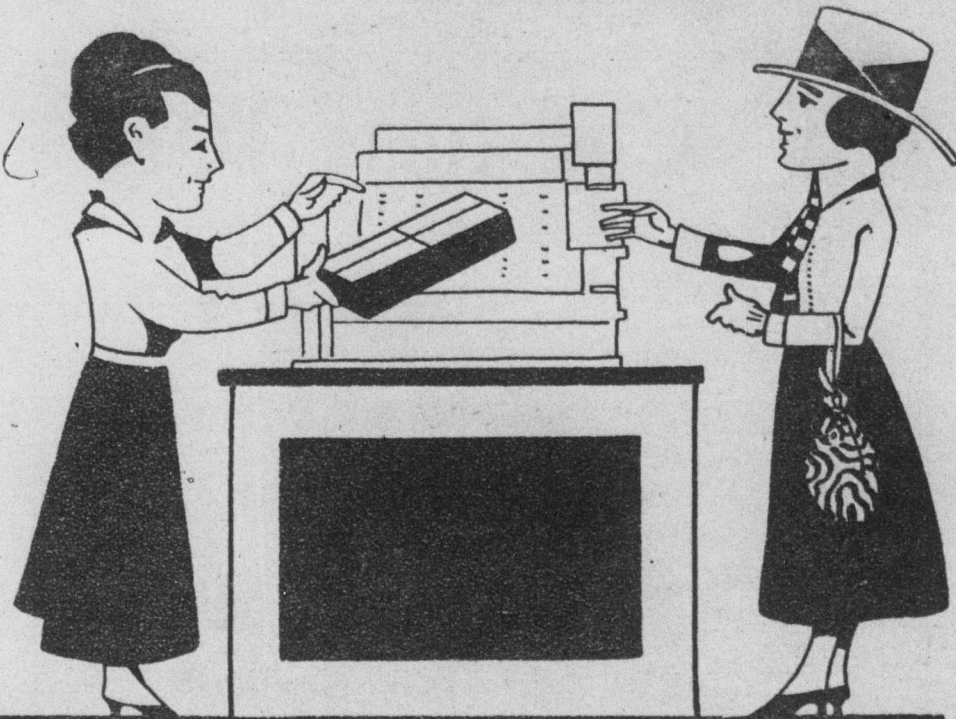
Western Branch:

168 Market Ave. E.

Winnipeg

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

—be sure of your profits



A National Cash Register takes 50% of the worry out of the business of store-keeping.

No more need you jump out of your bed, Mr. Merchant, and get angry with yourself because you forgot to enter a charge account against the customer who bought goods on credit.

The new National Cash Register forces you to make a record—a permanent, accurate, infallible record—of every credit sale.

And it not only rids you of this worry, it pays for itself in the money it saves—money which you legitimately earn as your fair profit.

It is a machine—it can't make mistakes, can't forget, can't get tired.

It forces accurate and permanent records of all transactions between clerks and customers. In two seconds it prints a receipt showing the amount paid, and a sales-slip showing the amount charged.

Not only does the new National Cash Register save the merchant time by making his bookkeeping easier—it also makes it easier to deal with customers quickly.

You have the satisfaction of giving each customer a receipt for every cash sale without wasting a moment of time in writing it.

The infallible record kept by this machine is an unanswerable argument in every dispute with customers—it saves your trade by saving friction.

It gives you freedom from work and worry; gives you cheap and direct advertising of your store on the back of each receipt, and so attracts trade and increases profits; it gives you time to attend to your merchandise and window displays.

**The National Cash
Register Co.
of Canada, Limited**

**Christie Street,
Toronto,
Ont.**

To the
National
Cash Register
Company
of Canada,
Limited, Toron-
to, Ont.

Without obligating me in any way to buy, I would like to know more about your complete Model Receipt-Giving Cash Registers and "N. C. R. Service." We have salesmen in our store. We have a register _____ years old. Principal lines of merchandise are:

Firm name.....
Address.....



Why you should stock McLeod's Flours this winter

The demand for a satisfactory flour for home baking is always more apparent during the cold weather months. This winter particularly, in town and country homes, the housewife will go in extensively for home baking in order to counteract the high cost of bread.

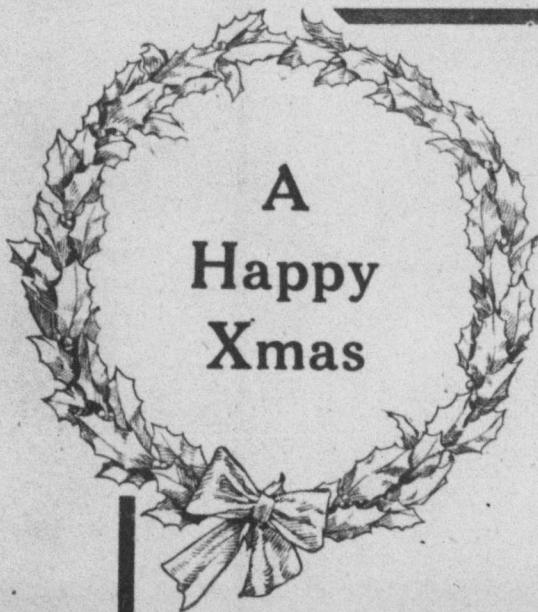
Here is a golden opportunity for you, Mr. Grocer, to secure a good extra profit by featuring the two McLeod Flours—"SPECIAL" and "OUR CHIEF."

These are scientifically milled flours of the highest quality, the kind that will give your customers unqualified satisfaction.

Stock McLeod Flours now and lay the foundation of a good year-round flour business.

Note.—The Chief is pure Manitoba, Special is a blend.

The McLeod Milling Co., Limited
STRATFORD, ONT.



OUR very best wishes for a Happy Christmas and a New Year surpassing in health and prosperity all that have gone before.

May the cordial relations that have marked our dealings in the past be still further strengthened during the days to come.

We are confident that *NORSE CROWN SARDINES* as *PACKED BY THE OVERSEA EXPORT CO.* will meet the

requirements of your most particular trade. We are sole agents for Canada.

Stewart Menzies & Co.
70 Lombard St., Toronto

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



*W. CLARK, Limited,
take this opportunity to thank each and all of their customers for their support during the passing year and to wish them a Merry Christmas and a New Year replete with happiness, prosperity, and plenty.*



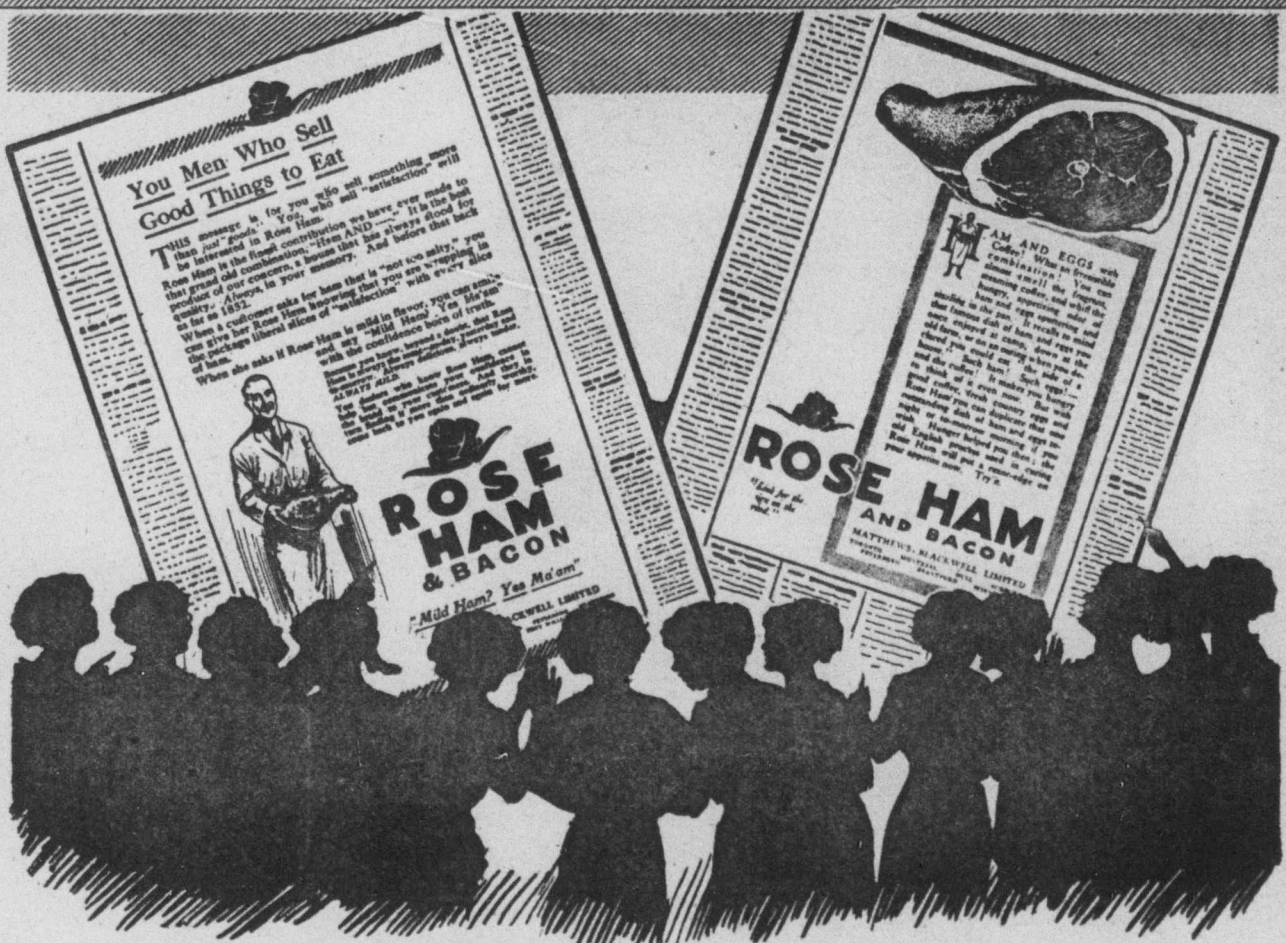
W. CLARK, LIMITED
MONTREAL

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



A Merry Christmas to one and all and may E. D. Smith & Son's Products put many extra dollars in your cash drawer during the holiday season.

E. D. Smith & Sons Limited., Winona, Ont.



The women are looking for the Rose Brand sign on the rind

and as we continue to advertise, the stronger will be your reason for selling Rose Brand Ham and Bacon, and the more it will pay you to get back of this line and push.

You will have calls for Rose Brand Bacon, so don't wait and have to say, "Madam, I don't handle Rose Brand," but put in a stock now and see how quickly the news spreads

and your sales increase. Back of the mild, full flavor of Rose Brand Ham and Bacon is the English curing process which gives Rose products that tender, juicy texture, crisp and appetizing.

With our distributing points centrally located, we can guarantee a service that is second to none.

Place your trial order to-day.

ROSE HAM AND BACON

MATTHEWS-BLACKWELL, LIMITED

TORONTO
WINNIPEG

MONTREAL
SYDNEY, C.B.

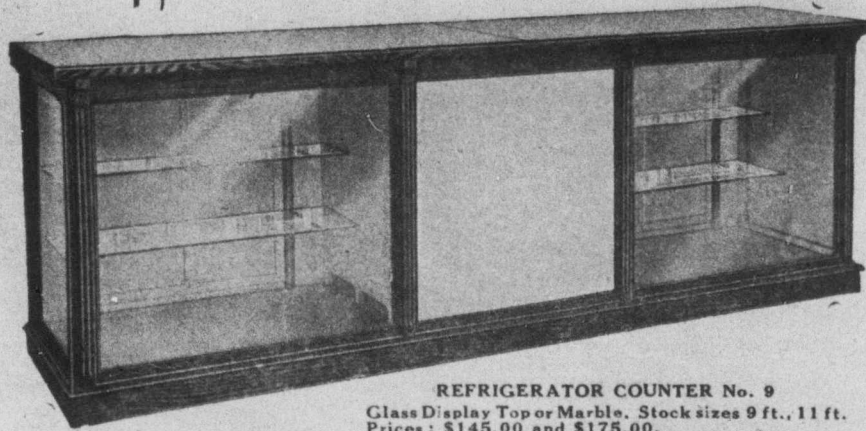
HULL

PETERBORO
FORT WILLIAM

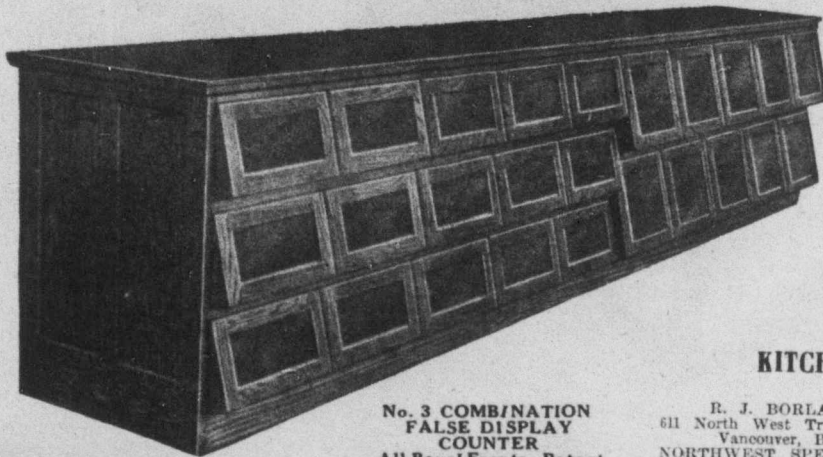
BRANTFORD
SUDBURY

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

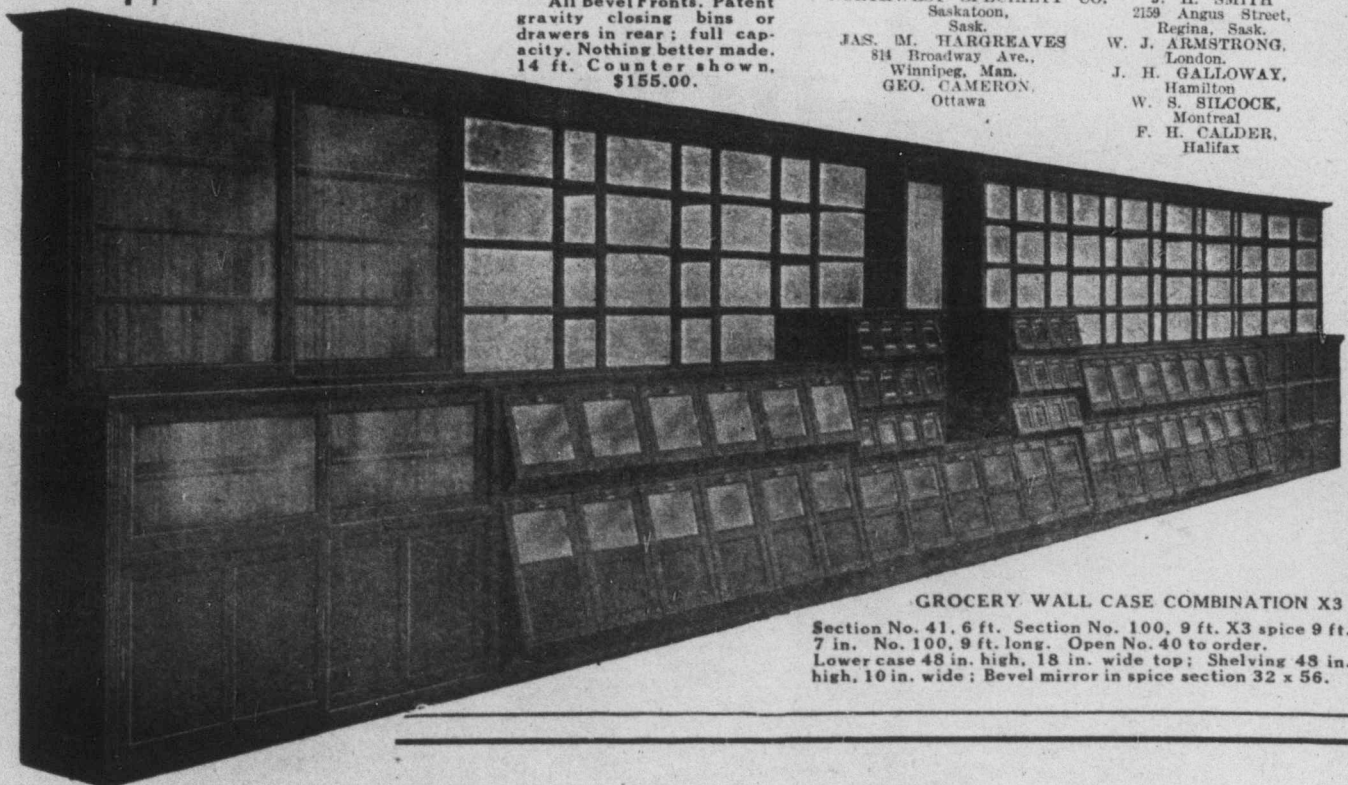
We'll bring new business to your store



REFRIGERATOR COUNTER No. 9
Glass Display Top or Marble. Stock sizes 9 ft., 11 ft.
Prices: \$145.00 and \$175.00.
Shows and sells your Cooked Meats and Delicatessen.



No. 3 COMBINATION FALSE DISPLAY COUNTER
All Bevel Fronts. Patent gravity closing bins or drawers in rear; full capacity. Nothing better made. 14 ft. Counter shown. \$155.00.



GROCERY WALL CASE COMBINATION X3
Section No. 41, 6 ft. Section No. 100, 9 ft. X3 spice 9 ft. 7 in. No. 100, 9 ft. long. Open No. 40 to order.
Lower case 48 in. high, 18 in. wide top; Shelving 48 in. high, 10 in. wide; Bevel mirror in spice section 32 x 56.

We are doing it for other grocers, we can do it for you. Our Cigar and Confectionery cases will get you your proper share of the money now not spent for liquors. Why not plan now for this profitable trade?

Send floor plan and get Catalogue and direct quotation to fit up best way to attract this new trade to advantage.

Wall cases all styles and lengths to order.

The Walker Bin and Store Fixture Co., Limited

KITCHENER, ONTARIO

Agencies:

R. J. BORLAND
611 North West Trust Bldg.,
Vancouver, B.C.
NORTHWEST SPECIALTY CO.
Saskatoon,
Sask.
JAS. M. HARGREAVES
814 Broadway Ave.,
Winnipeg, Man.
GEO. CAMERON,
Ottawa

W. A. HAMPSON
P. O. Box 1402,
Edmonton, Alta.
J. H. SMITH
2159 Angus Street,
Regina, Sask.
W. J. ARMSTRONG,
London.
J. H. GALLOWAY,
Hamilton
W. S. SILCOCK,
Montreal
F. H. CALDER,
Halifax

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

Insist on Anchor Caps

Guard yourself against loss through leakage and spoilation in your bottled goods stock by having them all sealed with the old reliable

ANCHOR CAPS

Even when stocks are kept a considerable time, goods sealed under Anchor Caps are just as fresh, as delicious, and as dependable as when they were first sealed.

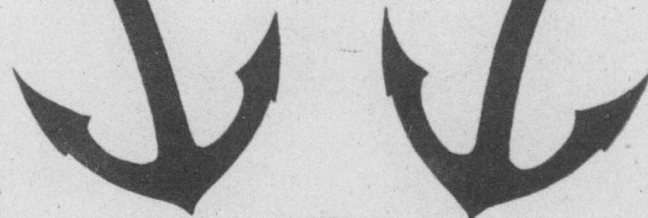
People have come to know that goods sealed with Anchor Caps possess all the rich flavor and delicious goodness the maker intended. They know such goods will always prove highly satisfactory. Naturally a strong preference for

goods with Anchor Caps has grown up all over the country. People buy more goods more often when they know they are sealed with the positive security of Anchor Caps.

Why let uncertain seals keep bigger sales and better turnovers from you? Your wholesaler can supply you Anchor Caps on any goods you wish to handle.

INSIST on Anchor Caps to-day.

Anchor Cap and Closure Corporation of Canada, Ltd.
50 Dovercourt Road, Toronto

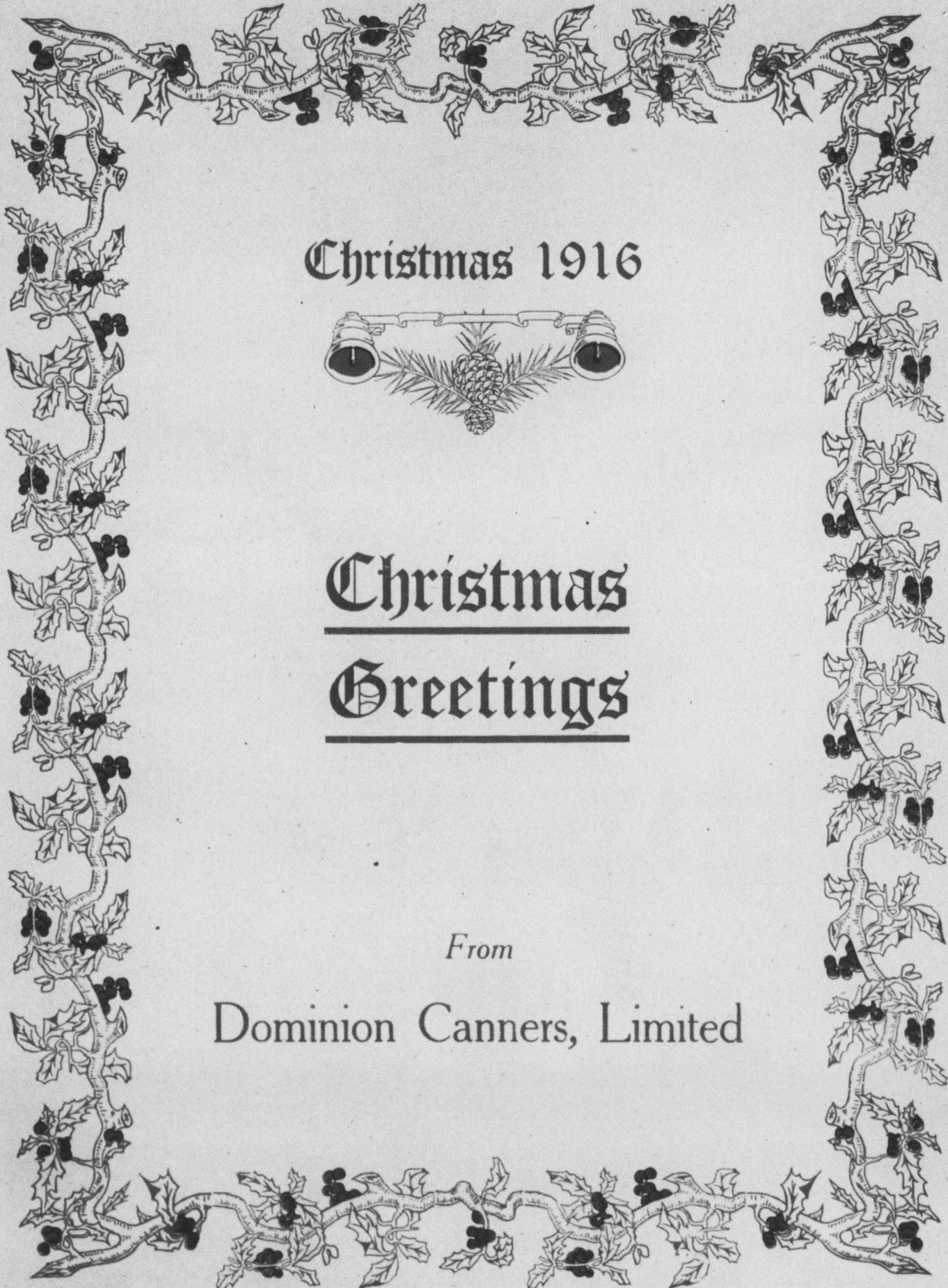


“Anchor Caps”

For all Products



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



Christmas 1916



Christmas
Greetings

From

Dominion Canners, Limited

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

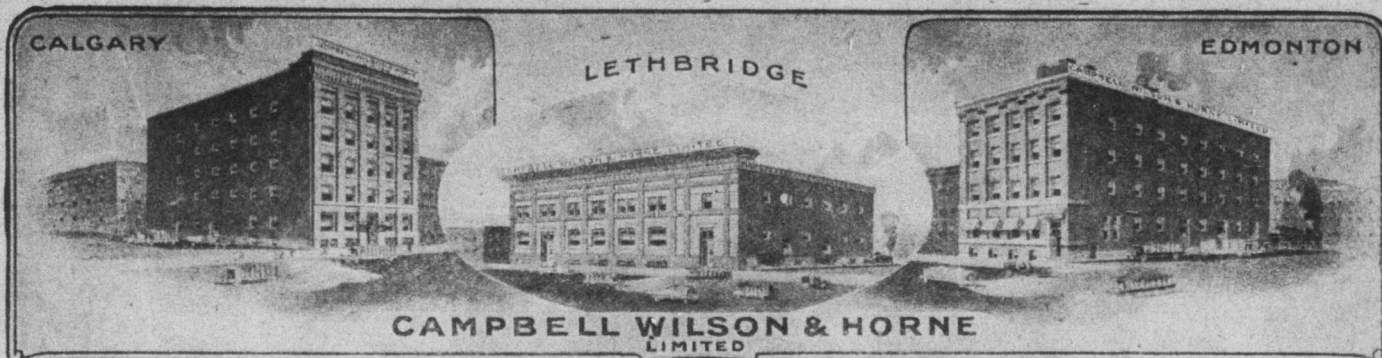


*WISHING YOU
ALL YOU
WISH
YOURSELF*



THE NUGGET POLISH CO., LIMITED
9, 11 and 13 Davenport Road
TORONTO ONTARIO

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



Also Campbell, Wilson & Horne, Red Deer, Alta., and Campbell, Wilson & Strathdee, Swift Current, Sask.

Link your store with any of these houses

Send a trial order to the one nearest you and test the real, sound selling value of the popular **ROYAL SHIELD SPECIALTIES**.

Make no mistake—Royal Shield Brand Teas, Coffees, Jelly Powder and Baking Powder are the finest obtain-

able anywhere, the right grade of goods to satisfy that particularly hard-to-please customer.

Our stocks are replete with seasonable goods, including raisins, currants, peels, figs and nuts. A trial order will convince you that we give the service.

CAMPBELL BROS. & WILSON, LIMITED

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



Wagstaffe

Suggest

Wagstaffe's Pure Marmalade

with every Christmas order



ORANGE MARMALADE
GINGER MARMALADE
PINEAPPLE MARMALADE
GREEN FIG MARMALADE

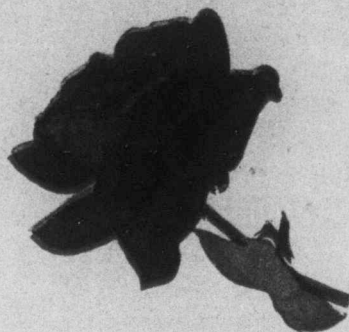


With the Compliments of the Season.

Wagstaffe Limited

HAMILTON, CANADA

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



Christmas, with its gayly decorated tree, its happy children and its cheerful greetings, is here once more.

Let us enter into the spirit of the occasion and drop our cares and anxieties. Christmas comes but once a year, and by our hearty handshake and our cheerful smile we will help to make others happy, too.

To the grocers of Canada and their clerks we extend the season's greetings and trust that you all will thoroughly enjoy the holiday.

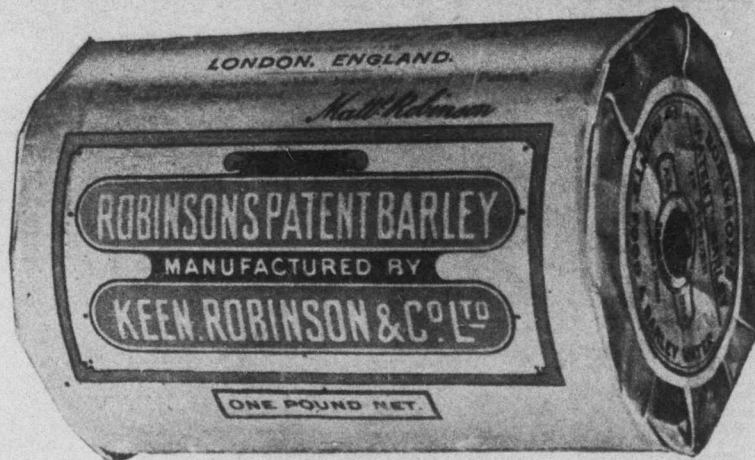
T. H. Estabrooks Co., Limited

St. John Montreal Toronto Winnipeg Calgary

Red Rose Tea

“is good tea”

Of Recognized
Worth, the
World
Over



Now a House-
hold Requisite
for Infants and
Invalids

A prominent display of Robinson's "Patent" Barley and "Patent" Groats linking up with the popular demand for them means much to the wide-awake Grocer.

MAGOR, SON & CO., LIMITED

30 Church Street, Toronto

191 St. Paul Street W., Montreal.

AGENTS FOR THE DOMINION OF CANADA.



Christmas
1916

New Year
1917

IN extending you our sincerest wishes for a very happy Christmas, we wish to thank you for your ready response to and support of our efforts towards introducing Lantic Sugar into every home in Canada.

THE Red Ball that means Quality Sugar is now well known all over the Dominion, hence the grocer featuring "Lantic" Sugar can confidently anticipate bigger and better sugar sales during 1917.

MAY your fondest hopes in this and all other lines be realized, and may Health, Wealth and Happiness camp on your doorstep during all the days of the coming year.

Atlantic Sugar Refineries, Limited

MONTREAL, QUE.

ST. JOHN, N.B.

CANADIAN GROCER

Vol. XXX.

TORONTO, DECEMBER 22, 1916

No. 51

Charging Interest on Accounts

A General Stores Accounts Collected on a Thirty-Day Basis — Outstanding Accounts Carried in Notes Bearing Interest—Putting the Country Account System on a Business Basis—Successfully Accomplished by Campbellcroft Merchant.

IS a cash business to be desired? This is a much discussed point, some people claiming that it is and others favoring a well regulated credit business, as much the more stable form of trade.

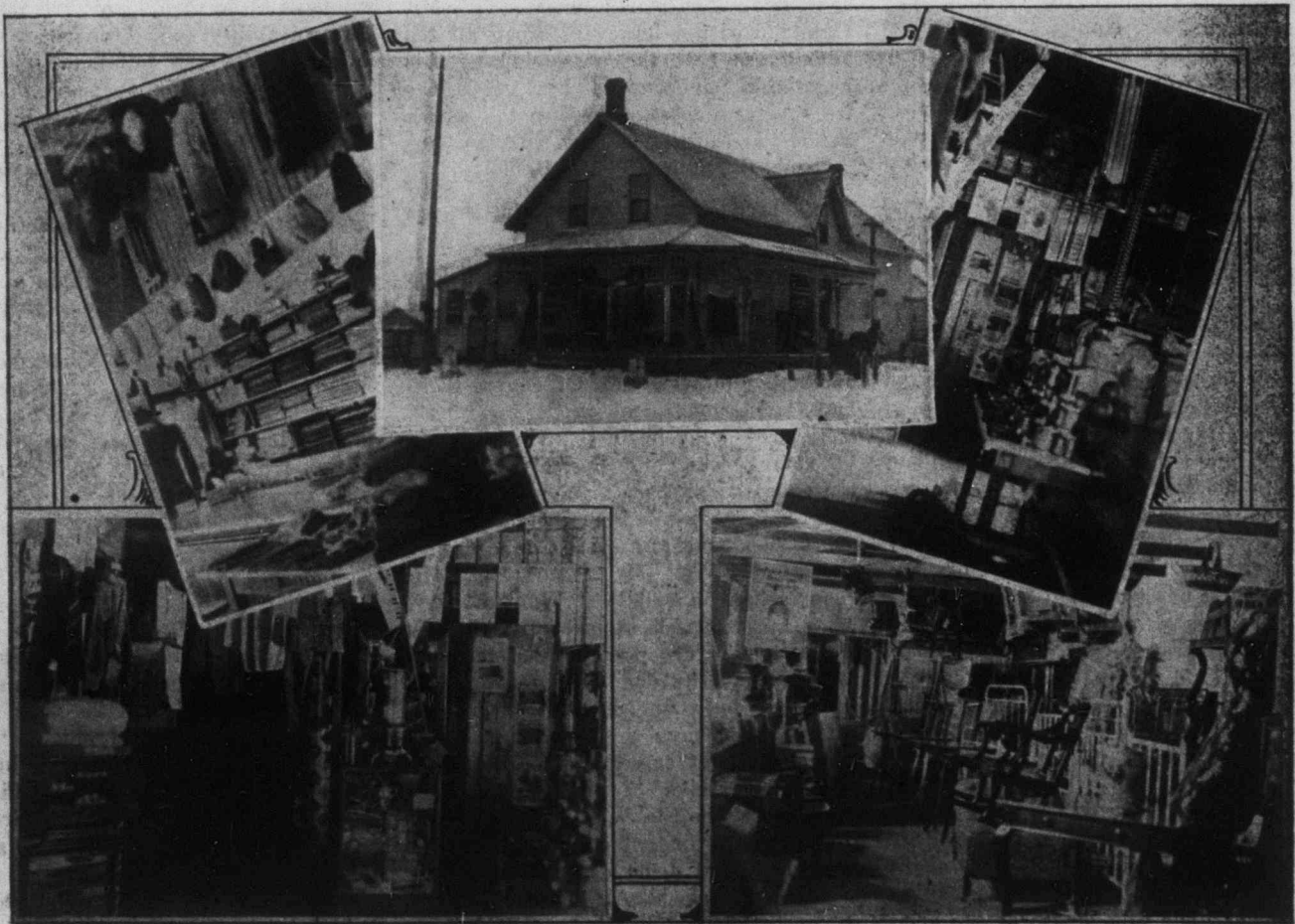
The farming communities however offer many conditions that complicate the discussion. For instance the farmers' business is a year business. He receives payment for his goods largely at one particular period of the year. At

other times while perfectly solvent he may be short of actual cash. This has led to extended credits that have proved a very great hardship for the general merchant. A city merchant grumbles if his accounts slip over into the second month. A general store's open accounts may often run a year and when the season is bad sometimes slip over into the second or third year. These accounts too at the end of this period often amount up into the hundreds.

This places the general merchant in a position of great difficulty. If he has not a very large cash reserve, he may find it very difficult indeed to finance.

Is the Cash General Store a Possibility

Is it possible for the general store to adopt any other system? The chorus of answering "No's" is almost unanimous. But there is at least one dissenting voice. It is possible to remedy the situation. It is possible to



Some views of the exterior and interior of P. C. Hanna's store at Campbellcroft, Ont.

put a general store business on something like a cash business, without in any way antagonizing the patrons of the store. It is possible. This can be stated with conviction, because one man at least has done it.

Says Farewell to Mildewed Accounts

The store referred to is that of P. C. Hanna of Campbellcroft, Ont. Up to May 1915, Mr. Hanna had followed the general precedent, and he had the usual fine display of accounts that were almost mildewed with age. Some of them were good in as far as they were ultimately collectable, some of them were unquestionably bad. As Mr. Hanna pondered the situation, he came to the conclusion that from a strictly business standpoint they were all bad. Here were goods sold three years ago, still not paid for that had doubled or tripled in value. When the account was ultimately paid the goods would have been sold at about a third their value at the time of payment. Was this good business? If it was, Mr. Hanna could not see it in that light. He began to figure the proposition out.

Farmer a Good Financial Risk

The farmers weren't actually poor. Therefore having money their credit should be good, even if their money was tied up in a prospective crop. Why then thought Mr. Hanna should he display all the confidence. If this crop prospect were a real asset. Why should not the farmer be content to finance with it as a backing. From this idea grew the General Cash store as an actual experiment in business. It is not a cash store as the retail trade accepts that term, but rather in the way the wholesaler considers it, counting 30 days as a cash basis. In May 1916 this new system was inaugurated. A notice was sent out to all Mr. Hannas customers, pointing out how the war had changed all conditions of business and had made the financing of a large stock a much more difficult task than it had been in the past; and outlining his proposition, for making the store from that date a cash store allowing only thirty days credit. A good many of Mr. Hanna's friends predicted a sudden and complete demise of the business he had built up with such care. A cash store, even that kind of a cash store wasn't a possibility in the country, they said. Mr. Hanna believed otherwise and went ahead. With what success?

The Proof of Success

Well, Mr. Hanna keeps a monthly balance on all his business. That ought to show whether business was falling off or not. The first month of the business under the new system, showed very

little change over the same month of the preceding year, if anything it had a little better than held it's own, the following month however when the scheme had a real chance to show itself the business showed an increase over the preceding year of a cool \$1200. And mark you that wasn't in the doubtful asset of a statement but in good coin of the realm, or else in notes that were discountable at any bank and that in the interval paid their way.

Taking a Farmer's Note for Credit

Under the new system a surprisingly large number of accounts are actually paid on maturity. When a man however is not in a position at the moment to meet this liability Mr. Hanna takes a note for six months. In all instances this has been readily given. This note bears interest at 7 per cent. before and after maturity. Now seven per cent. may not be a very gilt edged profit, but it's a long way better than nothing, and it's a still longer way better than having to borrow money at seven per cent. to help carry these long overdue accounts on the books. These notes are negotiable. But Mr. Hanna does not discount them. If it is of advantage to the bank to discount these notes it is also of advantage to the merchant to hold them himself. Even seven per cent. is an item worth considering. Mr. Hanna does not however forego all the advantages that the possession of this negotiable paper gives him with the bank. He deposits these notes as an evident and available asset, and they are recognized as such by the Bank.

The Three Request System in Buying New Goods

It is not safe to draw conclusions from one case as to what might be feasible in another, but in Mr. Hanna's case, at least, this has been a shining and outstanding success. Of course there may be a good deal in Mr. Hanna's method of doing business. He is a man of many ideas, and possibly some of these have also had a good deal to do with his success. For instance, how many men have any system in ordering new goods? Well, Mr. Hanna has. He keeps what he calls a "Want Book," when a new article is asked for he does not at once order it. He used to, only to find that the one demand was possibly the only one he had. Now he enters the demand in the Want Book, if there is another request for the same article is received he makes an additional entry in the book if it is asked for a third time, he considers that there is a real demand, and the article is at once stocked. All new goods have to meet this test of three calls before they are stocked. In this way he has

been able to avoid dead stock to a most extraordinary degree.

Working With the Drummer to Beat the Mail Order House

What about the mail order business Mr. Hanna was asked. Does it curtail your trade to any extent? Not much, he thought. A good many merchants do the mail order house's advertising for them by talking against them all the time. A little opposition he thought didn't do any harm anyway. The hardest opposition any man could have, was none, at all, this was his situation. It gives the people nothing on which to base a comparison of prices and consequently they often thought that they were being overcharged when there was no justification for such a suspicion. In this way the mail order house has done him some good. Not that he lets them have their own way. He has his own methods of meeting the competition. And "the head and the hoof" of these, as Kipling would say, is to keep posted on his customers' wants. With that end in view he spends a good deal of time out in the country. He does a large produce business, of which mention will be made later, and while engaged in this he keeps posted on what is going on. If a farmer is building a new barn. There is roofing, lightning rods or a windmill to be thought of. If he doubts his own ability to sell this man he gets in touch with the wholesaler. The tip is worth something to them and they will send an expert salesman. Mr. Hanna instanced one little trip with a salesman when they had sold 145 squares of roofing, in a couple of hours, his profit on this little transaction netted him \$58.00. This matter of keeping abreast of the farmers' needs and suggesting them almost before they have entered the farmer's own mind has helped him greatly in his business. For instance Mr. Hanna says: "There is a lot of information that may be gained in studying outgoing and especially incoming freight. It lets you know who is buying and where; valuable hints may often be gleaned this way."

Letting the Farmer Weigh and Count His Own Goods

The handling of produce is one of the big ends of Mr. Hanna's business and here too he has some ideas of his own. "For one thing," said he when asked what methods he adopted, "When poultry of any description is brought in I always let the farmer weigh his own. I examine the weight afterwards of course to make sure, but more as a matter of curiosity, as it were, not in a way to make them think that I doubted that it had been correctly weighed. That

(Continued on page 36.)

Taking the Store to the Farmer

A Wide-Awake Merchant's Method of Combating the Mail Order Competition—An Old Touring Car Transformed Into a Truck Makes an Up-to-Date Store—How This Method Has Been Put Into Successful Operation at Small Cost—Its Unqualified Success From a Money-Making Standpoint

PROBABLY the greatest menace that faces the general storekeeper is the encroachment of the Mail Order houses on his territory. The spread of the rural mail system, that now covers with its network of routes, a good percentage of the rural communities everywhere, has added a new factor to the case.

The busy farmer's wife, or for that matter the farmer himself, can write a letter at night that only requires a step to the post box, while the long drive to town, often over bad roads, brings a consequent loss of time and delay in work, in themselves, no mean item in these days of labor shortage. All these are saved.

It looks on the face of it as though the mail order house has a rather large advantage over the local dealer, in this way alone. On the other hand, the local dealer has this advantage in his favor, that most people like to see the goods they buy. If he can get his possible customers into his store, he will probably be successful in selling them the bulk of the things they need. But if he can't get them to visit the store, or if they visit it irregularly, he may then be compelled to watch the bulk of the trade, that should by rights be his, find its way through the rural delivery box to the mail order house.

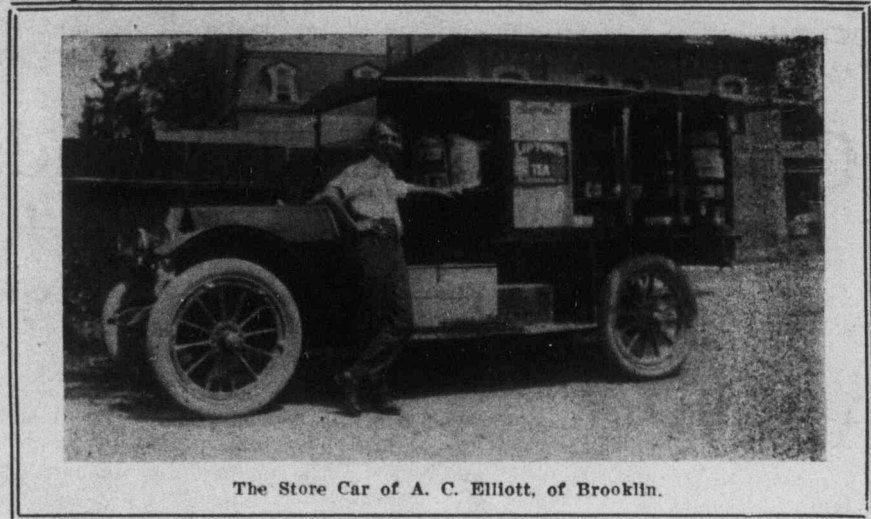
Meeting the Mail Order Competition

Various ways have been devised of meeting this difficulty. One of the latest of these is the scheme of A. C. Elliott, of Brooklin, Ont., of taking his store to the farmer. An attractive dodger, sent to all his customers or prospective customers outlines the scheme:

"Last fall we bought a large second-hand automobile with the idea of turning it into a motor truck delivery.

"We realize in these times of scarce labor the trouble it is, and the time you waste by breaking into a day to go to the store, and just as soon as possible we are going to ask you to let us call at your door at least once a week, and, as we honestly believe, save you both time and money.

"We are going to start as soon as the roads are fit and keep on as long as they stay fit. We are going to carry as complete a line of groceries as if you came to the store, and as much else as possible. As a great



The Store Car of A. C. Elliott, of Brooklin.

many of you know, our stock is one of the largest of any general store in the country. We think we can give you the best service, and we hope it will be to our mutual benefit if you will let us call."

Here is the scheme. Not to worry over the menace of the mail order house, but to meet them on their own ground. To give the farmer the same service with just a little bit added on the side, for here are the goods for actual inspection.

A Movable Store

Regarding the practical details of the scheme. The car is made to do just what it promised. As far as is possible, it does carry an actual store equipment. It was built to do this to the best possible advantage. As will be seen by the illustration, a regulation body was built on the car chassis, the sides that are closed while on the road are so made that they will lift up on their arrival at the farmer's home. Thus the store's display is brought to the farmer's attention. Each side has three shelves facing outward, the lower two shelves are for all varieties of groceries, and their extent renders it possible to carry a very representative line of all manner of grocery goods. The upper shelf is reserved for overalls and staple lines of dry goods. The large box on the running board contains coal oil; as is evident, it is kept well away from the other commodities. A similar box on the opposite running board carries lines of fancy biscuits.

The policy of Mr. Elliott was to carry

a full line of goods as far as possible. Groceries of all kinds, standard remedies, tobacco, men's overalls, work shirts, prints and hose, were among the articles that were fully stocked. In the more bulky lines, such as boots, only samples were taken, on which orders were solicited for the next week's visit.

There was an opening up the centre of the car for the carrying of butter and eggs, where there was accommodation for 200 dozen of eggs. These goods were sold mostly in the Brooklin market, which is held every week, though a considerable number go to Toronto and Montreal.

A Strictly Cash Business

There was very little cash paid out in connection with this produce business. As the goods were there to be seen and purchased, the impulse was to take payment in goods rather than cash. Indeed, cash was an element of the whole business. Mr. Elliott does not favor a credit system. In his circular he featured the fact that the business done was to be on a strictly cash basis. In operation he did not find this as difficult as he had expected; very few people asked for credit, and on the whole six months' work, owing to the new venture, there was not 3 per cent. added to the credit accounts of the store.

Business Increases 40 Per Cent.

Did the farmers appreciate the convenience that was thus offered them, is a natural question. Well, after all, results talk. In the six months of opera-

tion, a very large number of new customers had been added to the clientele of the store; moreover, the actual business had shown a net increase of 40 per cent. There are some people who, no doubt, will quarrel with the scheme for many reasons, but, after all, 40 per cent. does talk, and talk pretty loudly at that.

The Cost of Operation Light

What about the actual cost of operation? To begin with, the car was a

second-hand seven-passenger touring car and did not cost a great deal of money in the first instance. The body was mostly built by Mr. Elliott and his son in their spare moments. When finished, this truck was capable of carrying 1,500 pounds, which was found to be more than ample. Though this truck has been on the road four days in the week, in all weathers, making an average of 20 miles a day for six full months of the year, there are still three of the tires that came with the car actually doing

business as well as ever, so it is evident that the repair part of the bill has not been heavy, and Mr. Elliott assures us that the actual upkeep of the car has been a very small item. The automobile store is presided over by Mr. Elliott's son, who has been associated with him in business for the past thirteen years.

On the face of it, this scheme looks as though it ought to be a fairly successful way of meeting and to a great extent counteracting the mail order house competition.

Good Business in Standard Remedies

The General Store Natural Market for Such Goods — Few Storekeepers Taking Advantage of This Profitable Opportunity—How Failure to Do So Militates Against Business—One Merchant's Experience—The Item of Service in the Country Store

A CANADIAN GROCER representative, calling some time ago on a large maker of standard remedies, chanced to ask him where his particular goods found their readiest market. His reply was prompt. "The general store is the real market for all such remedies. The drug stores in towns and cities handle them to a considerable extent, but the general store is the real market."

To the writer it seemed a striking statement. Remembering the dozen, or half dozen bottles that comprises the average general store remedy department it seemed an unusual statement, till the number of general stores was considered. The standard remedy is marketed on the basis of the extent of its sale rather than on the basis of their volume in any one community.

The Suggestion to the General Store

Now, the question presents itself. Does this situation offer any suggestion of value to the general store keeper? Well, it offers this much. That the demand for standard remedies is as widespread as the field of salesmanship. Manufacturers have built up an enormous business. The word enormous is used advisedly, for countless fortunes have been made out of this business. And yet the average general store keeper is content to let this trade slip by his door.

Good and Bad Remedies

Now in any such discussion as this it is well to safeguard oneself. Under the general head of patent medicines there have been given to the world many remedies of unquestioned value. It is said to relate, however, that the name has been used in many cases to cover frauds, remedies that are good for nothing, in some instances vicious in their effect. For this reason in urging the more extensive

stocking of standard remedies, let us be understood to mean only those remedies which have been proved to be of real merit, whether they came under the classification of standard remedies or not.

These conditions do not, however, present any real difficulty. Any reputable drug house would be glad to assist in the selection of a line of goods that would be of unquestioned use.

Does the Profit Justify the Outlay?

But can such trade be made profitable? Well it is profitable to the manufacturers. There seems no particular reason why it should not be to you. The general store stands in a peculiar relation to the patrons it serves. In the city, people may deal at one, two, or perhaps more stores, but the patrons of a general store as a rule depend on it to supply all their everyday needs. Where it does not they are compelled to do without or await the opportunity of an infrequent visit to the city. The failure to meet this need is a distinct failure in the service that the patrons of a store have a right to expect.

Some time ago the writer was in a very well managed general store, and noticing a well filled medicine case was moved to question the reason for this unusual display.

How Failure of Service Aids the Mail Order House

"Well," said the storekeeper, "my customers have come to look to me for the things they need, and I've made it a policy as far as is possible to get them everything they need. If you don't provide them with it, someone else will, and I for one can't see the reason of ceaselessly complaining about the inroads of the mail order houses, and abusing our customers for patronizing them, when we are driving them into the arms of

just such institutions by our failure to meet their needs. Just because I haven't the goods doesn't say that they will do without them. Why, often they can't do without them. When I haven't an article I lay myself open to attack, and someone sticks a catalogue under their nose and explains how easy it is to write in and order things. And that wouldn't be so bad if I only lost the sale of that one article, because I have discounted that loss already by not buying. But that isn't all. They begin looking around for other things that I haven't got, and probably a lot of things I actually have get mixed in with them in the scramble, and there you are. I have lost a good percentage of the custom of a good customer, because I didn't serve him properly.

Giving City Service in the Country Store

"Now, I don't pretend that this is a very brilliant idea, but it took me quite a long time to figure it out. Take these medicines, for instance. There's not a very big stock of them, and the cost of the whole lot doesn't amount to anything to speak of, yet I don't think that there is anything that my customers, and they are mostly farmers, would be likely to need in a hurry that is not there. I look at it this way. In the city there is a drug store on almost every corner; that means in the first place that there must be money in drugs; it means, too, that if a person is not feeling well, or cuts a finger, or has any sort of a cut or bruise or strain, why here is an agency ready to serve them, there is a doctor, possibly two of them, next door to take care of their most serious ills.

Now look at my people. They have to be pretty sick before they call in a doctor. You see the doctor has to drive six miles. There isn't a drug store nearer than that, either. Now, am I to throw

away this good business, fail in giving by own people good service, and incidentally by so doing give the glad hand to the mail order house and tell them to walk right into my territory and make themselves at home. I judged the answer to be no."

Using the Drummer As An Assistant

"Of course, this drug business was a little different from other things. I couldn't get the things I wanted from the travelers who visited me regularly, and anyway I didn't just know what I did want. I talked it over with one of the travelers and he said he'd look into the matter for me. Well, it wasn't more than a week before another traveler tumbled out of a rig at my door and said he'd come to start me in the drug business. He told me that one of the boys had explained to him the way I was figuring things, and he wanted to see if he could help me out and at the same time pick up a customer for himself. I told him what I wanted, as near as I could. A line of good standard remedies that I could honestly say were good for something—a good stock of liniments and washes, a little bit of "first aid" stuff and some toilet sudries. Well that boy put a lot of time on that list. He

went over his list as though he were choosing all those medicines for his own personal use. Well, that's the lot there. It isn't much changed since I bought it, in variety, I mean, though it has been turned over a good many times. It's been a good money maker for me, too. You'd be surprised how much of this stuff the farmer uses."

Well, that is the gist of one general merchant's ideas regarding standard remedies. Perhaps you might add to this the suggestion of a prominent display case. Drugs are a thing that naturally lend themselves to display, and yet hardly if ever are they to be seen in the general store. The darkest corner seems usually to be reserved for them; perhaps this is the reason that so many dealers fail to see in them a paying line. An attractive show case, not necessarily made for the purpose, but one that will serve to display a fairly varied line of these goods, set well to the front of the store where the customer cannot fail to see it, will result in a very decided increase in sales, will show a very comforting net balance for the small outlay required, and in all probability will serve to retain a balance of trade that should prove quite an item on the year's business.

stores, and across the road a butcher store. With these two stores behind him he works his system, which is to buy everything that is offered, paying for it in cash if desired, or otherwise in trade.

A CANADIAN GROCER representative stopping at Mr. Rogers store some time ago noticed a number of Red Fox skins hanging at the door and in enquiring about them was told of Mr. Rogers particular item of business faith.

Buying Everything Offered

"I buy everything", said Mr. Rogers, "every single thing that the farmer has for sale I buy. Now for instance there is no very great demand for Red Fox skins just now, but I can get some sort of a sale for them, and I've done a man a favor in buying them which he probably wont forget when he comes to town to buy his supplies. That has been my principle anyway, to buy anything. Now and then you may lose a little money, but then there are times when you make it and at the worst the deal will break even, and all the time I have that man's trade. I tell you, you can't beat this system for advertising anyway. Now for instance, I spend a good deal of time out through the country buying cattle. Well you can't and the people, not only the men, but ute. You are around for quite a while and the people, not only the man, but the women folk get to know you. When they come to town it's a natural thing for them to drop into the store of the man they know to do their shopping. Then whenever they have something to sell. It may be eggs or butter or chickens, a pig, or fox skins like those you see, they know that I will buy it if anyone will, so they come to my stores. I pay very little cash for these goods. They usually take the value out in trade, so even if I should make nothing on the goods I buy, I have at least my profit on the goods I sell.

I don't pretend though to do this sort of business just out of good heartedness. It pays me to do it. I have found a lot of channels for disposing of all kinds of goods and it must be an unusual sort of thing that I have to buy if I don't just know where to place it, and place it, too, at a reasonable profit.

Yes, I have built up my business, on going after the farmers' trade, and all his trade. A good many dealers think it is sufficient to supply the farmer with the thing he needs. My way of looking at it is that it is good business to go a little farther and take from him the thing he does not need as well. I'm not laying this down as a general plan, I am merely stating that I have tried it out in actual experience for a number of years, and it has proved successful with me."

Handling All the Farmer's Produce

Whatever the Farmer Has Can Be Sold at Some Price —
How a Gananoque Merchant Has Built Up a Thriving Business on a Principle of Buying Everything That is Offered.

THERE is a vast diversity of opinion among general merchants as to the advisability of buying the farmers' produce. Some refuse entirely to do so claiming that the chances of buying inferior goods are so great, the difficulties of disposal so numerous, and the general difficulties in the path of such buying so extensive that it is better to take the chance of offending some customers, or driving them to some competitor rather than buy their goods.

Is Buying Produce a Necessity

On the other hand there are those who contend that unless a general merchant is willing to do this business even if it is done at a loss he had better be out of business.

But there is still another class—those who see in this mutual interchange of business a wide opening for successful co-operation. To this latter class belongs W. G. Rogers of Gananoque, Ont. In fact he is an enthusiastic exponent of the advantages of the system. Mr. Rogers has two fine stores in Gananoque, a grocery and provision store, with rather a wider range of goods than is usually carried in such



A paste-board egg-candling device given free to merchants by Agricultural Department, Dominion Government, for distribution among farmers.

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

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TORONTO, DECEMBER 22, 1916

No. 51

EDITORIAL NOTES

THE TURKEY seems to be taking its place along with the Dove of Peace as one of the almost extinct species.

* * *

HAMILTON bakers have dropped the price of bread from 9 to 7 cents a loaf. What has brought them to the penitent bench we wonder?

* * *

A REPORT has it that Oleo margarine is being sold in Ottawa right under the noses of the wise old Solomons who branded it as an "undesirable citizen."

* * *

TORONTO going into the bread business, so they say, Montreal into produce, Winnipeg running a dairy. We are surely becoming a mercantile nation.

* * *

THE FIRST strawberry has appeared on the market. They are not likely to have a very disturbing effect on the fruit market in general. These Florida beauties are selling at \$1.00 per quart.

* * *

THE RAIN falls on the just and the unjust alike we are told. It does not do either of them any particular harm but when it decides to fall on the young Turkeys why it causes an infant mortality that is horrifying.

* * *

HORSE meat is reported to be one of the real luxuries of the Berlin menu. The Kaiser evidently made a mistake in setting the date for his Christmas dinner in Paris so early. He might have a better appetite for Parisian delicacies now.

* * *

MAYOR MARTIN of Montreal, in one of his periodic bursts of genius, urges the city to expend \$250,000 to get into the produce business. The city fathers

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evidently don't fancy themselves in the role of storekeepers. They have not taken to the suggestion with enthusiasm.

* * *

SPEAKING of turkeys reminds us that some newspapers are buoying themselves up with hopes that they may yet have a good old-fashioned Christmas dinner. They say that the produce men are getting nervous over their holdings of turkeys. Latest reports say that the price is 45 cents a pound.

* * *

THE *Canadian Gazette* of Dec. 9 notes the appointment of Frederick Ernest Harrison of Calgary by the Governor-General to enquire into the retail and wholesale prices of food and coal and clothing at Fernie, B.C., and also at Lethbridge and Calgary, Alta. This is Canada's first officially appointed food dictator.

* * *

THERE is a spirited dispute on between the Milk retailers of Toronto, and the Milk Producers' Association who supply these retailers. The contention is over a demand for 50 cent increase per gallon on the part of the producers. The retailers claim that the public will not pay more. The gist of the producers' argument is that the cow will not take less, and is going out of business because milk producing is unprofitable. Which is the firmest minded we wonder—the public or the cow?

MISLEADING IMPUTATIONS

IN a recent issue of the *Toronto Globe* this heading appears "Peterboro Man Dies After Eating Oysters." That may have been a catchy heading, and doubtless the man who wrote it thought that it hit off the item to a nicety. There was this much truth behind the item that a man had eaten oysters

and had died, the imputation that there was any connection between the two circumstances is far to seek. Millions of people have been eating oysters for any number of years, also millions of people have been dying, but no one before has ever thought of associating the two circumstances. Yet this thoughtless little paragraph has so associated them in imputation. Unquestionably many people reading this item will so interpret it, and will believe it for the innocent belief in the infallibility of the press is still a matter to marvel at. And so without any malicious intention a hurried editor has been the means in some degree, at least, of discrediting a justly reputable and advantageous business. Once more we note the danger that lies in statement unbacked by intelligent investigation.

THE MENACE IN MISINFORMATION

SPEAKING of War Profits, the *Toronto World* remarks:—

"The great mass of the people are poorer since the war began on account of the rise in prices. The middlemen and the traders who are pocketing the differences in prices are not the noblest types in the country to-day."

Why these needless and unjustifiable slurs. The great mass of people who are poorer since the war began includes practically all the middlemen and traders of whom *The World* speaks so slightly. Somebody must always be the scapegoat and the retailer and wholesaler has been cast for the part by practically all the newspapers of the country. These moulders of public opinion have done their moulding well, they have led the public to look on the tradesman as a conscienceless pirate. That all their charges have been baseless, founded on prejudice and ignorance goes without saying. In no single instance have the charges that the newspapers in all parts of the country have been making proved to have been founded on any sound basis of fact.

On the same date that this little item appeared in *The World* Dr. Hastings reported to the Board of Control the result of his investigations in to the supplies of necessities held by dealers in Toronto. The report definitely stamps as baseless the numerous charges that have been made in the public press of undue withholding of food products and of exorbitant profits. There was a tremendous furor some little time ago about the combine to boost potato prices. Enterprising reporters were indefatigable in wandering around counting cars of potatoes. They gathered an enormous amount of information that was not so. Here is the rebuttal in the report of Dr. Hastings. "The stock of potatoes held in Toronto was investigated and found not to be excessive. The net profit to the wholesale potato dealer varied from 7.6 to 18.3 per cent. The onion situation was investigated with similar results."

Milk dealers have been reported to be in unholy

combine to keep the price of milk at a high level. Dr. Hastings's report continues. "The average net profit for ten dairies on milk sold by the bottle was 5.79 per cent., this percentage was lowered by large lots delivered at special prices." Is this an exorbitant profit? The holdings of meat were large but not considered excessive the numerous different holders making it impossible to arrive at a definite basis of profit. It may seem a light thing to set these canards into circulation, they make a good newspaper story. Newspaper readers can hardly get too much of this kind of thing, so without respect to the truth or falsity of the report the daily press gives to the public what it wants.

There can be but one manifest effect of this kind of thing, the undermining of the public confidence in the accepted channels of trade. And anything that undermines the public confidence in times like these is doing an immeasurable injury to that same public. Reports such as these rarely if ever stop even at the state of misinformation in which they were born. We wonder if some of the editors of this and similar paragraphs, have ever read Kipling's entertaining little story, "The Track of a Lie." It is an illuminating sidelight on the omniscience of misinformation.

THE RESPONSIBILITY FOR ADULTERATION

SOME interesting facts are brought to light in the Inland Revenue Department's Bulletin on Maple Syrup.

Of 209 samples examined by the Dominion Analyst 162 were proved to be all that the act governing the sale of maple syrup requires. Six samples were so close to the requirements, that though there was a suspicion that an attempt had been made to infringe the law, they were allowed to pass as pure. The balance or 41 samples were found to be adulterated. The main adulteration was the introduction of cane sugar syrup.

This examination shows that about 80 per cent. of the product sold as maple syrup is of established purity. There is no indication that the adulterated article is in any way injurious to health. It may be a perfectly nutritious article and it is only that it is a misrepresentation that causes it to come under the ban. No adulteration of maple syrup, no matter how nutritive the product may be can be sold under the word maple.

There is another interesting fact to be noted in connection with this investigation. That is that practically all the samples of adulterated articles were the product of certain manufacturers. Where the syrup was received direct from the producers in the bulk of the cases it was found to be absolutely pure. It is therefore to be noted that the harm that is being done to the product is not the result of unscrupulous producers, but of parties who adulterate the purchased article for their own gain. The lesson is obvious.

Better Roads Will Increase Trade

Deputy Minister of Highways Asserts Good Roads Are Essential to Intensive Farming
—Farm Lands Will be Occupied With More People and This Would Bring
More People Past the Merchant's Place of Business.

GOOD roads will mean more intensive farming. Greater production will result. Where farms are now in two hundred acres and one hundred and fifty acres and one hundred acres there will be smaller divisions. With good roads and a higher state of production possible, these same tracts would probably be cut up into ten, twenty, thirty or fifty-acre farms. Each farm would have its one or more families. The population of the country districts would be greatly increased. This could not help but benefit the merchant in the small town. Population would be brought to his very door almost. If he is progressive he should be able to capture a goodly share of this additional trade. Good roads make the town more accessible to the farming community and there should be definite results in the way of increased trade," stated W. A. McLean, Deputy Minister of Highways of the Province of Ontario to **CANADIAN GROCER.**

"For the larger marketing centres there is of course an added advantage. In suburban districts, that is in districts adjoining cities the population is usually more dense than that found in country districts adjoining smaller places. In the districts adjoining Toronto where there are good communicating roads the population is more dense on the farming areas than where there are poor roads. Trade or business follows population.

That is something that is axiomatic—it is plainly evident. On different sides of the same street more business is done because the people favor one side more than the other. Trade comes to those business concerns located on the favorable side because they are in the path of the people. In Toronto the west side of Yonge Street is the one with the greater number of people. Business concerns located on that side of the street are considered to have a better location. And accordingly higher rentals and a higher valuation is placed on property on that side of the street.

"The same holds true with respect to the rural community. If you bring a greater number of people into the district there is bound to be a larger number within range of the merchant's store. The more people that pass his store the greater chance he has of increasing his trade," said Mr. McLean. Mr. McLean has spent quite a number of years in the service of the province of Ontario in an endeavor to make good roads more popular. There can be no doubt about there being a growing sentiment toward this end. A distinguished statesman in the United States said: "You cannot increase the prosperity of the country as a whole without increasing its highway facilities." Highly productive farms can never be made profitable adjoining poor roads, and the first agency towards increasing the prosperity of the farmer is to create the

cheapest outlet for his products to the market.

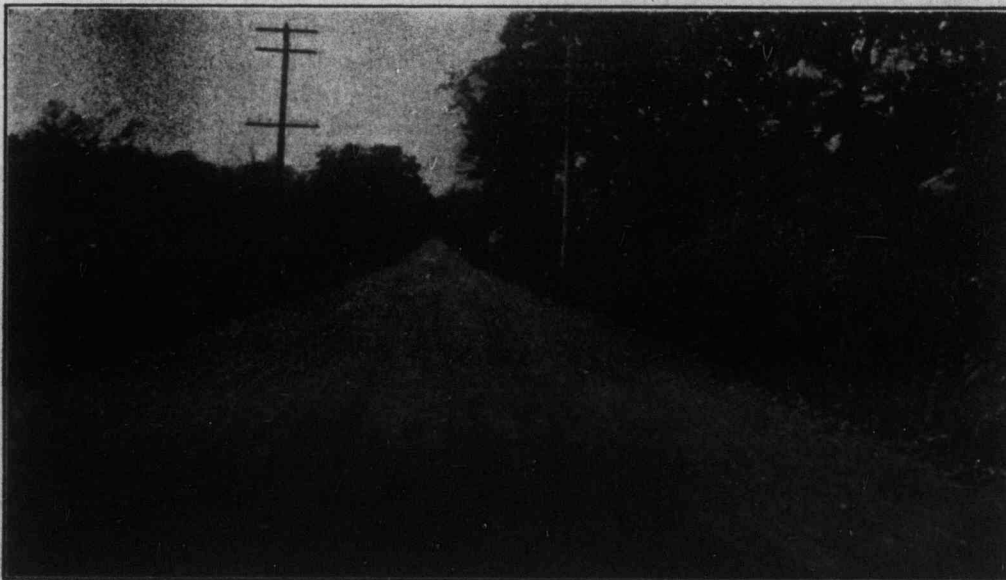
Mr. McLean gave a concrete instance of the way good roads have benefited certain small towns. In that part of Ontario adjoining the United States along the Detroit River there are a number of small towns that have benefited greatly because motorists have found that they make pleasant rides in their motor cars. The towns of Blenheim and Leamington are two in particular. At these places the motorists found good accommodation in the shape of hotels. Demands on the farming community of the districts for supplies for the hotels became greater. More money was put into circulation in that community and the storekeepers in turn reaped a benefit both through the prosperity that came to the farming community and because the motorists themselves spent money in the town.

What Increase of Farming Community Means

In a recent report of the Highways Commission of Ontario the significance of the rural trade is pointed out in the matter of dollars and cents. They say: "Let us look more closely at the relation between the city and the farmer. First of all there is the very plain fact that the farmer is a large consumer of manufacturers which do much to maintain the cities. In the Dominion in 1911 the following articles which depend almost wholly upon the rural districts for their market were manufactured:

Agricultural implements\$19,115,894
Axes and tools 1,841,143
Carriages and wagons 7,920,567
Carriage and wagon materials	2,865,618
Cream separators 632,256
Harness and saddlery 1,971,162
Incubators 154,550
Pumps and windmills 1,361,046
Seed cleaning and preparing	1,484,485
Whips 123,500
Wire fencing 2,170,844
	\$39,641,065

"And of course these give but the merest glimpse of the purchases by country from town. But this consideration only opens the subject. The city has a stake in agriculture in the matter of local trade or shopping and, in regard to its food supply. Around every city extends a belt of farming country which is in peculiarly intimate relations with it. Much



Gravel Road. This road, carrying 1,500 motor vehicles daily, is treated with a light bituminous oil, carrying 40 per cent. asphalt.

of the food consumed in the city comes from that belt, the men who grow that food are customers of the city's merchants and swell its trade. It is not easy to estimate the width of this belt within which relations are especially intimate, but under present conditions, your commissioners are disposed to regard it as about seven miles.

"On the basis of the present average value per acre of farm produce in Ontario the adoption of improved methods of production within the area bounded by a circle seven miles from the market centre would result in an increase in the value of agricultural products within that area amounting to over \$1,400,000 annually. Such an increase would give a tremendous impetus to the activities of every business in the city. What centre would not do its utmost to secure the location within its bounds of an industry bringing \$1,400,000 annually into the community? Cities have practiced the bonusing of other industries contributing in various degrees to their growth. They would do well to recognize the fact that the farmer is an integral part of their life, and to make the adjacent farming community one of their assets."

The town of Belleville, is one which has recognized the value of good roads as an aid to trade. John Elliott, president of the local Board of Trade of that city, said: "We of the Belleville Board



Macadamized Road in Winchester, Ontario.

of Trade have discussed this matter a great deal. We feel the welfare of this city, to a large extent, depends on the avenues of trade furnished us by way of good roads, to enable our friends to come a distance of thirty miles to our market. The Belleville market is well known, one of the best in the province. We have farmers coming here over thirty miles on Saturday mornings. We feel the welfare of the city is bound up in transportation. We require a greater amount of food to reduce the high cost of living in this city. We

want to have the greatest number by giving us good roads, where we can give the farmers twenty-five or thirty-five miles from Belleville, an opportunity to market their product along the same lines as those who live within a radius of ten or twelve miles from the city."

The benefit to merchants of good roads cannot be disputed. Anything that will increase the population of a district, make it wealthier and a more pleasant place in which to live is going to result in very material benefits for the merchants of that community.

Tobacco Business in the Country Store

How Conditions Have Played Into the Hands of the Country Storekeeper, Giving Him an Unusual Opportunity—How Featuring This Business May Result in Drawing Men to the Store—One Dealer's Experience.

WITH the closing of the bars in Ontario and the curtailment of the sale in many other centres, what has been considered up to the present to be one of the chief markets for cigars, was summarily cut off. That cigar makers expect this curtailment to affect their business disadvantageously is evidenced by the fact that many in their yearly statements of profits have written off a certain percentage of profit to cover the probable falling off in the revenue for succeeding years.

Now while it may be true that a good many men who drink may also be smokers, that is about as far as any association of the bar and the cigar trade can be carried. There is a vast army of smokers who never darken the door of a bar. When you add to this army the casual or habitual attendants on the bar, it is evident that there is a market in the tobacco business in general, waiting for somebody. This appears to be the opportunity of the general store. In

the cities the advantage to be gained is not so obvious. Here there are cigar stores already well established who have made preparation to meet the increasing demand. Many city stores, too, have already seen the advantage to be gained and have long ago gone into this department with enthusiasm, and have a showing of cigars and tobaccos that would do credit to any tobacconist.

Now, if this is a profitable line in the city where there are so many agents engaged in the handling of these commodities, should it not be doubly so in the country where the general store has the field to itself. Even in the larger towns the tobacconist shop is only beginning to make its appearance and up to the present the bar has held almost undisputed sway.

Of course, most general stores have handled perhaps one or two lines of plug tobaccos and perhaps a box of five cent cigars, but there has been no attempt to enlarge the field and no effort to prove

that there were possibilities in this line that had not yet been plumbed. Now, however, conditions have changed. The man who used to go to town and spend at least a part of his time about the hotel, has no longer any particular inducement to do so. There is not now the bar as a social centre, and more than that, there is not the gathering of cronies that used to make the hotel lounging room a paradise of blue smoke. Unquestionably these circumstances have changed to a great extent the tobacco industry in the country, and the opportunity is standing open-armed waiting for some inducement to lead it your way.

The country store, next to the hotel, has been the general rendezvous of the men, and it would take little inducement to swing the extra business that used to be done over the bar into the store's coffers. But this will require a certain amount of encouragement. If a man feels that if he goes to your store to buy tobacco he must perforce buy one particu-

lar brand which he does not like, there will be little inducement to make your store his tobacco headquarters. If, on the other hand he sees a nice selection of cigars, and a cheerful array of different varieties of tobacco, he will unquestionably write you down as progressive and the tendency will be to make him a firmer adherent to the store. It is a peculiar attribute of mankind that a well chosen and ample stock of this kind of goods is more likely to attract him than the most complete display of more standard lines. Most people judge of a store by the luxuries it handles, even if they don't use them, rather than by the necessities.

There is nothing much easier to handle than tobacco. A comparatively small show case will be sufficient to display a very fair stock of these goods. This show case should, where possible, be of glass with a door in the back through which the goods may be reached. If a spare case is not available one could readily be made by any carpenter. The only requisites are that it should be as air tight as possible and should readily display all the goods. This will serve as a cigar counter, the boxes even opened under this case will not suffer any deterioration, especially if a wet sponge is kept in the case. Behind this, where possible, there might be an air tight shelf, also with glass doors, where possible. In this, tobacco and pipes may be displayed, the rich colors of the boxes give a note of warmth to any store. This arrangement that was given a prominent place in a store recently visited was a marvellous improvement on the small jumbled dusty stock that so often greets the eye in many general stores.

Does it pay? Well, this merchant found that it did, and paid remarkably well, not only in the actual amount of these sales made but in the effect it had on the men buyers. As the dealer said. The farmer usually stands at the door keeping one eye on the horses and one eye on the wife. Not that either of them need attention, but that is the attitude that has become a habit with him and naturally he is not apt to be too patient in waiting for the wife to finish her purchasing. Now, this tobacco counter attracts the man away from the door; that's one step in advance; he isn't so generally restless, and probably he will make a purchase of tobacco for himself; that makes him look with a more lenient eye on any little purchases that his wife may make for herself, so you see that this little display has not only made a sale itself but has been an encouragement and probably a means of increase of another sale, and has tended to make the store more attractive to two customers. The man because he is interested, and the woman because she is not hurried.

Some dealers are doing a good deal to

encourage this trade. Of course it would be the worst possible policy to turn the store into a smoking room, but several dealers have fitted up part of the back store into an attractive little smoking room, where a man and his friends may foregather. This has proved very popu-

lar indeed, as it provides the necessary meeting ground for men whose social intercourse is of necessity limited.

It would appear that the tobacco department is one of the best of the opportunities at present presented to the general store.

The Food Situation in the Maritimes

Agitation Over High Cost of Living Leads to Boycott on Milk in St. John's, N.B.—The Wholesalers Issue a Statement as to Prices

THE cost of food products has become one of the chief subjects of discussion in St. John and the agitation has resulted in official action by the City Council. The first step has been taken by the Council, under the recent Dominion Order-in-Council, by declaring their conviction that the price of milk, at ten cents a quart, is excessive and unreasonable. A list of questions regarding the cost of production and distribution has been sent to the leading milk dealers with instructions to submit sworn statements in answer, and it is the intention of the Council to carry through the investigation until either the reasonableness of the charge is proven or action is taken by the Dominion Government.

Part of the agitation against the price of this particular product has taken the form of a boycott. Representative women's organizations, such as the Women's Council, the Daughters of the Empire, and the King's Daughters' Guild, have agreed to do what they can to lessen the use of ice cream and thus increase the available milk supply, and to reduce the use of milk until the price is lowered. They also have put themselves on record as willing to co-operate in any other steps which may be taken to combat the high cost of food products.

In answer to this agitation the St. John Board of Trade has gone on record in expressing the belief that the increased cost of living is due to uncontrollable

causes arising from the war. The resolution, which was presented at the annual meeting of the Board, this week by A. H. Wetmore, of Puddington, Wetmore, Morrison, Ltd., wholesale grocers, and adopted by the Board, is as follows:

"Resolved that this Board is of the opinion that the high cost of living which is now disturbing the people of Canada is not properly chargeable against the business or farming interest of the country, but that it is due largely to the uncontrollable causes arising from the present great world war, chiefly to the withdrawal of large numbers of men from productive pursuits and to the extraordinary demand that the feeding and maintenance of the Allied troops has made upon the food supply of the world. Since these demands must increase rather than diminish as the war progresses and the number of soldiers is multiplied, and since the necessities of the men who are fighting our battles is paramount, we must learn to bear with patience whatever sacrifice it entails, exercising in our individual affairs a prudent economy, conserving our resources to the fullest extent and eliminating all needless waste.

"Where it can be established that combines have been formed in any community to extort excessive profits from the public, the severest penalty should be meted out to such offenders."

A CHANGE OF MANAGEMENT IN THE BATTLE CREEK TOASTED CORN FLAKE CO.

Robert Wallace, who for a number of years has been manager and secretary-treasurer of the Battle Creek Toasted Corn Flake Company, of London, Ont., has severed his connection with that firm, his resignation to take place at the close of the coming year. Mr. Wallace has held the position of manager of the company ever since its inception in 1906, and throughout the trade generally he has gained a vast number of friends, who will wish him all success in any new venture which he may undertake. Mr. Wallace will be succeeded by R. K. McIntosh, who has wide connections with the grocery trade of the Dominion.

DON'T forget the Christmas Window Dressing Contest. The time is almost up, and it behooves you to get your photos taken promptly.

Remember that these should be mailed before December 31.

Don't let the rush of Christmas business make you forget this important item. It is expected that this contest will be one of the best that we have ever held.

Waste Paper as a Financial Asset

How the Saving of Waste Paper May be Made Distinctly Profitable — Its Method of Grading and Shipment—How the Most Satisfactory Results May be Obtained—A Protection Against the Menace of Fire.

ALMOST daily reports are being received of newspapers cutting down their pages, or in some instances, temporarily discontinuing publication, through the inability to get their accustomed supply of paper. The raw material from which this news print is made is unusually scarce, and consequently even the greatly enhanced prices that are being paid by all users of paper are not sufficient to in all instances assure them of a sufficient supply.

So serious has this shortage become that the Dominion Department of Trade and Commerce has issued the circular urging the conservation of these waste products.

It would appear, therefore, that the saving of available supplies of paper is a patriotic duty, as well as being of actual value to the individual saving.

How It Pays to Save Paper

In what does this value to the individual consist? Well, to begin with, paper, even waste paper, is a valuable commodity this year. The waste paper that you spend so much time in destroying has an actual cash value, and a very considerable value of recent date. Then there is to be considered the actual saving of time it takes, because paper cannot be gathered up and burnt without a very considerable expenditure of time and energy. One paper authority estimates that the paper that is wasted by the average merchant has an actual cash value to him of over \$100, while the time wasted in cleaning up and disposing of this waste causes a loss of upwards of \$200 annually. In addition to this, waste paper is the greatest fire menace there is; it cannot be left around even for a night without proving a very serious danger.

Baled Paper Not a Fire Menace

How will the saving of paper prevent this? Well, there are a number of good paper balers on the market and these are being used extensively, and have proved of great value, and not the least of their value is the protection that they give against fire. It is not always possible to dispose of this baled paper immediately after baling, and some people have held that it continues to be a menace. This is not the case, however. Paper that is one of the most inflammable of materials in its loose state becomes practically unburnable when tightly baled. Even if the edges should catch fire the smoke this would generate would

itself put out the fire almost as soon as it had started.

Some Practical Questions Answered

What is this paper worth, and where can we dispose of it, and how should it be shipped? are some of the practical questions that are continually being asked. First, then, as to how paper should be prepared. A man who is baling paper for sale should make three grades:

1. Magazines and books and all bond papers. This raw material is used in making the better grades of papers and consequently it brings a better price. This grade is worth \$25 a ton.

2. Newspapers.

3. Scrap paper. This consists of everything in the paper line—torn newspapers, wrapping paper, contents of waste

baskets, cardboard—in fact, anything that resembles paper. These two last grades are at present selling at \$13 a ton, though, as a rule, there is about \$3 difference in price favoring the second grade.

Handle Waste String Separately

In this connection there is a caution that might be added. Do not include string or any type of cord in any of these grades of paper. String has to be sorted out and entails a good deal of loss of time. Not that it is not saleable, for it is worth \$30 a ton, or 1½¢ a pound.

The method of shipment is a matter of great importance, and it is here that most merchants meet the greatest difficulty. They don't know where to ship the paper when it has been collected and

(Continued on page 36.)

PLEASE POST IN A CONSPICUOUS PLACE

DEPARTMENT OF TRADE AND COMMERCE
OTTAWA, CANADA

**SHORTAGE OF PAPER
MATERIAL**

SAVE YOUR WASTE PAPER AND RAGS

The attention of the Department of Trade and Commerce has been called to the fact that there is a serious shortage in Canada of raw material for the manufacture of paper, including rags and old papers.

A very large quantity of different kinds of paper and paper-board is manufactured every day in Canada and a large proportion of this, after it has served its purpose, could be used over again in making some class of paper. Much of it, however, is either burned or otherwise wasted, and has to be replaced by new raw material.

It is of great importance now that this waste should be stopped and that the saved material should be used to reproduce first supplies. In this way new raw material could be conserved and substantial sums realized from otherwise wasted material.

The Department of Trade and Commerce is glad to bring this matter to the careful attention of the public. A little attention to the saving of rags and old papers will mean genuine relief to our paper industry and a diminishing drain upon our sources of supply for new materials.

The rags and paper thus saved can be readily disposed of through the usual channels of collectors and dealers in these articles, and through the industrial department of the Salvation Army in the principal cities.

GEORGE E. FOSTER,
Minister of Trade and Commerce

Fire Losses in Relation to Rising Prices

Merchants Should Be Careful to Increase Fire Insurance Policies to Cover Advances in Value of Stocks—Inventory at Cost Price Will Not Prejudice Store in Case of Fire—Replacement Value Governs

THE increased values that have come automatically to goods upon the shelves of many grocers during the past six months or one year raise two important questions that the merchant should consider carefully at this time in relation to the insurance of his goods against loss by fire. Failure to do so may result in a serious and unexpected loss.

Is a Double Inventory Needed?

The first question that arises is, whether a merchant will prejudice himself with the fire insurance adjusters if he presents to them an inventory of goods taken at a value far below their present wholesale price, in place of one in which the goods are figured as worth the cost of replacing them. One merchant suggested to CANADIAN GROCERY that it would be advisable to prepare two inventory statements—one for his own use with the goods inventoried at the lower figures, and the other with goods taken in at present wholesale prices. He thought that the latter was the only way in which to guarantee to him a fair settlement in case of fire.

Losses Adjusted on Present Values

This fear, however, is unfounded. CANADIAN GROCER discussed this question with a number of fire insurance adjusters as well as managers of fire insurance companies, and all were agreed that a settlement for a loss by fire would in every case be established on the basis of what it would cost to replace the goods at the time they were destroyed. In other words, the inventory would be accepted by them at what we might call a "catalogue" of the goods that were in stock, but the price that they would allow for that section that was burned would be determined not necessarily by the merchant's own figure, but by what they were satisfied would be the cost of restoring the goods to him again. Thus a merchant, by preparing the "lower" inventory, can keep to safe business principles, and at the same time suffer no loss thereby in case of fire.

"We settle our fire claims in such cases," said one of the best known adjusters in Canada, "on the basis of the market value of the goods at the time they were destroyed—that is, the cost of replacement, not the figures set down in the inventory of the merchant. Frequently, indeed, we find the valuation of the merchant is too high, because he makes no allowance for the depreciation of stock, owing to it being shop worn, for

instance. Then there are goods that are to a certain extent out of date or out of season, although these are found more in a dry goods store than in a hardware, and in these cases, of course, the merchant must cut down the original value of the article to make allowance for its lessened value—and if he hasn't, we do it for him. At the present time, of course, there is not the same need for depreciation, for, as you say, a great many of the goods have increased in price, and of this all fire adjusters are well aware."

Let us state the case in the manner in which it was presented to a well known business expert: "If retail merchants inventoried merchandise at the cost price when market prices at the time of the inventory were much higher, would they be at a disadvantage in the event of a fire in being compelled to produce the last inventory, and would the prices on it be taken as a basis of adjustment of fire loss rather than the market price?"

The Cost of Replacing

To this his reply was: "Insurance authorities assure us that the basis on which the adjustment of a claim would be made would be the actual cash value of the property at the time any loss or damage occurred, not exceeding what it would then cost to replace with property of like kind and value."

He added: "The actual cash value may be the market price, or it may be subject to depreciation for the difference between old and new property or other causes. In the settlement of a loss, the question of the first cost of the property has little to do with it, the insurer being entitled to collect on the basis of the actual cash value on the day of the fire and he should keep his insurance up to such percentage of the actual value as will comply with the full insurance conditions expressed in fire insurance policy."

How Co-Insurance Clause Works

This last clause suggests another important subject—the outcome of the former, and affects those that have the 80 per cent.—as it usually is now—co-insurance clause in force. This, to put it briefly, means that the merchant agrees that he will keep his stock insured up to 80 per cent. of the real value of his goods.

Suppose that under normal conditions the value of a stock was \$10,000, and if he was insured for 80 per cent. or \$8,000. Then the value, owing to the pres-

ent abnormal market conditions, goes up to \$15,000, to use a simple example, although this would not be the average increase. In order to comply with the co-insurance clause, he should have his goods insured for 80 per cent. of the \$15,000 or \$12,000. What if he fails to do this? Should the fire destroy his full stock he would get the \$8,000; but in this case he would lose the difference between \$8,000 and \$15,000, or \$7,000. Had he insured up to the \$12,000 he would have lost only \$3,000. This point he meets by saying, of course, that it is very seldom a total loss occurs.

Loses Heavily on Partial Destruction

But he stands to lose heavily if only a partial loss occurs. Suppose his loss is only \$5,000; in that case he would not get the whole of this amount even if he were insured for the \$8,000. The insurance companies would take the stand that he insured only for \$8,000 instead of \$12,000—that is, for eighty one-hundred and twentieths, or two-thirds of what he should have insured for. He violated his agreement to this extent, and, therefore, they would pay him only eighty one-hundred-and-twentieths of the \$5,000, or two-thirds.

Buildings Also May Need More

It should be noted that the co-insurance clause is interpreted by the insurance companies, not on the valuation by the merchant, but on the cash value of the goods or property at the time of the fire, so that the insured, if he cannot show that he has increased his policy to keep pace with the increase in the real value of the merchandise, will be penalized.

This point applies as much to his property in the way of buildings and equipment as to merchandise that is for sale. One of the leading fire insurance brokerage firms in Canada are sending out warnings to their clients urging that in view of the increased cost of building that it would be well for them to consider whether it would not be advisable for them to add to their policies to cover the increase in the value of their own building, and great many are responding. Ordinarily, of course, a building depreciates year after year, but not at the present time.

How Co-Insurance Loss Works Out

The secretary-treasurer of several wholesale dealers associations of the United States, in a statement that he has just issued bearing on this point, thus

illustrates the actual loss on merchandise owing to a failure to appreciate this point:

Example.

A stock of merchandise inventories at actual cost price	\$100,000.00
And is insured under 80+—Co-insurance clause at	80,000.00
And market value increases to	140,000.00
And amount of insurance is not increased and a loss occurs amounting to	20,000.00

The assured should have increased his insurance to 80+ of the increased valuation, \$140,000, which 80+ is 112,000.00
Therefore having failed to do this he receives 80-112 of his claim of \$20,000 or 14,285.71
Incurring a loss of 5,714.29
"In view of the foregoing," he adds, "it will be the part of wisdom to watch insurance protection closely so that the amount of insurance carried affords pro-

tection to the stock at its cash value, which is the cost of replacement with like merchandise at the time of loss. Those who do not increase the amount of fire insurance in keeping with the increasing values are liable to be compelled to bear a portion of any fire loss at the time of an adjustment of claim under insurance policies containing the co-insurance clause."

Taking Inventory at Original Cost

"Playing Safe" This Year in Spite of Advances in Goods You Are Carrying—"Real Estate" vs. "Bank" Profits—Preparing for a Declining Market.

AMONG a large class of merchants the problem of taking the Annual Inventory looms up as a puzzling proposition this year owing to the heavy advances that have taken place in the markets during the past six months or a year. The domestic experiences of the grocer will have made it clear to him that in certain lines of dry goods, serges, for instance, prices since the war opened have gone up fully 100 per cent. More moderate, but still heavy, have been the increases in scores of other lines. So in the case of grocery stocks. The hundred per cent. advances have been quite common.

Under these conditions these merchants have been faced by the temptation to take in their stock at an increase over the original cost, arguing that it would be worth more than it cost owing to the appreciation that had taken place. But wiser counsels have prevailed in the majority of cases, we understand. The dry goods men, wholesale as well as retail, are planning to use the original cost as the basis for valuation, while it has been suggested that the grocery merchants take in the goods at the latest cost price, and then make a deduction from that to cover the appreciation of the stock that has taken place since it was purchased.

Where Market Shows Frequent Changes

The analogy of the grocery merchant is nearer that of the hardware than the dry goods men. The latter nearly always mark the cost of price on every article, and very often know just when this was bought. Nor are there regular price lists as in the case of groceries and hardware, with a few exceptions. In some of the latter lines prices have changed half a dozen or more times in six months. This makes it more difficult for the merchant to keep track of the original cost, say of his sugar, or his potatoes, as the old stocks are mixed in with the new when the latter arrive. So with flour, canned goods, and many other lines.

No Real "Profits" Before Sales

After all, however, the principle underlying the valuation of the stock for the annual inventory should be the same. We do not believe that the grocer, any more than the other two classes of merchants, should make any allowance for the increase in the market prices of the goods from the time he bought them until stock taking. As a matter of fact he doesn't make his profit until he sells the goods. On the other hand the market may be up now but drop by the time the goods are sold. Wherein then does the profit lie? Taking profits before you actually make them is like counting those "chickens" before they are out of the shell. In fact, unknown to you, you may not get as near to those "chickens" as the putting of the eggs in the incubator, or under the Leghorn hen. Indeed, they may be smashed before they are taken out of the basket.

Real Estate Profit (?) of \$2,500

"This figuring on profits before you get them," said a successful merchant, "reminds me of an acquaintance of mine some time ago. He had bought 100 feet of land and had paid \$50 a foot for it. Soon after, the lot next to it sold for \$75, and he triumphantly said to me, 'I've just made a profit of \$2,500 on that land of mine, don't you see?' I did not, but he went on figuring out his profit that way. Some time later I came across him and jokingly asked him how he was getting along with that 'profit' of \$2,500 that he had cleared on that land. 'Oh,' he said, rather sadly, 'that wasn't profit after all; I couldn't sell my land to-day even for what I paid for it.'"

"No," continued the merchant, "it never has seemed to me a safe business proposition to figure profits until they were ready to place in the bank.

When Steel Tumbled 26 Points

"Now let us look at that argument about the 'real' value of the goods. How long do we know that prices will keep

up? One of the best illustrations we could have had of the uncertainty of the 'war' markets in spite of the theories based on war, was what happened on the day of the announcement by the German Chancellor of preposterous terms of peace. Bethlehem Steel took a drop of 26 points. Imagine what would have happened to the market if there had been any real basis behind the talk of peace. Imagine what will happen when there is a real basis.

"And we must remember that the stock and the steel markets are the two best barometers we have as to prices, not infallible, but the best available. The price of steel determines in the main the price of food and of cotton. For the war will be won by steel.

"That is the way I feel when a merchant tells me that he has made \$50,000 simply by holding on to his stock. That isn't what it is for. He bought it to sell. Why doesn't he sell it, then, and wait until it is sold and the profits received actually before he begins to count that \$50,000?"

No Loss in Disposing of Stock

Just at this point it may be well to make it clear that the merchant by "playing safe" in his inventory does not stand to lose either in the case of a sale of his stock or from a fire. The value of his stock for sale purposes will be determined by the condition of prices at the time of the sale, not by the original cost of the stock. Suppose the market had dropped instead of going up, would the purchaser pay you at the higher prices you paid, or would he take advantage of the lower prices in force when he was buying you out? So far as fire insurance settlement is concerned this is discussed in another article in this issue. You are perfectly safe there, too.

Getting At a "Reduction" Percentage

What is the simplest way to get at the original cost of your stock where you may have had several deliveries at different prices? The problem is simpler for most grocers than other classes of

retailers. For, in the average grocery, the stock is turned six times a year, eight, ten, twelve, fourteen, and even oftener. This means that on an average the stocks remain on the shelves less than two months before being sold, and often only one month. The values in these cases therefore will not have increased as much as in the case of the hardware merchant who these days often has bought for a year ahead. Some grocers are trying out a few sample lines and figuring out just how much the stock has increased in value since they bought it, and are working out a percentage to use in reducing the present value which they will apply to the whole stock so as to get at the original cost of the whole fairly accurately. This may be 5, 7, 10, or in rare cases, 15 per cent. Where a merchant has laid in a stock of some lines a year ago, his "reduction" percentage might work out higher. But in the case of large quantities of any one line he would know just what these cost him and could take these in at the original cost at once.

In special cases some merchants would figure out that there has been no advance, taking the stock as a whole. Mr. "Jack" Simpson, of F. Simpson & Sons, of Toronto, intends to take in their stock at the January cost prices. For this reason, as he told CANADIAN GROCER:

"We turn our stock from twelve to fourteen times a year, and a great deal of it consists of perishable goods—fish, for instance. Thus, little of it stays on an average for more than a month at one time. Thus we feel that while some lines have gone up since we bought them, others, such as flour and sugar, have dropped, and the decreases balance the increases, and the present cost prices are a fair test of our whole stock. As a rule we do not have much left on hand at the old invoice price when we receive the new goods. And it is really the latest invoice prices that we will use."

Warns Against "Fictitious" or "Paper" Profits

Mr. Robert Barron, a near neighbor, is strong for taking in goods at the original cost price. He does not believe in taking profits "before you make them." He, like many others, has bought heavily on a low market and many of the lines he carries will show fairly large profits when the cost is compared with present prices, but all will go in at the original cost figure. With this exception—that goods where the market has dropped since they were bought will be taken in at the present reduced quotation—in this way he will be doubly protecting himself against an inflated valuation, or what are known as "fictitious" profits. He proposes to be prepared for the time when the markets are sure to take a drop.

Another merchant, in supporting the

theory of the original cost method, remarked that while his canned goods might be worth more now than when he bought them, there was always a certain depreciation in stock that is kept on the shelves that must be taken into account, and instanced canned corn as a case in point.

Some Hints on the Process of Taking the Inventory—Getting Details—No Confusion for Customers

A FEW HINTS from merchants on the actual taking of stock may prove useful as suggestions. One merchant told CANADIAN GROCER that he started his clerks on the work on the last day of the year, in the afternoon, and if they did not finish then, they came back for a short time on New Year's Day.

Another merchant takes stock in the cellar and upstairs during the day, and at six o'clock, when the store has closed, he divides his forces into three groups of two each, one in each case calling off and the other writing down. One group takes one side, another the other, and the third an adjoining store. Usually they are through at eleven o'clock. He takes in every line separately and has a separate list for the different sizes or weights of each. Some merchants, he remarked, were disposed to group tomatoes under one head, without putting down the various makes and sizes; so with sardines, etc. He considered it essential, however, to know exactly what he had in stock of each, for a guide in buying on future occasions.

A third merchant, George Barron, divided his stocktaking into four parts, the reserve stock, "order" stock—for making up 'phone orders at the rear of his store—"opened" stock—cases that have been broken,—and his shelf, or, as he terms it, his "display" stock.

A "Condensing" System

"All these are taken down separately on sheets of foolscap," said Mr. Barron. "We tried what we call a 'condensing' system last year for the benefit of the business office. While we took the stock in the four sections the same lines of goods in each were combined before the extensions were made, olives, fruit, etc. Thus, the extending of the prices and the totals occupied only a fraction of the time it formerly took."

Many merchants advise having the clerk count the various lines the day before "stocktaking," and put in a "deduction" slip for the goods sold after the count is made. This previous count, however, is considered unnecessary even in many large stores.

A point that most merchants of experience consider very important, is that stocktaking be allowed to interfere as little as possible with the regular business of the store. Hence the doing of most of the work "after hours."



Captain Henry Gilbert Nobbs, formerly representative of Holbrooks, Limited, for Canada and the United States, and who has been a prisoner of war since last September, has been exchanged. Capt. Nobbs was first reported to have been killed in action, but later it was discovered he had received wounds which had destroyed his eyesight and had been captured by the Germans.

SARDINE SEASON PROVES SUCCESSFUL

The sardine season in the Bay of Fundy has practically closed, and for some it has proved very successful. Some weirmen, especially in Charlotte County have cleared as high as from \$10,000 to \$18,000. Others, of course, have not been so successful. The largest catches were noted at Digdeguash, Grand Harbor, Seal Cove, Wood Islands and Grand Manan. The Canadian factories at St. Andrew's and Black's Harbor have had a fairly large pack, but the bulk of the catch has gone to the Maine factories. These factories have paid all the way from \$10 to \$35 per hundred for the fish. No estimate has yet been made of the value of the catch, but it is expected that it will be near the figures of 1915, which amounted to \$1,226,336.

GROCERY STORE HELD UP BY ROBBERS

The grocery store of C. A. Bond, 1251 Davenport road, was entered by two masked robbers at about 10 o'clock, December 15. The proprietor and a customer of the store were held up, and relieved of some \$90 in cash and cheques. No clue has been found as to the identity of the robbers.

CALENDAR SUGGESTIONS FOR THE COMING YEAR

The calendar of Connors Bros., Black's Harbor, has been received. It is of large size, measuring 18 in. x 29 in., and the calendar proper has figures of large size that make them easily read, and consequently the calendar is sure of attention. The head of the calendar has a sea view in the centre and is surrounded by examples of the sea foods prepared by the firm in full colors. This calendar should be a good advertising investment.

The Why of High Prices

Some Lines of Food That Have Shown Marked Advances in Price With an Outline of the Conditions That Are Given as the Causes—How the War Has Directly or Indirectly Had an Effect on the Prices of All Commodities—An Interesting Resume of This and Last Year's Prices

IT is interesting to go over the files of last year and this and compare the changes in prices. In almost all cases there is a very decided advance in the recently quoted price. There are a variety of agencies behind these various increases. Of course, the war is a contributing cause in most of the advances, but in others, crop scarcity is given as the reason.

A short resume of these different commodities might be of interest and value to the merchant. Not being in daily association with the changing market, he is apt to forget the causes that have combined to give us the very high prices that range in almost all lines that are associated with the grocery trade. Let us review a few of these, taking as our standards Toronto prices on December 17, 1915 and Dec. 15, 1916. As outlined in the CANADIAN GROCER markets of those dates. Sugar an increase of from \$6.65 to \$7.88 for the extra ground variety, all other grades making proportionate increases. A general shortage of raw material due to late crop and difficulties of transportation are given as the cause.

Flour a Fluctuating Commodity

Flour increases from \$6.50 for first patents to \$10.00 of recent date, there has been a very great fluctuation in flour prices but none of these downward spurts have brought it anywhere approaching the figures of last year.

Market speculation in wheat has unquestionably had a great deal to do with the present price of flour though, the 600,000,000 bushel shortage of the western world unrelieved by the immense yield of Russia that is tied up within its own borders has had a great deal to do with the upward tendency. The situation has been still further complicated by the heavy buying of the allied nations for war purposes.

Eggs new laid 45-50c to 65-70c. At the time of writing new high levels have been announced and eggs have been selling at \$1.00 a dozen. The high prices of eggs are attributed to storage abuses. Of course this does not effect the new laid variety, but the scarcity of the one grade has a tendency to force all grades up. It has yet to be proved however, that the cold storage is actually responsible. Heavier foreign shipments

than usual combined with a poor yield are no doubt responsible.

Exports of Butter Cause Higher Price

Butter shows an increase of from 33-34c to 46-48c for creamery. Here again the abnormally heavy shipments to the United Kingdom have had their effect, though the early spring weather is also to assume part of the responsibility. This caused a shortage of corn and roots, and had a decidedly detrimental effect on the production of milk. The exceptionally high price of cheese too, had its effect also as it diverted much of the cream that usually went to the dairies to the more profitable cheese making. Cheese has reached the highest point in its history going from 19 to 26 cents a pound. The British war office has been buying enormous quantities of cheese for the use of the army and this in conjunction with our usual heavy exports have greatly depleted the supply.

At Normal Figures

Bacon on the other hand has remained pretty well at normal figures as has also rice, the increase in the latter only amounting to half a cent a pound. Tapioca on the other hand has increased from 7½ to 10 cents, due it is said to difficulties of procuring. Potatoes have been much in the limelight and they deserve some attention. Last year at this time they sold for not more than \$1.60 a bag of 90 pounds. This year they are quoted at \$2.25 per bag. Here again there has been a great deal of agitation and many irresponsible parties have been charging that this necessary article was being unduly withheld from sale in order to increase prices. None of these claims however have been proved, and it seems probable that the real reason was the very extensive falling off of the crop in both Ontario, and Quebec, combined with heavy purchases by American buyers, and the fact that this year it has been impossible to import from any outside market.

Coffee At Normal But Tea Higher

Coffee is another of the lines that has shown practically no increase though tea has shown a very considerable advance despite the fact that the available

quantity has greatly increased. The increased demand for tea in Russia owing to the prohibition of the sale of Vodka is given as one of the leading causes for the increased demand that has more than consumed the increased output.

California raisins have advanced from 9½ to 10½ cents. Early heavy rains that greatly curtailed the grape crop is given as the cause of the advance.

Canned Goods' Remarkable Increase

Canned goods are another line that have gone out of sight last year. Tomatoes 3's went from \$1.12½-\$1.17½ to \$2.25-\$2.40 the latter prices being for the 2½ size tin. Corn sold this year for \$1.50 to \$1.60 as against 97½ cents last year and \$1.35 for peas as against 97½ cents. These exceptional advances are due to the abnormally small pack owing to abnormal weather conditions making the crop almost a negligible quantity.

Walnuts are quoted at 19 cents for Grenobles as against 16 cents last year. Filberts advanced from 15 to 19 cents. Currants are another line that has increased greatly. Filiatras which were quoted at 13c last year are selling at 22c. Hallowee dates also show a most remarkable increase from 8 to 12 cents a pound. These come from Persia and the difficulty of getting ship room with the increasing cost of insurance has materially added to the cost of these goods. The same applies to the currants from Greece, and the other lines noted.

Fruit a Heavy Sufferer

Fruit has been a sufferer in the usual high price mania. Navel Oranges have not greatly changed in price. Lemons on the other hand are about 50 cents a box higher, another case of high freight rates and high insurance. The same applies to Spanish Almeria Grapes. Bananas one of the staple fruits has advanced from \$1.50-\$1.80 to \$2.25-\$2.50. This very strong advance is partially due to unfavorable weather that has curtailed the crop, notably in Jamaica where the bulk of the plants were destroyed. The enormous increase in the cost of ocean freight has also been a heavy contributing cause. Cranberries that are especially seasonable at this time of year are very much higher than

last year. From \$7.00 to \$9.00 were the prices quoted last year while this year they are quoted at \$9.00 to \$11.00. Apples too are very much higher than last year owing to a "shortage of crop

in Ontario and Quebec. These are a few of the price changes that the year has brought about. As will be seen there are very few that are not in some

way effected by the world conditions that exist to-day, and consequently there is very little likelihood of any great relief until the conditions that caused the increase have ceased to exist.

The Position of the Baker

An Open Letter to the Grocery Trade From a Man in the Bakery Business—Figures on the Advance in the Cost of All Materials Used in Making Bread

THE following open letter addressed to the retail grocers has been received by CANADIAN GROCER from an Ontario baker:—

Gentlemen, the situation is simply this, if the grocers will not discontinue the practice of fighting the baker or bread manufacturer by advising the public that the said bread manufacturer or baker is a robber and a thief, and telling them to buy flour to bake their own bread, he, the grocer, will pay the inevitable penalty for his indiscretion. The bread manufacturer must find some means by which he can procure a better price for his product and if the grocer, who is acting as the middleman, in this case, will not co-operate with the bread manufacturer for the purpose of establishing a retail price for the standard weight loaf of bread, which will permit the bread manufacturer to reap a fair and equitable profit after allowing the grocer a reasonable profit, as the middleman and to whom the bread manufacturer has been selling his bread at a wholesale price, then the bread manufacturer, in turn, will be forced to eliminate the grocer as one of his selling mediums and go to the public or bread consumers direct with his entire output; that is, the bread manufacturers will be compelled to agree to sell their bread only to the consumer direct at a standard retail price, and if the grocer wishes to handle bread he will be compelled to pay that standard retail price and secure his profit, if he desires a profit on his bread sales, by advancing his retail price to whatever amount he desires over and above the retail price established by the bread manufacturer and which will apply to the grocer as well as the consumer direct.

Now, Mr. Grocer, just think this plain statement of facts over very carefully. According to this statement, which we have every reason to believe is the truth, and the whole truth, the bakers' margin of profit, during the past two years has been reduced 24 per cent., and I can tell you most positively the bread manufacturer never had a profit of 24 per cent. on the standard weight loaf of bread, such as he is compelled to make in the city of Toronto and the province of Ontario. There is positively no mar-

"We find that bread has advanced in the City of Toronto from six to eight cents per twenty-four ounce standard weight loaf of bread or from twelve to sixteen cents per forty-eight ounce standard weight loaf, making a total advance in the cost of a standard weight loaf of bread of 33 1-3%, between November, 1914, and November, 1916. Further, gentlemen, we beg to report that the cost of producing and delivering these same standard weight loaves of bread has increased 57 1/2% during the period of time above named."

From the report of the Committee of the Toronto City Council—to enquire into the high cost of food stuff.

The increased cost of raw materials from November, 1914, to November, 1916. From the report of the Toronto City Council's Special Committee.

Flour, 50%; Lard, 54%; Sugar, 100%; Salt, 45%; Shortening, 65%; Yeast, normal; Malt Extract, 100%; Baking Utensils, 20%; Harness, 55%; Horse Feed, 50%; Wages, 33%.

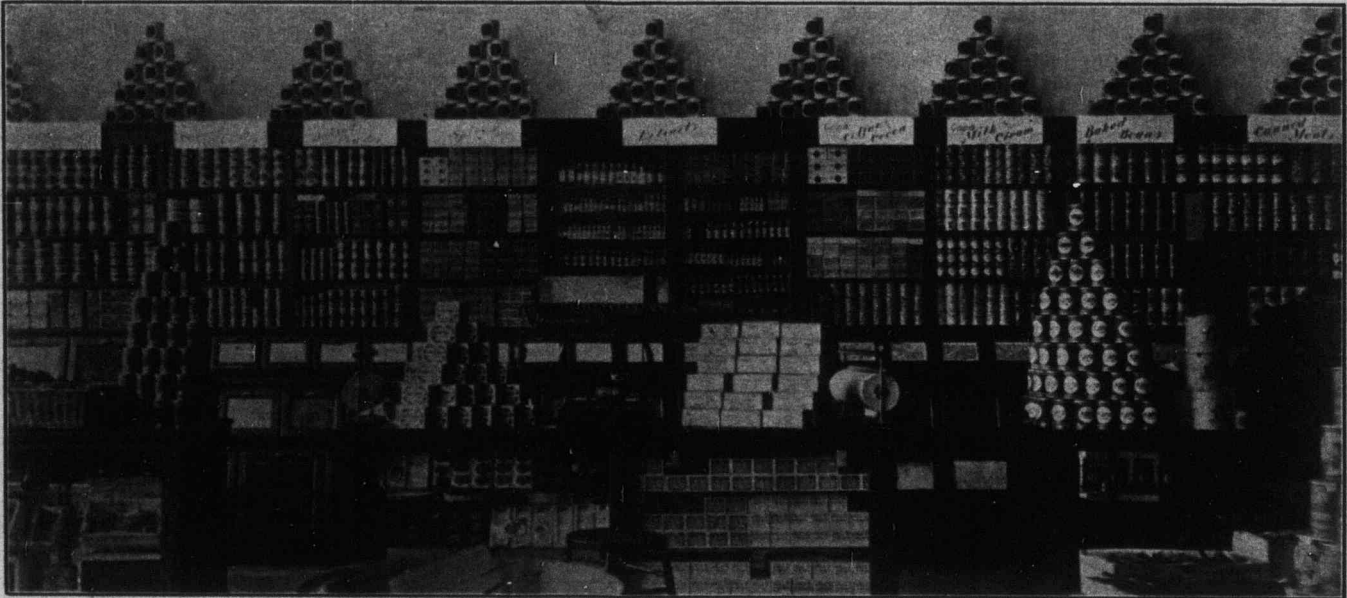
gin of profit left on the standard weight loaf of bread that is sold by the bread manufacturer at seven cents wholesale and eight cents retail. In fact, if you base your material cost figures on the current prices quoted on large quantities by the different dealers in these commodities every standard weight loaf of bread sold at the above named price of seven cents wholesale and eight cents retail shows a net loss of over seven and one-half per cent. to the bread manufacturer who produces and sells the bread at these prices. As a matter of fact, the bread consuming public have been receiving the benefit of the good buying and the low priced contracts covering raw materials secured by the bread manufacturer previous to the recent rapid advance in prices, otherwise the bread manufacturer could not have continued to sell bread at these ridiculously low prices in face of this proven increase in the cost of producing and delivering the said standard weight loaf of bread.

Grocers' Co-operative Bakeries have

never been a success on this continent, so the grocers cannot hope to overcome this difficulty by establishing a Grocers' Co-operative Bakery for the purpose of manufacturing their own bread.

Now, Mr. Grocer, once again I ask you to think this matter over carefully. Why cannot we be friends? Let the baker and the grocer work together co-operating one with the other with the one end in view, that is a fair and reasonable profit for the bread manufacturer and the grocer, who is the middleman for the bread manufacturer, in this case. True, the bread manufacturer has never been face to face with such a problem as he is to-day. With his margin of profit completely wiped out and a net loss of the sale of every loaf of bread staring him in the face, he is forced to make some move. If he attempts to get an increase in the price of bread the consuming public will immediately condemn him for a robber and one who is taking advantage of a situation to make undue profit on his product. This, of course, every thinking member of the grocery trade realizes is not the truth. We do not ask you to overlook any flour sales. If your customers want to bake their own bread by all means sell them the flour. But, we do ask you to co-operate with us for the purpose of establishing a retail price for the standard weight loaf of bread that will guarantee to you, the grocer, and the bread manufacturer, a reasonable margin of profit on every loaf of bread that the consuming public cares to buy.

Bread is as cheap as dirt to-day compared with the price of flour and wheat, and every member of the grocery trade is quite justified in taking a stand by the side of the bread manufacturer for the purpose of protecting his own, as well as the bread manufacturers' best interests. Let us establish a retail price for the standard loaf of bread that will guarantee both grocer and bread manufacturer a fair and equitable profit on their bread sales. When conditions warrant it competition will soon force retail prices of bread down and the bread manufacturer will be glad to get the price down as quickly as possible because lower prices will simply mean increased sales in a business that lives on large turnover.



The attractively appointed store of Cain Brothers, Yarmouth, N.S.

Better Fixtures in Town and Country Stores

Erroneous Impression That the Country Trade is Content With Anything, That Attractive Features Are a Waste—It is Human Nature to Appreciate Attractive Surroundings Anywhere.

THERE seems to be a more or less general feeling that attractive fixtures are wasted on a town or country store. There is an idea that its custom is constant and is not influenced by outside influences. In how far is this true? In how far is it possible to evade the dictates of Human Nature, for it is unquestionably Human Nature to be attracted by bright, clean, cheerful surroundings.

It has been demonstrated time and again, that a well-planned, attractively appointed store was not a mistake, no matter where located. That its attractiveness was as effective in the town and country sections as in the larger cities. That it always has been a most effective money-maker. The store of our illustration is but another proof of these facts.

WASTE PAPER AS A FINANCIAL ASSET

(Continued from page 29.)

they are not sure if the amount they will receive will justify the attempt.

We have mentioned the present prices, and will be glad to supply the names of reputable paper dealers in different districts on application, as anything like a complete list would be too extensive for these pages. Regarding the matter of freight and handling, there is a good deal that can be said. It is impossible to give a complete list of rates, for these vary with each place, but some instances may be given.

A Three Grade Freight Rate Illustrated

Take London, Ontario, as an example; there are three rates for this point for shipment to Toronto. These are 8½c, 20c, 28c per hundred pounds. The first of these prices is for straight car lots, the second for bales in less than car lots, and the third for bags in less than car lots. It is evident, therefore, that the bale is the advantageous way of shipping, though in straight car lots, of course, paper can be shipped in any form.

Or take another instance; from North Bay the rates to Toronto are 12c, 24c and 33c; in small shipments this would net the shipper about \$8 per ton at North Bay, as against \$10.60, f.o.b. the cars North Bay, for a full car load. There is a considerable difference here that is worth considering. To get the advantage of the better rate on car shipments many merchants in smaller places have been combining to make up a car lot. For instance, 11 merchants in Orillia assisted in loading a car, the net return was \$250, to be divided proportionately among them. In Sudbury, too, there has been former an association to handle the supply in this way. This is a plan that might very well be adopted by many other places to the advantage of the merchants.

Shipping Part Cars at Car Lot Rate

But even where it is not possible to make up a straight car load, it is often of advantage to ship a car light, paying for the required 12 tons, which is less than the part car rate. For instance, taking the North Bay figures, for example, a straight car load rate would amount to \$28.80, a part car shipment of six tons would cost exactly the same amount, and if bagged paper was included the six ton shipment would cost \$36.60. It is evident, therefore, that in a case like this any shipment over a half car could advantageously be billed as a straight car taking advantage of the car rate, and thus enabling the shippers to include bagged paper if necessary, at no extra cost.

Waste Paper a Debit or a Credit?

In looking into the matter of waste

paper, it becomes evident that it is something that a merchant cannot afford to overlook. Loose paper is an outstanding menace, not only to the individual merchant, but to the community in which he resides. Methods of destroying paper are wasteful of good material, of time that might be better employed and are also a danger. In other words, this method of handling waste paper must be reckoned as a debit item. There is no way of getting away from the force of this argument, as against this loss there is the possibility of making a very comfortable profit, with a less waste of time, and the practical avoidance of any fire risk. Surely it is a clear enough case to present itself to the careful consideration of every wideawake merchant.

To all our readers everywhere we send the heartiest of Christmas greetings. May they forget for one day at least the sorrows of these years of conflict in the happy memories of the Christmas season.

CHARGING INTEREST ON ACCOUNTS

(Continued from page 20.)

saves a lot of suspicion on the part of the farmer." He follows the same system in buying eggs, the farmer counts them himself. "If the farmer claims to have 15½ dozen and my count shows only 15 I never dispute the point with him. I may have made a mistake, and anyway if I check him up I will probably offend him and the loss doesn't amount to much. Of course if it happened regularly, that would be a different matter. Mr. Hanna does a big business in this line. For instance during the egg season he often ships over 800 dozen a week, Butter 800 to 1,000 lbs., while weekly shipments of poultry often run as high as 3,000 lbs. and around the Christmas season often more.

Cash Price on Trade Price for Produce

Since his new cash business system went into effect Mr. Hanna has adopted a new method of handling produce too. For instance he has two prices. One a cash price, the other a trade price. The trade price was one cent higher than the cash price, and whenever a customer took his payments in trade instead of cash they get the advantage of this increased price. The result of this is to reduce the people asking for actual cash to an almost negligible quantity. Prior to the introduction of the cash system, Mr. Hanna used to give due bills for this produce that were redeemable at any time. The difficulty with this was that the farmers were

apt to hoard these due bills for months. These were, always an overhead charge on the business and might be presented at awkward times. Now everything is paid for in cash, that is to say, by one or other of the methods noted above.

This incoming business as is readily seen is a big item, but not more so than the outgoing. Mr. Hanna carries a stock valued around \$15,000 and practically every cent of that is good live saleable stock. He doesn't let dead stock accumulate, nor does he leave it on the shelves to get shop worn and until the customers eyes have grown tired of it. When he once definitely decides that the commodity is not moving, he withdraws it for some time, bringing it back again later and featuring it in a prominent place at a reduced figure. Often indeed he finds some place to dispose of it even without reintroducing it into the store stock.

A Comprehensive Stock

Mr. Hanna handles groceries, dry goods, hardware, boots and shoes in which he carries a stock value at \$22,000 which is ample evidence of its completeness. He has also a very complete furniture department that occupies a long room opening off the store proper. The fact that he can turn this stock over three times a year is an ample proof that this is a paying line. Heavy hardware is handled in a department, back of the store. Here too is a store room for flour of which a heavy supply is carried, Mr. Hanna using it as a leading line and selling it at a small profit. Upstairs he keeps standard remedies, hats and caps, a tinware department, and also here he carries superfluous stock that has not yet been required. Upstairs too he has a store room for seasonal goods. For instance summer dress goods that are carried over are securely stored here, protected from light and dust and moths. This little idea alone has saved Mr. Hanna much needless loss.

Mixing Brains With Work

Here is a general store run by a man who has put brains into his work. It is not advantageously situated to any extent, yet Mr. Hanna assures the CANADIAN GROCER that he would not give up his location in Campbellcroft that only claims a population of about 200 persons, and at that apparently exaggerates, for a store of like proportions in the best business town known. Probably he is right though still in the very early thirties Mr. Hanna has built up a successful business and has proved to a conclusion that the general store is a perfectly sound commercial proposition, with limitless opportunities of growth and expansion.



CURRENT NEWS OF WEEK

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



Maritime Provinces

W. H. Dunham, St. John, N.B., has sold the stock of his grocery store by tender to Louis Corey.

R. B. Seeton & Co., Halifax, N.S., had their grocery store burned. The loss was partly covered by insurance.

Luther Moffat and John Moffat, Sydney, N.S., grocers, furniture, etc., have made a declaration of partnership. They will do business as Moffat & Sons.

Quebec

Geo. E. Beauvais & Co., Montreal, have dissolved partnership.

Louis Roberge, Thetford Mines, has sold the stock of his general store.

Hulin & Williams, Montreal, grocers and meats, have dissolved, S. Hulin continuing the business.

The Montreal Housewives' League have raised the Boycott on potatoes. The spuds are all eyes for their next move.

D. L. MacDougall, of the Lake of the Woods Milling Co.'s Montreal Staff, has returned from a holiday visit to New York.

Cecil T. Gordon, of J. Alex. Gordon & Co., Brokers, Montreal, has returned to business after a sharp attack of grippe.

W. J. Wilson, representative in Quebec Province of S. H. Ewing & Sons, Montreal, is spending the holiday week in Montreal.

Lipes Bros., Montreal, have dissolved partnership in their grocery business. Max Lipes and Mrs. Sam Lipes have registered in their stead.

H. J. Newby, one of the directors of John Duncan & Co., tea merchants, Montreal, visited the Maritime Provinces on business the week.

Messrs. Record, and Lacombe, of Three Rivers, visited Bon Secours Market, on a holiday season's fruit purchasing trip this week.

Major Hugh A. Green Government Fish Purchasing Agent for the troops, after visiting Newfoundland, past through Montreal last week on his way back to Ottawa.

Mr. Thompson, manager of King's Cash Store, a subsidiary company of the Asbestos Corporation, Thetford Mines, Quebec, was a business visitor in Montreal this week.

In view of the holiday season's approach, a number of representatives of

business houses in Norfolk, Va., were in Montreal this week arranging for orders for oysters etc.

Zephirin Hebert, vice-president of the Montreal Board of Trade and a principal of the firm of Hudon Hebert et Cie., gave valuable views as a wholesaler before the Agricultural Committee of the Legislature.

It is noted in Montreal tea trade circles that the American International Corporation (amongst the largest tea traders in the world) has acquired a controlling interest in Carter Maey & Co., the Canadian representatives of whom are Messrs. John Duncan & Co. of Montreal.

The preliminary meeting of the Canadian Fisheries Association was held last week, in Freeman's Hotel, Montreal. A principal purpose of the gathering was to sound opinion on the place of the Annual Meeting, due to be held early in 1917. Halifax appears to have the vote at present, but the decision has not been made.

Assembly at Quebec last week, in a discussion held into the High Cost of Living in Quebec Province. Mr. Hebert dealt with the increased cost of many food products, and gave reasons for the increase. Speaking of the cost of sugar, Mr. Hebert said the increase was due to war conditions. As for tinned vegetables, the increase was due to the fact that the industry was controlled by a trust. The province of Quebec produced a comparatively small amount of vegetables. High freight rates, he said, furnished another reason for the high prices.

Mr. Hebert said that he could not suggest any practical remedy. It might be ten years after the war was over before normal conditions were resumed. He added, however, that the price of sugar might be reduced by January owing to the enormous production this season. He suggested that the duty on sugar coming from the United States be removed.

Ontario

Peter Dippel, Listowel, is disposing of his grocery stock.

G. W. Tiffen, Toronto, has sold his grocery store to J. W. Douglas.

D. L. McKinnon, Fort William, is going out of the grocery business.

H. C. Lavigne, Eastview Centre, has

sold the stock of his grocery store at seventy cents on the dollar.

Herbert Alfred Oliver, a Thetford merchant, died in Victoria Hospital, London. Mr. Oliver was one of the most prominent business men of his home town.

George J. Newton, Guelph, died at the General Hospital, on December 12. Mr. Newton entered the grocery business with the late David Seroggie, in 1871, and conducted a successful business for many years.

The Firstbrook box factory, Toronto, have over one hundred employees in khaki. Every man who enlists has the assurance that he receives his job back again when he returns. They also endeavor to employ men who have done their share in the war.

The Quaker Oats Company, Peterboro, Ont., announces to its employees that "out of sympathy and regret at the loss sustained by them," the company will pay wages for the entire month of December, based on the wages earned from December 1 to 11, the date of the fire. The company also instructed its physician to spare no expense in caring for the injured in the hospital, and to employ extra nurses and private words if necessary.

The new sugar plant at Chatham, Ont., is in operation. After two weeks of final preparation, in which the machinery has been tested and tuned up, the plant began operations on beets on December 13. Officials of the Dominion Sugar Company are highly pleased with the new plant. They report everything as running smoothly, and that the plant is coming up to their expectations. As soon as their supply of beets runs out they expect to open with raw sugar, which is imported.

Western Provinces

J. B. Poulin, Vawn, Sask., has sold his general store.

Nimens & Wilson, grocers, Winnipeg, Man., have dissolved.

John Irving, grocer, Winnipeg, Man., is discontinuing January 1, 1917.

Martin and Fryer, Elrose, Sask., have dissolved. A. E. Martin continues.

Ida M. MacMillan, grocer, Winnipeg, has been succeeded by Wagai & Blackburn.

James Simington, of the No Vary Products Co., has been East on a business trip.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

AMONG the important price changes during the week have been declines in the price of sugars and flour, and advances on laundry soap, washing powders, sardines. The speech of Lloyd-George in reply to the so-called German peace proposals has had a steadying effect on markets which have been showing uncertainty of late.

An unusual advance has taken place in the price of all laundry soaps. This is the first advance in this commodity since the year 1906. Increase in the price of raw materials and the big demand for all oils has made it necessary for the manufacturers to advance their prices. Sugar declined 10c per hundred during the week and flour went down 70c since last issue. There is an uncertain condition in flour, due to the wheat market, but the underlying tone is one of firmness in the face of the recent utterances by the Allies regarding the enemy peace proposals.

Butter, eggs and cheese are in easier market, although there is a firm undertone, due to the firming tendency in the American markets. Live hogs and dressed hogs have again advanced in price. Poultry has been coming to the market in fairly good quantities, especially chickens, geese and ducks. Turkeys are a rather scarce article and are high in price. Dried fruits are in firm market, with advances recorded in apricots and evaporated apples. Spices are all in very firm market and advances in many lines are looked for about the first of the New Year. Coffee is now showing firmness after a long period of quietness. Teas are also firm and have advanced again in the primary market. Nuts of all kinds are scarce and hard to get. American rices have advanced in the primary market and Japanese and Chinese rices are firm. Beans are holding firmly.

Oysters have advanced from 10 to 15c per gallon with further advances expected after New Year's. Business during the week has been good, better in fact than many wholesalers expected at this time of the year.

QUEBEC MARKETS

MONTREAL, Dec. 19.—Effects of the reply of Lloyd George for Britain to the so-called "peace proposals" of Germany will, in many market opinions in Montreal, be towards a steadying of the markets, which have been showing a little uncertainty of late. Especially may this tendency appear in wheat products, but all lines are likely to show a reversion to firmness at present prices, though many people in touch with market trends declare prices are now at about the limit upwards. The facts of the week's market doings show sugar decidedly declined, most lines of other goods maintaining their firmness without marked advances, and some few usually fluctuating lines, such as fruits, vegetables, and provision lines, showing advances. It may be especially noted this week that the coffee market for the first time in months shows signs of going very slightly firmer, due to an accumula-

tion of causes for legitimate advancement; small, but persistent, cost of packing materials being a more decided cause than ever of late.

Many Lines of Soap Increased in Price

SOAPS.—If cleanliness be next to Godliness, then the high cost of living, or the war which caused it, has done a sad and sinful thing. It has advanced the cost of cleanliness, making a world already sufficiently ungodly through wars and rumors of wars still more ungodly by hampering human incentive to cleanliness. To put the matter plump and plain in all its grim reality, the price of soap has risen by 8 to 12 per cent., or 30c a box at least, on almost every well known line. One line, Barsalou soap, is up 62c a box. The market is not surprised, nor is it at all perturbed. Owing to prices of raw materials, soap might

have risen months ago. There is little fear that in the face of a few cents increase in cost of soap, the Canadian public will look either grim or grimy.

Canned Sardines Are Up a Dollar

Montreal.

CANNED GOODS.—The market for canned goods is still rather uncertain, prices being inclined to vary even amongst the principal wholesalers. The packers have no more goods to sell, of course, though for a time they were doing a considerable business in American canned goods to fill orders. A few cars of American canned goods have still been dropping into the market, but the rush of this line of goods is over. In fact, the consumers' demand for canned goods having been quite perceptibly reduced by the tall prices attained by these products, prices became perceptibly easier, many firms having secured sufficient supplies to carry on business at figures below the packers' prices in Canada, as first announced. The only line of canned goods showing a price movement this week is "English sprats" or "sardines," which have gone up a dollar per case of 100 tins to \$11.50 per case. One firm quotes pink salmon at \$1.75 doz. Last week's high quote was \$1.65.

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

Salmon Sockeye—	
1 lb. talls, cases 4 doz., per doz.....	3 00
½ flats, cases 8 doz., per doz.....	2 00
Chums, 1-lb. talls	1 30
Pinks, 1-lb. talls	1 45
Pinks, 1-lb. talls	1 45
Cohoes, 1-lb. talls	1 75
Red Springs, 1-lb. talls	2 50
Salmon, Gaspé, Niobe Brand (case of 4 doz.), per doz.	2 00
Canned Vegetables—	
Tomatoes, 2½s	1 90
Pears, standards	1 35
Corn, 2s. doz.	1 60
Corn (on cob gallon, cans), doz.	5 75
Red raspberries, 2s	2 65
Red cherries, 2s	2 45
Strawberries, 2s	2 50
Pumpkins, 2½s	1 60
Pumpkins, 3s	1 75

Sugar Shows a Decided Decline

Montreal

SUGAR.—Still the weakness noted for some little time past prevails in sugar, and following the decline of 10c per 100 lbs. announced by special panel in CANADIAN GROCER last week, sugar again declined during the present week by 10c also per 100 lbs., making a total of 20c down since last listed quotations in this column. The decline specially panelled in last week's issue took place at 1.30 p.m. on the 13th. This week's decline took place at 1.30 p.m. on

the 19th December (date of writing). The outlook is for steadier conditions, it may be, till after the holiday season. While the man who could venture to predict definitely as to sugar markets would need to be a prophet and the son of a prophet, market opinions have been inclined towards the idea that until the New Year comes in sugar may remain about as quoted in this issue, and some opinions suggested a possible sharp upward move in sugar just before new crop sugar gets on the market. Other views, however, are that the time for this upward trend is over.

Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 00
Acadia Sugar Refinery, extra granulated	7 50
Special icing, barrels	7 80
Yellow, No. 1	7 20
Powdered, barrels	7 70
Paris lumps, barrels	8 20
Crystal Diamonds, barrels	8 20
Assorted tea cubes, boxes	8 20
For 25-lb. and 35-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.	

California Dried Fruits Welcomed

Montreal
DRIED FRUITS.—An unexpectedly complete range of dried fruits from California reached Montreal in several car load lots during the past week, and the supplies are welcomed for holiday season trade. The growers now guarantee that 75 per cent. of orders can be delivered, which is better than had been expected earlier in the season when the rain was causing great havoc. Nevertheless the market for Californian dried fruits is very firm still, and loose muscatels (3-crown) went up a cent to 12½c per pound. All other lines of dried fruits are very firm at present quoted prices, and there is no very certain assurance that supplies can be obtained as readily as formerly, especially from European points; in fact, the indications are all towards a reverse condition. Peels are also in firm market at prices quoted. All such delicacies are costing more for Christmas than the records of past years show.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 12	
Apples, choice winter, 50-lb. boxes	0 12	
Apricots (old crop)	0 16	0 17
Slabs	0 18	
Choice, 25's, faced, new crop	0 22	
Nectarines, choice	0 11½	
Peaches, choice	0 10	0 12
Pears, choice	0 13½	
DRIED FRUITS.		
Candied Peels—		
Citron	0 27	
Lemon	0 24	
Orange	0 25	
Currants—		
Filiatras, fine, loose, new	0 18	0 20
Filiatras, packages, new	0 17	0 18
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	0 12	
Paris, choicest	0 12½	
Hallowee (loose)	0 12½	
Excelsior	0 10	
Anchor	0 09	
Figs—		
3 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½	
1 lb. glove boxes, each	0 12	
Cal. bricks, 16 oz.	0 09½	
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lb.	1 00	

Figs—		
Spanish (new), mats, per mat	3 60	
Fruits, California New Crop—		
30 to 40, in 25-lb. boxes, faced	0 13	0 13½
40 to 50, in 25-lb. boxes, faced	0 13	0 13
50 to 70, in 25-lb. boxes, faced	0 11	0 12½
70 to 90, in 25-lb. boxes, faced	0 10½	0 11½
90 to 100, in 25-lb. boxes, faced	0 10	0 11
Raisins—		
Malaga, table box of 25 lbs., 3-crown cluster, \$2.00; 4-crown cluster	3 75	
Muscateles (loose), 2 crown	0 10½	
Muscateles, loose, 3-crown, lb.	0 12½	
Muscateles, 4-crown, lb.	0 10	
Cal. seedling, 16 oz.	0 12½	
Fancy seeded, 16 oz. pkg.	0 11½	0 11½
Choice seeded, 16 oz. pkg.	0 10½	0 11
Valencia, selected	0 11	
Valencia, 4-crown layers	0 11½	
Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.		

Molasses May Have A Costly New Crop

Montreal
MOLASSES.—Barbadoes interests are holding on hard to their coming crop of molasses, sticking out for high prices which Canadian importers at present are reluctant to agree to. The Barbadoes holders have the transportation interests to some extent with them in the campaign to secure the highest possible figures for their goods, the mail steamers being under contract to carry only a small proportion of molasses in puncheons for Canada. With freight rates going higher, and the growers now anxious to get the buyers to take over the war risk as well, which is very considerable and may go higher, the outlook in molasses is for exceedingly great firmness, even when the new crop is fairly on the way. At least, that is market opinion at present. Time may modify it to some extent. Molasses would be worth at least 59c per gallon (new crop laid down in Montreal) if present market outlook can maintain until new crop is actually coming along, and in some opinion there is even a chance that this price may be exceeded for new crop. Fancy grade choice runs 4c lower per gallon on the same scale for new crop to come. For corn syrups and glucose the firmness of market is unchanged.

Barbadoes Molasses—		Prices for
Puncheons	0 65	Fancy, Choice, Island of Montreal.
Barrels	0 68	
Half barrels	0 70	0 63
For outside territories prices range about 3c lower. Carload lots of 30 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Perfect seal jars, 3 lbs., 1 doz. in case, case	3 25	
2 lb. tins, 2 doz. in case, case	3 25	
5 lb. tins, 1 doz. in case, case	3 65	
10 lb. tins, ½ doz. in case, case	3 56	
20 lb. tins, ¼ doz. in case, case	3 50	
Barrels, about 700 lbs.	0 04½	
Half barrels, about 350 lbs.	0 04½	
Quarter barrels, about 175 lbs.	0 05	
2 gallon wooden pails, 25 lbs. each, per pail	1 70	
3 gallon wooden pails, 35½ lbs. each, per pail	2 40	
5 gallon wooden pails, 65 lbs. each, per pail	3 70	
Lily White—		
2 lb. tins, 2 doz. in case, per case	3 75	
5 lb. tins, 1 doz. in case, per case	4 15	
10 lb. tins, ½ doz. in case, per case	4 05	
20 lb. tins, ¼ doz. in case, per case	4 00	

Tapioca Arrives In Small Shipments

Montreal
RICE AND TAPIOCA.—Pearl tapioca is in strong and advancing primary market conditions, while flake tapioca keeps firm, but does not alter in price for the

present to the importers. There is quite likely to be a shortage of tapioca unless imports are more rapidly brought in. Stocks on hand in Montreal are, however, sufficient for present requirements and for the immediate future as far as can be estimated. Rice is at present in good demand and at unchanged prices. Rice has been attracting business on the part of the consuming public of late owing to its moderate price as compared with many grain products usually in greater demand.

Rangoon rice, per 100 lbs.	4 30
"Texas" Carolina, per 100 lbs.	7 00
Real Carolina, per 100 lbs.	7 50
Patna (fancy)	7 00
Patna (good)	4 50
Siam, No. 2	4 80
Siam (fancy)	5 75
Tapioca, per lb.	0 09½

The Bean Markets Are Firm as Ever

Montreal.
DRIED VEGETABLES.—Firmness maintains in beans generally, and also barley, though peas show a slight shading towards easier price conditions, and new crop split peas are quoted cheaper. Lima beans are still available, though not in any large quantities, and their price maintains firmly at the highest figure quoted in this column last week, namely, 9c. Efforts of the agents for imported beans to effect sales are securing business, though in some cases the wholesalers are holding off in favor of Canadian beans, which do not appear to be in any hurry to come to market. It has been difficult in certain cases to close contracts for sales of California beans for importation, the tendency of growers to reconsider price offers when buyers are willing to close with them being noticed by some brokers. This is a condition directly due to the shortage of beans on the market at present, and any big influx of Indian or Japan beans would alter the complexion of the case. But with freights high and bottoms scarce to carry them, the condition looks rather lasting.

Beans—	
Canadian 3-lb. pickers, per bushel	6 75 7 20
Canadian hand-picked	7 00
Canadian, 5-lb. pickers	6 50 6 90
Yellow Eyes	6 90 7 20
Lima, per lb.	0 05½ 0 06
Peas, white soup, per bushel	3 80 3 75
Peas, split, new crop, per bag 98 lbs.	6 75 7 00
Barley (pot), per bag 98 lbs.	5 75
Barley, pearl, per bag 98 lbs.	6 50

Nothing to Ease Up the Nut Markets

Montreal
NUTS.—News of the cessation from business of a New Orleans firm, which had contracted to supply soft shell pecan nuts was commented upon by a firm of large wholesalers which had expected consignments from this direction. Such eventualities keep the market for American nuts firm, as last week's report indicated. Soft shell pecan nuts are not any too plentiful on the markets at present. War-caused conditions affecting nut importations continue to

make the whole tendency of the markets still firmer. Supplies of California nuts may prove a little better than had been anticipated, but there is no great rush to market them on the part of growers. The only actual market change this week is noticed in Bordeaux shelled walnuts, which are up 1c a pound on the lower quotation of last week.

Almonds (Tara), per lb.	0 21	0 22
Almonds (shelled)	0 39	0 40
Brazil nuts (1916 crop), per lb.	0 22	0 23
Filberts (Sicily), per lb.	0 18½	0 19
Hickory nuts (large and small), per lb.	0 09	0 09
Peanuts (coon), per lb.	0 09	0 10
Peanuts (Jumbo), per lb.	0 13	0 13
Pecans (new Jumbo), per lb.	0 21	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	0 40	0 40
Walnuts (Grenoble)	0 18½	0 19
Walnuts (shelled)	0 45	0 46

Firmness Still the Feature in Tea

Montreal—The firmness in tea is still more pronounced, though the retailer may still be able to obtain excellent teas at quite reasonable prices. But black teas, Ceylons and Indians, have all experienced a still further firming up, by from ¾d to 1d per pound (English money), and this is reflected slightly in the Canadian markets in Montreal. The "penny" (English) equivalent to the two cents Canadian is the scale of advance, because the firmness is practically certain to be more pronounced still as the year draws to a close. All teas are firmer. Japans are much as last week, but firm at that. Chinas are much firmer than they were this time last year. Exchange is partly responsible as regards Chinas, also scarcity. Green teas that cost 11c last year, are costing 15c this year. Gunpowders, pinheads, Imperials, and Ping Sueys are all scarce and dear, and Russia's huge tea orders of late have not helped from the Canadian point of view as regards market conditions.

Pekoe Souchongs, per lb.	0 25	0 26
Pekoes, per lb.	0 28	0 30
Orange Pekoes	0 30	0 35

Coffee May Slightly Increase in Price

Montreal—COFFEE.—While the advances in coffee prices during the past six months or so have been small, there have still been advances, and though from month to month the change has been too trifling for the prices to alter much from wholesale to retail trade, the gradual increase of the past six months is about to reach a point where some slight effect, possibly a cent or so a pound may be noticed in prices of coffee. Probably at the beginning of the New Year coffee will be very slightly more costly. As a matter of fact containers for coffee, tins, and the packages generally, also the heavier packing materials used in the trade are all much higher, and so far this extra expense has not been made operative on the market prices gener-

ally. Ocean risks are up, also freight rates, and the chances are that coffee is at last coming into its turn for an increase in price, though only a slight one.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 38
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 18½	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

Value of Cocoa As Food Noted

Montreal—COCOA AND CHOCOLATE.—Quietness of market for cocoa products is the main feature of the present time, though chocolates are having their usual seasonal increases of demand, and the winter demand for cocoa as a beverage is well maintained. The market outlook is rather uncertain, with undoubted firmness in the future should freight rates, ocean risks, and the cost of containers keep advancing as they have been doing of late. That the value of cocoa as a food is not fully appreciated by the public in these days of high cost of living, and that no wise mother will withhold a few good chocolates a day from her children on account of their sure body-building powers is the opinion of a noted scientist, recently published.

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

Steady Trend of Spices to Firmer

Montreal—SPICES.—Always the tendency to firmness is apparent more and more in spices, though the mere influence of suspected shortages to come is not enough as yet to advance prices to the retail in Montreal. Wholesalers and grinders alike look for difficulties in securing adequate supplies of many useful spices in the future if conditions of primary markets, and of transportation for cargoes, do not improve. Ocean freight rates, risks, and conditions are seriously affected, and spice importers are anxious as to the lasting powers of spot stocks (mostly available in any quantity in New York). Montreal supplies are not any too large. Demand keeps at something like normal, and the result of both factors in the situation might well mean a rise in spice prices of very decided measure should an increase arrive at all. Containers are also much more costly, and certainly for spices in tin cans, large and small, there may be advances very soon. Pepper looks particularly firm at present, and there is very little afloat for destination on the American continent.

Spices			
Allspice	5 and 10-lb. boxes	¼-lb. pkgs. dozen	¼-lb. tins lb.
Cassia	0 18	0 19	0 23
Cayenne pepper	0 25	0 27	0 37
Cloves	0 25	0 28	0 35
Cream tartar	0 30-0 32	0 30	0 35

Ginger, Cochin	0 26	0 31
Ginger, Jamaica	0 28	0 28
Mace	0 30	0 30
Nutmegs	0 45-0 45	0 45
Peppers, black	0 30	0 37-0 36
Peppers, white	0 37	1 17-1 22
Parsley, spice	0 22	0 25-1 30
Pickling spice	0 18-0 22	0 22
Turmeric	0 21-0 23	0 23

Lower prices for pails, boxes or bails when delivery can be secured.

Cardamom seed, per lb., bulk	2 00	2 50
Carraway, Dutch	0 41	0 41
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Shredded coconut, in pails	0 21	0 23
Cinnamon, per lb., 35c		
Pimento, whole		12-15

Holly and Evergreen Give Holiday Touch

Montreal—FRUIT, ETC.—Oranges and apples remain in much the same market as during the past week, with prices unchanged, and demand improving rapidly towards the holidays. Bananas are also unchanged in price, being still quoted at \$2.75 to \$3 per bunch (packed). The fruit trade notes that there will be no 714 Valencia oranges on the market this year, the deficiency having to be made up by other numbers. This will help the sales of navels, which are in good demand. In vegetables some minor changes are noted. There is no longer any New York celery, all California celery now. Potatoes remain as last week (the Montreal Housewives' League has raised the boycott). Parsley, mint, and watercress feature on the market more now that seasonable savories begin to figure more prominently on menus. Cabbage sells by the barrel, and curly lettuce by the box of three or four dozen to the retail now. The holiday touch of festivity is given to the markets by the appearance of Californian holly, and evergreens for decoration, in large supplies.

Oranges, Navels, per box	3 75	4 00
Oranges (Floridas)	3 50	3 50
Oranges (Porto Rico)	2 80	2 80
Lemons	4 00	5 25
Wealthy Apples	No. 1	No. 2
McIntosh Red, per bbl.	4 80	3 80
Fameuse, per bbl.	7 00	7 00
Spies	6 50	6 00
Baldwins	5 00	4 50
Kings	5 00	4 50
Brussels Sprouts (quarts)	0 15	0 20
Cauliflower, per doz. bunches	2 50	2 50
Celery (California) crate	7 75	7 75
Onions, red, per lb. ¼ doz.	6 00	6 00
Onions, Spanish, per crate	1 90	2 00
Potatoes, per bag (50 lbs.)	0 75	0 75
Carrots, per bag	1 00	1 00
Beets, per bag	1 00	1 00
Pumpkins	1 00	1 00
Lettuce, Head, doz.	2 50	2 50
Lettuce, Curly, (boxes ¼ doz.)	1 00	1 00
Lettuce, Romaine, doz.	2 10	2 10
Lettuce (Boston), per box of 2 doz.	0 25	0 25
Tomatoes, hothouse, lb.	0 30	0 30
Horse Radish, per lb.	3 50	3 50
Cabbage, (barrel)	10 00	11 00
Cranberries (Cape Cod), barrel	4 00	4 00
Beans, U.S. wax, basket	1 50	2 00
Beans, U.S. green, basket	0 40	0 40
Leeks, per doz. bunches	0 50	0 50
Parsley, doz.	0 50	0 50
Mint, doz.	0 50	0 50
Watercress, doz.	4 50	4 50
Holly, per case	1 50	1 50
Holly, per doz.	2 00	2 00
Evergreen, per bale		2 00

Haddies Scarce: All Fish Firm

Montreal—FISH AND SHELLFISH.—The current week has been a busy one on account of the period of Advent's drawing to its close. Three fast days ensure

an extra demand for fish, and there has been an extra demand. The outlook is for further activity, as the coming of the holidays will stimulate some lines, and a busy week is looked forward to. There are not many changes in price to the large buyers just at present, and the prices to the retailer remain unchanged this week. The outlook appears to be towards steady figures from now on. Perhaps during the holidays some stocks might accumulate, and the trade is expecting that there may be a few reactions between now and New Year's. Trade in oysters, both in bulk and in the shell, is very brisk, and as usual a large turnover is expected. Due to shortage of raw material, finnan haddies and fillets have been extremely scarce, and sold at abnormal prices.

SMOKED FISH	
Haddies	0 11 0 12
Haddies, fillet	0 13 0 14
Digby herring, per bundle of 5 boxes	1 00
Smoked boneless herring, 10-lb. box	1 40
SALTED AND PICKLED FISH	
Herring (Labrador), per lb.	8 50

ONTARIO MARKETS

TORONTO, Dec. 21.—There has been a fairly good trade in grocery lines during the week, somewhat to the surprise of some wholesalers. Last week it looked as though the pre-holiday quietness had set in. But the past week has shown that this is not the case. There has been a firmness in all markets with the exception of sugar and flour. In the former there has been a decline of 10c per hundred and in the latter 70c per barrel. Prices are holding well up in the face of shortages of many lines. The enforcement of the customs regulation that provides for payment of duty on the basis of the value of goods at the time of entry into Canada makes it necessary that wholesalers charge a slight increase over the prices at which they sold their goods previously. This regulation is being strictly enforced since the first of the present month. Heretofore the duty was paid on the invoice of the goods. The regulation is one that has been on the books for some time but has not been enforced until recently. Retailers who are asked to pay an additional charge over the price at which they bargained for their goods some time ago will understand that the regulation calls for additional outlay on the part of the wholesaler. Merchants are looking forward to a good holiday trade.

Sugar Declines

Again 10 Cents

Toronto
SUGAR.—A further decline of 10c per hundred in all grades of sugar was recorded on Tuesday of this week. This follows a decline of 10c per hundred recorded last week. Extra granulated

Salmon (Labrador), per bbl.	18 00
Salmon (B. C. Red)	16 00
Sea Trout, red and pale per bbl.	16 00
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	21 00
Codfish (Skinless), (100-lb. box)	9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.	0 10
Codfish, Shredded, 12 lb. box	1 80
SHRIMPS, LOBSTERS	
Lobsters, medium and large, lb.	0 38
Prawns, Imperial gal.	2 50
Shrimps, Imperial gal.	2 50
Scallops	3 00
FRESH FROZEN SEA FISH.	
Hallbut	18 —20
Haddock, fancy, express, lb.	8
Mackerel (med.), each	20
Mackerel (large), each	25
Cod, steak, fancy, express, lb.	10
Salmon, Western	16 —18
Salmon, Gaspe	18 —20
FRESH FROZEN LAKE FISH.	
Pike, lb.	0 10 0 11
Perch	0 10 0 11
Whitefish, lb.	0 12 0 13
Lake trout	0 14 0 15
Eels, lb.	0 10
Dore	0 12 0 13
Smelts	0 10 0 15
Oysters—	
Selected, gal.	2 00
Ordinary, gal.	1 50
Malpeque oysters (choice) per bbl.	13 00
Malpeque Shell Oysters (ordinary), bbl.	10 00
Cape Cod shell oysters, per bbl.	12 00
Clams (med.) per bbl.	8 00
FRESH FISH.	
Haddock	0 08 0 09
Steak Cod	0 09 0 10
Market Cod	0 07 0 08
Carp	0 10 0 11

sugar is now selling in Toronto at \$7.68 per hundred by Atlantic, St. Lawrence and Canada sugar with the usual differential of 10c below this figure for Acadia. In the United States market declines have been registered during the week also. In New York the refined is quoted at \$7 to \$7.05 in a dull market. Raw sugars were quoted as high as 5.69c per pound in that market, duty paid, during the week and as low as 5.14c. It is estimated that the Cuban crop of sugar will be one of heaviest on record during the coming campaign. Cable advices received from that country by leading authorities in New York place the crop at 3,572,571 tons as compared with a crop of 3,004,000 tons for the campaign of 1915-16. There are now thirteen centrals grinding on the new crop in Cuba as compared with 42 at the same time last year. This indicates that the crop is somewhat late. On the whole the conditions in Cuba have been excellent for a big crop. The weather has been favorable to the maturity of the cane and also to the drying up of the fields, which have been very wet owing to recent rains. Total stocks of raws in all hands in the United States on December 13 were estimated at 76,732 tons as compared with 100,848 tons at the same time last year. With new sugars now moving and a heavy crop in Louisiana and the Phillipine Islands there is every indication that the sugar market will be easy in tone for some little time. Business in sugars has been light during the week.

Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 68
Acadia Sugar Refinery, extra granulated	7 58
Yellow, No. 1	7 28

Special icing, barrels	8 63
Powdered, barrels	7 83
Paris lumps, barrels	8 30
Assorted tea cubes, boxes	8 30
In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 2c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. Second grade granulated is sold by Atlantic and St. Lawrence at 10c under extra granulated.	

Soaps, Mincemeat and Package Cheese All Up

SOAPS, MINCEMEAT, CHEESE.—

The week has been unusual in the number of advances recorded in many of the odd lines usually carried by grocery stores. In some of the well known lines of laundry soaps, such as Comfort, Surprise, Sunlight and Taylor the advance has been 30c per case, making the selling price now \$4.45 in single cases and \$4.35 in ten-case lots. The advance in raw materials has been given as the reason. Soap powders have also advanced approximately 1/2c per pound. Pearlina in the small 12-oz. size has been advanced from \$4 to \$4.15, the 24-oz. from \$3.80 to \$3.90 per case and the 60-oz. from \$4.80 to \$5 per case. Soapade in the 10-oz. size advanced from \$4 to \$4.15 and in the 20-oz. and 50-oz. from \$4.80 to \$5. Gold soap and P. & G. naphtha have been advanced from \$4.15 to \$4.45 per case.

Package cream cheese has been advanced in the 10c size from 90c to 95c per dozen and in the 15c size from \$1.40 to \$1.50 per dozen, an increase of 5c to 10c per dozen. Wethey's mincemeat has been advanced from \$3.60 for a case of 36 packages to \$3.90 per case, an increase of 30c.

All brands of Campbell's soups have been advanced 35c per dozen to the wholesaler. They formerly sold to the retail trade at \$1.25 per dozen. They are now being quoted at \$1.50 to \$1.60 per dozen.

Demand for Molasses Good During Week

Toronto
MOLASSES.—The demand for molasses has been good during the week, with a shortage on some lines of the bulk molasses in the fancy Barbadoes. With the new crop of molasses a considerable distance in the future there is every indication of a continued firmness in this market. Prices locally have remained unchanged during the week. Cane syrups continue in good demand as are also the corn syrups. Prices for the latter have also held steady during the week.

Corn Syrups—	
Barrels, per lb.	0 04 1/2
Cases, 2-lb. tins, 2 doz. in case	3 25
Cases, 5-lb. tins, 1 doz. in case	3 65
Half barrels, 1/2 over bbls.; 1/4 bbls., 1/4 over bbls.	
Cane Syrups—	
Barrels, lb., 5/4c; 1/2 bbls.	0 05 1/2
Cases, 2 lb. tins, 2 doz. in case	4 80
Molasses—	
Fancy Barbadoes, gal.	0 75
West India, gal.	0 40
New Orleans, gal.	0 40 0 43

Canned Pinks and Cohoes Have Arrived

Toronto

CANNED GOODS.—Further arrivals of chums, pinks and coho salmon arrived from the West Coast packers during the week and others still are on the way. Chums are selling at recent quotations of \$1.20 to \$1.45 per doz., while pinks are in 1-lb. talls are quoted at \$1.45 to \$1.65. In one-half pound tins pinks are selling at \$1. Cohoes in 1-lb. talls are quoted at \$2.50. There is a good continued demand for corn and peas for this season of the year, as wholesalers never expect a heavy consumption in the period preceding Christmas.

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

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.....	3 00	
1/2 flats, cases 8 doz., per doz.....	2 00	
Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 45	1 65
Pinks, 1/2-lb. tins	1 00	
Cohoes, 1-lb. talls	2 50	
Red Springs, 1-lb. talls	2 00	
Canned Vegetables—		
Tomatoes, 2 1/2s	2 25	2 40
Peas, standards		1 35
Corn, 2 1/2s, doz.	1 50	1 60
Red raspberries, 2s		2 65
Red cherries, 2s		2 45
Strawberries, 2s		2 50
Pumpkins, 2 1/2s		1 75

First Shipments of Spanish Valencias In

Toronto

DRIED FRUITS.—Some shipments of Spanish Valencia raisins, contrary to expectations arrived in time for distribution to the trade. The sample was of very good quality and are selling around 11 1/2c. Other shipments are on the way but it is not known when they will arrive as there has been no word about the progress of the shipment. Apricots are in firm market and are quoted up 1/2c during the week. Some dealers are out of this fruit altogether. Little interest has been shown in this commodity owing to the high prices. Prunes continue in a firm market and at the same quotations as last week. Grecian currants that arrived by the steamer Themistocles on December 12, are expected to arrive from New York in the near future. The only currants available for spot delivery are Australians. These are stated to be of very fine quality. New crop Halloween dates are in the market and are being sold at 11 1/2c per pound in bulk. Many of the old stocks of Grecian currants are now out. Evaporated apples are in firm market and are being quoted as high as 12 1/2c, with a range down to 11 1/2c.

Apples, evaporated, per lb.	0 11 1/2	0 12
Apricots, choice, 2 1/2s, faced	0 19 1/2	0 23
Candied Peels—		
Lemon	0 22	0 23
Orange	0 23	0 24
Citron	0 26	0 28
Currants—		
Filiatras, per lb.	0 22	
Patras, per lb.	0 23	
Vostizas, choice	0 24	
Cleaned, 1/2 cent more		
Australians, lb.	0 22	
Dates—		
Packages, 3 doz. in case	3 00	3 00

Dromedary dates, 3 doz. in case.....	3 85	4 25
Halloween, per lb.	0 11 1/2	0 12
Prunes—		
30-60s, per lb., 2 1/2s, faced	0 14 1/2	
40-80s, per lb., 2 1/2s, faced	0 13 1/2	
50-60s, per lb., 2 1/2s, faced	0 12 1/2	
60-70s, per lb., 2 1/2s, faced	0 12	
Peaches—		
Choice, 50-lb. boxes	0 11	0 12
Std.s., 50-lb. boxes	0 10 1/2	0 11 1/2
Fancy, 25 lbs., faced	0 13	0 14
Raisins—		
Valencia, Cal.	0 10 1/2	0 10 1/2
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12	0 12 1/2
Seedless, 16-oz. packets	0 15	0 16

Higher Prices on Spices Anticipated

Toronto

SPICES.—There is a continued firmness in the spice market that seems to point to considerably higher prices in many lines about the first of the New Year. Black pepper is very firm and will in all probability be advanced 4c to 5c per pound somewhere about the first of the year. Coriander seed and caraway seeds are also in firm market. In fact all goods that are put up in cans or cartons are in very firm market owing to the higher prices that these containers will cost when new contracts are entered into at the beginning of the year. Tin cans will in all probability be advanced to the wholesalers in the neighborhood of 75 per cent. This will mean that the extra cost per dozen cans on the small sizes will range from 8c to 15c per dozen. Demand for all spices has continued good. At present prices are holding steady but higher prices are anticipated in the not distant future on a number of spice lines.

Allspice	Per lb.	0 18
Cassia	0 32	
Cinnamon	0 60	
Cayenne	0 35	
Cloves	0 35	
Ginger	0 30	0 35
Mace	0 90	1 25
Pastry	0 30	0 30
Pickling spice	0 22	
Peppers, white	0 36	0 39
Pepper, black	0 29	0 32
Nutmeg, select, whole	0 40	0 60
Mustard seed, whole	0 70	
Celery seed, whole	0 40	0 45
Coriander, whole	0 17	0 20
Caraway seed, whole	0 50	0 57
Cream of Tartar—		
French, pure	0 48	0 50
American high test	0 51	0 54

Teas Advance 2c to 4c Per Pound

Toronto

TEAS.—There is a continued firmness in the tea market which has resulted in advances being made in certain grades of teas during the week. In the London market on Monday of this week Indian teas all sold up 1c per pound higher than last week. Orange Pekoes are now quoted 30c to 34c per pound for the good common teas, 32c to 35c for broken Pekoes and 34c to 38c for broken orange Pekoes in the good common teas. This is the first disposition for teas to advance locally within recent weeks although in the London market there have been steadily higher prices. Tea men anticipate there will be a considerably higher market locally after

the new year. There is a disposition to ask higher prices at present but the quietness of the pre-holiday trade is acting as a steady influence.

Pekoe Souchong	Per lb.	0 25	0 27
Pekoe	0 26	0 28	
Orange Pekoe	0 30	0 34	
Broken Pekoe	0 32	0 35	
Broken Orange Pekoes	0 34	0 38	

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

Peace Talk Put Firmness in Coffee

Toronto

COFFEE.—There has been a firmness in the primary market for coffee during the past week, brought about by the recent peace proposal. Coffee is one of the commodities that is expected to go up in price considerably as soon as the post-war demand sets in. At the present time coffee is now lower in price than it was before the war even with the extra war duty that has to be paid. Demand has been good for this season of the year. There is a firmness in the chicory market owing to the exhaustion of stocks held at Montreal. Although the growing season for this commodity is just recently over, there are no more stocks available in producers' hands. Since the war chicory has been grown in Quebec, but the supplies are limited and this has put a firmness in the market.

Bogotas, lb.	0 25
Maracibo, lb.	0 26
Mexican, lb.	0 27
Mocha, lb.	0 33
Itio, lb.	0 20
Santos, Bourbon, lb.	0 25
Chicory, lb.	0 13

Season's Crop of Nuts Not in for Christmas

Toronto

NUTS.—There is a continued shortage in many lines of nuts due to the inability of importers to get their shipments through in time for the Christmas trade. This is a condition over which they have had no control. It has been purely one of shipping. In filberts there is a big shortage and wholesalers are anxiously waiting for shipments to arrive. Some of these are expected to reach the market this week. These nuts will be quoted locally as high as 20c per pound, with a range down to 18c. Peanuts are also in firm market, the range now being quoted from 12c to 14c. Brazil nuts are also very firm, the lower grades being quoted up 2c per pound during the week, the range now being from 20c to 22c. There will also be a shortage in shelled nuts for the Christmas trade, owing to the non-arrival of many of the importations.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 22
Walnuts, Marbots	0 16 1/2	0 17
Grenobles, lb.	0 19	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, lb.	0 12	0 14
Brazil nuts, lb.	0 20	0 22
Cocoanuts, per sack 100		7 00

Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 45	0 48
Brazil nuts, lb.	0 55	
Pecans, lb.	0 55	0 55

Singapore Tapioca Arrived in Market

Toronto
RICE AND TAPIOCA.—During the week there has been an advance of $\frac{1}{8}$ c per pound in Texas, Japans and Carolina rice in the primary market, and this has put a firmness into the local market. In the Japanese and Chinese rices there is also a firmness, due to the higher freight rates of 5c per hundred which the rail-ways will demand after the first of the New Year. The crop in Japan is reported 20 per cent. under that of last year, and this is working toward higher prices in these rices. The demand locally has been good. People are using more rice now, owing to its comparative cheapness. Prices locally have remained unchanged. Some Singapore tapioca is now in the hands of importers locally, being obtained from the London market. This commodity is high in price for future quotations, being practically unobtainable. When present stocks are exhausted there will be a scarcity. All tapiocas are in firm market.

Rangoon B, per 100 lbs.	4 50	4 75
Pakling rice, 100 lbs.	5 00	5 50
Texas Japans, 100 lbs.	5 00	5 50
Carolina rice, 100 lbs.	7 00	7 50
Java	6 50	7 00
Patna, fancy	6 00	6 50
Patna, good	5 00	5 00
Tapioca, per lb.	0 10%	0 11

Indian Beans Have Been in Good Demand

Toronto
BEANS.—There has been a heavy demand for Indian beans, with the result that heavy importations have in some instances been cleaned out. Wholesalers report a difficulty in obtaining supplies of Ontario beans, and in some cases these are quoted up as high as \$7 per bushel, although the prevailing quotation is from \$6.50 to \$6.75 per bushel for 1-lb. to 2-lb. pickers. Lima beans are holding steady in price, and are quoted at a range of $9\frac{1}{2}$ c to $10\frac{1}{2}$ c.

Ontario, 1-lb. to 2-lb. pickers, bush.	6 50	7 00
Rangoon, per bushel	6 50	6 00
Japanese, per bushel	6 00	
Limas, per pound	0 09%	0 10%

Available Stocks of Cereals Steady Market

Toronto
PACKAGES.—The market for package cereals has held steady during the week. There is no intimation as yet that the burning of the Quaker Oats plant at Peterboro is likely to cause an increase in the price of these oats. Local warehouses of the company were fairly well stocked with goods, and this has helped matters considerably. As to whether or not the company would rebuild at Peterboro has not yet been definitely announced. An announcement is expected in the near future.

Cornflakes, per case	2 50	2 85
Rollod oats, round, case	4 00	4 50
Rollod oats, square case	4 25	4 55
Shredded wheat, case	3 00	
Cornstarch, No. 1, pound cartons		0 07%
No. 2, pound cartons		0 07%
Starch, 5-lb. packages, per lb.	0 07	0 10
In 1-lb. cartons		0 05%

Frozen Lake Herring Now Reaching Market

Toronto
FISH AND OYSTERS.—Frozen Lake Superior herring are now reaching the market in fairly large quantities, the first having arrived during the past week. They are selling in 100-lb. sacks at $3\frac{1}{4}$ c to 4c per pound. Weather conditions around the lake have not been very favorable to the freezing of this class of fish, as they are frozen in the open. Labrador herring, in the pickled variety, are higher in price owing to the scarcity and to labor conditions along the coast. Kegs that formerly sold for \$3.75 are now quoted at \$4, and barrels that sold for \$7.25 are now quoted at \$7.75. Oysters are in firm market, and have advanced from 10c to 15c per gallon during the week. The labor situation has been the big factor in causing an advance of this commodity. Oyster men state that where men were formerly paid \$45 per month, they are now getting \$60 per month, and it requires almost a 50 per cent. larger crew to do the same work. Further advances are anticipated in the primary oyster market some time in January.

SMOKED FISH.

Ciscoes, per lb.	0 13
Haddies, per lb., new cured	0 11
Haddies, fillets, per lb.	0 12
Digby herring, bundle of five boxes.	1 00
Smoked boneless herring, 10-lb. box.	1 50

PICKLED AND DRIED FISH.

Labrador herring, keg	4 00
Labrador herring, barrel	7 75
Salt mackerel, kits	2 25

FRESH SEA FISH.

Crabs, per dozen	2 50
Halibut, frozen	0 15
Cohoe salmon (red), frozen	0 14
Qualla salmon (pink), frozen	0 09
Haddock, fancy, express, lb.	0 08
Steak cod, fancy, express, lb.	0 09
Flounders, Maritimes	0 09
New York	0 10
Mackerel, frozen, lb.	0 10

FRESH LAKE FISH.

Pike, lb.	0 08
Whitefish, lb., frozen	0 11%
Herrings, frozen, Lake Superior	0 03%
Lake trout, frozen, lb.	0 12
Smelts, No. 1, lb.	0 12
Oysters—	
Standards, gal.	2 00
Selects, gal.	2 40
Shell, per barrel	5 50
Shrimps—	
Wine gallon cans	1 40
No. 2	2 70
No. 3	5 20
Winkles, per bag	1 75

Florida Strawberries Reached Market in Week

Toronto
FRUITS.—Florida strawberries reached the local market during the week for the Christmas trade. They are of extra fine sample, and are selling wholesale at \$1 per quart basket. They are very much of a delicacy at this time of the year. California navel oranges are reaching the market in somewhat more limited quantities. Wholesalers in certain instances are fairly well stocked

up with them. Some snow apples in baskets came in during the week for the Christmas trade. They are somewhat small in size, but in looks have the nicely colored appearance. They were quoted at 30c to 50c per 11-qt. basket. Florida oranges are quoted easier in price, being 25c per case down. Messina lemons are quoted slightly higher for the finer grades at \$4.25, being an advance of 25c. There has been a seasonable demand for fruits for the Christmas trade. Prices for the most part have held steady.

Apples—		
Barrel	3 25	6 00
Spps. No. 1	6 00	7 00
Spps. No. 2	5 50	5 50
Boxes, American	2 25	2 75
Boxes, B.C.	2 25	2 50
Bananas, bunch	2 25	2 50
Cranberries, bbl.	9 00	11 00
Boxes, 28-qt.	3 50	4 00
Oranges—		
Jamaicas, box	3 00	3 50
Floridas, case	3 25	3 50
Cal. Navels	3 50	3 75
Mexican, case	0 75	0 75
Tangerines, Florida, case	3 00	3 00
Grapes—		
California Red Emperor, 33-lb. drums	5 00	5 00
Spanish Almeria, small bbl., 40 lbs.	7 00	8 00
Grapefruit, Florida, case	3 75	4 00
Grapefruit, Jamaica, case	3 00	3 00
Grapefruit, Cuban, case	3 00	3 50
Porto Rican, case	3 50	3 50
Lemons, Cal., case	5 00	5 00
Messinas, case	3 75	4 25
Pears—		
California, case	4 00	4 00
Pomegranates, case	4 50	5 00
Pineapples, Porto Rican	4 50	5 00
Strawberries, 1-qt.	1 00	1 00

California Celery And New Carrots In

Toronto
VEGETABLES.—Some California celery in cases reached the market during the week, and is quoted at \$6.75 to \$7 per case. The Ontario case celery is becoming scarcer. This latter is selling at \$4.50 per case. New carrots in hampers are also in the market from United States points. They are quoted at \$1.50 per hamper. Head lettuce is in the market in fairly good quantity, the price ranging from 25c to 50c per dozen. Green onions continue to hold in the market, and are quoted at 50c per dozen bunches in a bundle. Turnips by the bag are quoted at slightly firmer prices, the range being up as high as 85c.

Artichokes, Cal. French, doz.	1 25
Beans, green string, hamper	5 50
Beets, bag	1 35
Brussel sprouts, imported, quart	0 20
Cabbage, barrel	3 00
Red, barrel	3 25
per pound	0 06
Cucumbers, hothouse, doz.	2 25
Cauliflower, Cal., 12 in box	2 00
Carrots, bag	1 25
Basket, 11-qt.	0 35
New, hamper	1 50
Celery, Canadian, dozen	0 25
Case	4 50
California, case	6 75
Eggplant, each	0 25
Lettuce, per doz. bunches	0 25
Mushrooms, 6-qt.	2 25
Onions—	
Spanish, crate 120 lbs.	5 00
Spanish, small crate	1 75
B.C. onions, 100-lb. sack	3 50
Green, per bunch	0 50
Potatoes—	
New Brunswick, Delawares, 90-lb. sacks	2 25
Sweet, New Jersey, hamper	2 00
Ontario, 90-lb. bags	2 15
B.C., 90-lb.	2 10
Parsnips, bag	1 50
Watercress, 11-qt.	0 25
Parsley, 11-qt.	0 25
Turnips, 11-qt. basket	0 25
Yellow, bag	0 75

MANITOBA MARKETS

WINNIPEG, December 20.—The big news early this week was the advance of 30c per case in the price of soap, brought about by the heavy cost of raw material. An advance in the following was announced Thursday: Sunlight, Taylor's Borax, Comfort, Dingman's Electric, and Royal Crown Laundry. The same day Proctor, Gamble Co. withdrew their prices, and on Saturday morning announced the same advance—30c per case.

The opinion was expressed here that there might be an advance of two to two and a half cents per gallon on Wilson's vinegar. Tapioca is quoted rather low by jobbers just now, but on account of the high primary market, many of them will be compelled to increase their quotations gradually. While rice is very reasonable, all rices are much firmer. An extra fancy Japan is bringing 6c, and fancy 5 $\frac{3}{4}$ c. Pot barley has advanced further, quotations now being \$4.40 to \$4.65, but pearl barley remains the same.

Jobbers have been rather surprised at the smaller demand for holiday goods this year compared with last. The value of goods sold may be the same, but the tonnage is by no means as large. Retailers seem to have avoided lines they do not require regularly. There has not been the sale for nuts this year as in former years. There will be a bigger carry over of nuts, which applies in particular to whole nuts—there has been a fairly good demand for the shelled. While some sales have been made as low as 16 $\frac{1}{2}$ c, the average price for Brazils seems to have been around 18c to 19c for medium and large respectively, with half cent more for less than sacks.

There is no doubt about it, that the West is not buying luxuries in the same quantity as last year; and this is not attributed altogether to the crop. Prices are so high, people are hesitating about buying.

Honey is said to be particularly good value just now, as it is impossible to buy in the East at what jobbers are offering it at here. California raisins are also good value, for as far as we can learn, they cannot be bought for anything like jobbers' prices. There is a tendency for packers of teas to advance their prices, the lead being taken out by one of the largest last week. Others will possibly follow. Paper and paper bags are very firm.

Sugar and Syrups In Fair Demand

Winnipeg
SUGAR.—A decline of 10c per 100 lbs. has taken place in the price of sugars. Quotations are now as follows:

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	8 30
Extra ground or icing, boxes	9 15
Extra ground or icing, bbls.	8 85
Powdered, boxes	8 95
Powdered, bbls.	8 75
Hard lump (109-lb. case)	9 25
Montreal yellow, bags	7 90
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 35
Halves, 90 lbs., per cwt.	8 45
Bales, 20 lbs., per cwt.	8 45
Powdered, 50s	9 00
Powdered, 25s	9 25
Icing, barrels	9 00
Icing, 50s	9 25
Cut loaf, barrels	9 20
Cut loaf, 50s	9 40
Cut loaf, 25s	9 45
Sugar, British Columbia—	
Extra granulated sugar	8 30
Bar sugar, bbls.	8 75
Bar sugar, boxes, 50s	8 95
Icing sugar, bbls.	8 85
Icing sugar, boxes, 50s	9 15
H. P. lumps, 100-lb. cases	9 25
H. P. lumps, 5-lb. boxes	9 50
Yellow, in bags	7 90

SYRUPS.—There is no change in corn or cane syrups. Now that preserves are getting cleaned up a little, there should be a fairly good demand.

B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 80
5-lb. tins, 1 doz. to case, per case	4 45
10-lb. tins, $\frac{1}{2}$ doz. to case, per case	4 15
20-lb. tins, 3 tins to case, per case	4 05

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

Molasses—	Per gal.
Barbadoes, $\frac{1}{4}$ bbls., per gal.	6 61
New Orleans, $\frac{1}{4}$ bbls., gal.	6 42

Evaporated Apples Advance in Price

Winnipeg
DRIED FRUITS.—It is stated that California raisins are good value at present figures, and that it would be difficult for jobbers to replace their stocks at the same prices. There will be an easing off in the market for Australian currants early in 1917, when the trade should be able to get them for 18c. This, it is claimed in some quarters, will put Greek currants off the market, probably. Some jobbers have had the latter returned to them on account of poor quality, whereas Australian currants arriving are of first-class quality. Prunes are very firm, in fact all California fruits are firm. There has been a further advance in evaporated apples, these being quoted to the retail trade to-day at 11c; they are likely to go higher later on.

Dried Fruits—	
Apples, evap., new, 50-lb. boxes, lb.	0 11
Apples, evap., old, 50-lb. boxes, lb.	0 08 $\frac{1}{2}$
Pears, choice, 25's	0 11 $\frac{1}{2}$
Apricots—	
Choice, 25's	0 18 $\frac{1}{2}$
Choice, 10's	0 19 $\frac{1}{2}$
Peaches—	
Choice, 25-lb. boxes	0 66 $\frac{1}{2}$
Choice, 10-lb. boxes	0 69 $\frac{1}{2}$
Currants—	
Fresh cleaned, Australian, lb.	0 19
Amalias, Greek, wet cleaned	0 18 $\frac{1}{2}$
Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, new, bulk, lb.	0 11 $\frac{1}{2}$
Fards, box, new, 12 lbs.	1 95
Raisins, California—	
16 oz. fancy, seeded	0 11 $\frac{1}{2}$
16 oz. choice, seeded	0 11
12 oz. fancy, seeded	0 09 $\frac{1}{2}$
12 oz. choice, seeded	0 08 $\frac{1}{2}$
Raisins, Muscatels—	
3 crown, loose, 25's	0 09 $\frac{1}{2}$
3 crown, loose, 50's	0 09
Raisins, Cal. Valencias—	
3 crown, loose, 25's	0 09
3 crown, loose, 50's	0 08 $\frac{1}{2}$
Figs, cooking, lb.	0 08

Prunes—	
90 to 100, 25s	0 07 $\frac{1}{2}$
40 to 50, 25s	0 10 $\frac{1}{2}$
Peels—	
Orange, lb.	0 20 $\frac{1}{2}$
Lemon, lb.	0 19 $\frac{1}{2}$
Citron, lb.	0 24

Shortage Noticed In Beans

Winnipeg
DRIED VEGETABLES.—Beans are still very high. A cable arrived this week from Japan, quoting a price around \$6.50 per bushel. California white beans are quoted 10c per lb. f.o.b. San Francisco, which is about \$6 per bushel. Michigan are costing around \$6.70 per bushel. Few Ontarios are being quoted here; apparently they are using them all in the East. Thus the retailer, who is to-day paying from \$5 to \$5.30, can see how high the market is. Lima beans are expected to advance again, as there has been a considerable firming up in California. It has been found there that there is a shortage, whereas it was expected there would be goods left on growers' hands. A local house quotes new California Limas as follows: Sacks, 9 $\frac{3}{4}$ c; less than sacks, 9 $\frac{1}{2}$ c. Barley is also tending up again, especially on pot barley.

Beans—	
Japanese, white beans, bushel	4 75
Manchurian, bushel	4 25
California Lima Beans—	
80-lb. sacks	0 09 $\frac{1}{2}$
Barley—	
Pot, per sack, 98 lbs.	4 40
Pearl, per sack, 98 lbs.	6 00
Peas—	
Split peas, stk., 98 lbs.	6 00
Whole peas, bushel	4 00

RICE AND TAPIOCA.—While rice is still cheap, there has been a firming up on all lines. Dealers may expect a gradual increase on tapioca and sago prices.

Rice and Tapioca—	
Ex-fancy Japan, per lb., 100-lb. bags	0 06
Fancy Japan	0 05 $\frac{1}{2}$
No. 2 Japan	0 04 $\frac{1}{2}$
Siam, per lb., 100-lb. bags	0 04 $\frac{1}{2}$
Patna, per lb., 100-lb. bag	0 07 $\frac{1}{2}$
Carolina, per lb., 100-lb. sacks	0 08 $\frac{1}{2}$
Sago, pearl, sacks, per lb.	0 07
Tapioca, pearl	0 08 $\frac{1}{2}$

COFFEE.—The market has no special feature; if anything, prices should be lower on Rios early in the new year.

JAMS.—All jams are tending upwards. Wagstaffs have advanced their quotations 2c on 4-lb. tins, and 5c per doz. on glass. Jobbers are finding difficulty securing supplies of 4-lb. tins of marmalade.

High Price Curtails Consumption

CANNED GOODS.—A broker who has brought considerable canned goods in from the States this fall states that American tomatoes are easier. This is very important, as tomatoes are an important line. Baltimore tomatoes are said to be down 10c per doz. Other lines of American canned goods are rather inactive. It is realized now that the consumption of canned goods is considerably curtailed on account of the high (Continued on page 50.)

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Dec. 19. — Seasonable weather now settling in there having fallen ten inches snow last three days makes it easy for farmers to come to town. There is a considerable flurry in business everywhere. Jobbers report that sales last week eclipsed anything for months past. Saturday flour dropped to eight fifty barrel but immediately recovered and went to nine dollars. Gold soap, Royal crown, Sunlight all advanced thirty cents case. Many lines of washing poyders have advanced. Sugar dropped ten cents nineteenth instant bringing price to eight eighty-five for granulated hundreds; eight forty-five for yellow. Beans stiffened owing to strong advance in primary markets. Rolled oats show a slight decline as result of easy price on milling oats. In sympathy with pork products lard increased half cent pound basis, pure thirteen twenty. Compound ten eighty. All lines evaporated fruits continue firm with good demand local stocks Christmas specialties will be practically cleaned up before Christmas day. Beans now ten to eleven tomatoes four fifty.

EDMONTON:

Beans, small white, Japan, lb.	0 10	0 11
Flour, No. 1 patents, 98s, barrel	9 00	9 50
Molasses, extra fancy, gal.	0 77	0 77
Rolled oats, 80s, basis	3 70	3 70
Rice, Siam, lb.	0 04 1/2	0 04 1/2
Sago and Tapioca, lb.	0 00	0 10
Sugar, pure cane, granulated, cwt.	8 85	8 85
Cheese, No. 1 Ontario, large	0 25	0 25
Butter, creamery, lb.	0 45	0 45
Lard, pure, 3s, per case	13 20	13 20
Bacon, smoked backs, lb.	0 25	0 25
Bacon, smoked sides, lb.	0 25 1/2	0 25 1/2
Eggs, new-laid, doz.	0 42	0 42
Eggs, storage, case	11 50	11 50
Tomatoes, 2 1/2s, standard case	4 50	4 50
Corn, 2s, standard case	3 20	3 20
Peas, 2s, standard case	2 90	2 90
Apples, gala, Ontario, case	2 45	2 45
Strawberries, 2s, Ontario, case	5 50	5 50
Raspberries, 2s, Ontario, case	5 50	5 50
Peaches, 2s, Ontario, case	4 10	4 10
Salmon, finest sockeye, tall, case	13 50	13 50
Salmon, pink, tall, case	5 00	5 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Dec. 19.—Sugar has dropped ten cents and a further decline seems probable. No. 1 patent flour has been fluctuating between four twenty-five and four eighty-five. To-day's price four-seventy. Storage eggs are slightly cheaper the highest price be-

ing quoted is now eleven fifty case. Mostly all brands laundry soaps are up thirty cents case. Rolled oats, eighties are quoted at three fifty-five. Compound lard dropped half cent pound. Pure lard is firm with advances probable. Roll bacon Ayrshire cut advanced a cent, cooked hams up half cent. Brazil nuts were selling at twenty-four cents till arrival of car, yesterday brought them to eighteen and twenty cents.

CALGARY:

Beans, small white Japan, lb.	0 08 1/2	0 10
Flour, No. 1 patents, 98s	4 70	4 70
Molasses, extra fancy, gal.	0 77	0 77
Rolled oats, 80s	3 55	3 55
Rice, Siam, cwt.	4 75	4 75
Sago and Tapioca, lb.	0 00	0 00
Sugar, pure cane, granulated, cwt.	8 85	8 85
Cheese, No. 1 Ontario, large	0 25 1/2	0 25 1/2
Butter, creamery, lb.	0 45	0 45
Lard, pure, 3s, per case	13 20	13 20
Bacon, smoked backs, lb.	0 25	0 25
Bacon, smoked sides, lb.	0 25	0 25
Eggs, new-laid, doz.	0 45	0 45
Eggs, storage, case	11 50	11 50
Tomatoes, 2 1/2s, standard case	4 50	4 75
Corn, 3s, standard case	3 90	3 90
Peas, 2s, standard case	2 95	2 95
Apples, gala, Ontario, case	2 50	2 50
Strawberries, 2s, Ontario, case	5 25	5 25
Raspberries, 2s, Ontario, case	5 50	5 50
Peaches, 2s, Ontario, case	4 25	4 25
Salmon, finest sockeye, tall, case	12 00	12 00
Salmon, pink, tall, case	5 00	5 50

British Columbia

FROM VANCOUVER, BY WIRE

Vancouver, Dec. 19.—Grocers have found the wholesale market this week something that required careful watching, and some benefited in price by waiting. Eggs have dropped off 2c a dozen, despite the fact that Christmas is so near. The main shipments of Christmas poultry arrived to-day. In spite of talks of boycotts, the price is firm at 38 1/2c to 40c lb. for turkeys, 28c for geese, and 27c for ducks, with chickens 30c. The butter market is firm, though some storage stuff has been loosened out in the last few days. The price still runs from 45c to 47c a pound. Christmas fruits are moving out freely, but there is practically a famine in Japanese oranges, and the price has gone up to 50c a box. A sluggish demand for grapefruit has brought the price down. The flour situation is very unsettled. The price for patent is now \$9.70 a barrel, which is \$1.10 below the highest price on record, which was reached about a week ago. The grocers have won the fight regarding bread, and the wholesale price for 20-ounce loaf is 8c, retailing for 10c. The potato market is easier, many grocers were stocked up. The price down

retail to \$1.30 to \$2 a sack from \$1.65 to \$2.75 last week. Wholesale prices show no change. Business is brisk.

VANCOUVER, B.C.:

Beans, small white Japan, lb.	Open, scarce	4 85
Flour, No. 1 patents, 98s	4 70	4 70
Rolled oats, 80s	3 55	3 55
Sago and tapioca, lb.	0 09	0 09
Sugar, pure cane, granulated, cwt.	8 80	8 80
Cheese, No. 1 Ontario, large	0 27 1/2	0 27 1/2
Butter, creamery, lb.	0 45	0 47
Lard, pure, 3s, per case	12 60	12 60
Bacon, smoked backs, lb.	0 23	0 23
Bacon, smoked sides, lb.	0 25 1/2	0 25 1/2
Eggs, new-laid, doz.	0 63	0 63
Eggs, storage, doz.	0 38	0 38
Tomatoes, 2 1/2s, standard case	4 50	4 75
Corn, 2s, standard case	3 00	3 00
Peas, 2s, standard case	3 00	3 00
Strawberries, 2s, Ontario, case	5 25	5 25
Raspberries, 2s, Ontario, case	5 50	5 50
Peaches, 2s, Ontario, case	4 25	4 25

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Sask., Dec 19.—Flour has taken several drops during the past week or two. On Dec. fifteenth it fell fifteen cents and again on Dec. eighteenth, ten cents. Number 1 patents, ninety-eights per barrel is quoted at nine dollars and fifty cents. Rolled Rolled oats are lower. Bails three dollars and ninety cents; eighties, three dollars and twenty-five cents; forties, one dollar and sixty-five cents; twenties, eighty-five cents. Butter is higher at forty-seven, and eggs newly laid are quoted at fifty. Nearly all lines of soap have advanced about thirty cents a case. Lard has advanced and three's are quoted at thirteen dollars forty-five cents. All washing powders have advanced twenty cents per case. Campbell's soups are also up eighty cents case. Curants are four cents higher at twenty-two cents.

REGINA—

Beans, small white Japan, bush.	5 10	5 10
Flour, No. 1 patents, 98s, per bbl.	9 50	9 50
Molasses, extra fancy, gal.	0 71	0 71
Rolled oats, bails	3 90	3 90
Rice, Siam, cwt.	4 35	4 35
Sago and tapioca, lb.	0 08 1/2	0 08 1/2
Sugar, pure cane, granulated, cwt.	8 64	8 64
Cheese, No. 1 Ontario, large	0 25	0 25
Butter, creamery, lb.	0 47	0 47
Lard, pure, 3s, per case	13 45	13 45
Bacon, smoked backs, lb.	0 25	0 25
Bacon, smoked sides, lb.	0 25	0 25
Eggs, new-laid, doz.	0 60	0 60
Eggs, storage, No. 2, case	4 40	4 40
Tomatoes, 3s, standard, case	4 35	4 35
Corn, 2s, standard, case	3 55	3 55
Peas, 2s, standard, case	2 85	2 85
Apples, gala, Ontario	2 10	2 10
Strawberries, 2s, Ontario, case	5 00	5 00
Raspberries, 2s, Ontario, case	5 25	5 25
Peaches, 2s, Ontario, case	3 95	3 95
Salmon, finest sockeye, tall, case	12 00	12 00
Salmon, pink, tall, case	6 00	6 75
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 27
Bacon, roll	0 23	0 23
Eggs, new-laid	0 50	0 50
Eggs, storage	0 40	0 40

(Continued on page 50.)



FLOUR AND CEREALS



Flour Market Is On The Firm Trend

Opinions Revert to the Idea of "\$12" Flour Again Winter Wheat Quiet: Feeds Very Firm.

Montreal

FLOUR AND FEEDS.—The market for flour, uncertain for some weeks past, has been awaiting the words of Lloyd George to take a turn towards firmness again, and the feeling of many voicing opinions this week has been that once again \$12 flour is in sight for the chances of peace are remote, and the end of the war alone could effect a great change in flour price conditions. At the time of writing (December 19), there were hints of an increase perhaps near in flour, but quotations made on that date were lower than those given last week. Winter wheat flour is in very quiet, and hand-to-mouth condition, but when the St. Lawrence freezes hard over, and good snow roads are available more of this will come in from the South, and there will be an active market it is believed. For feeds the conditions are firm to firmer, no let up in any respect but a very marked shortage.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	9 30	10 30
Second patents	8 50	9 50
Strong bakers	8 00	9 00
Winter Wheat Flour—		
Fancy patents	9 75	10 00
90 per cent. in wood	9 00	9 50
90 per cent. in bags	4 25	4 35
Bran, per ton	35 00	33 00
Shorts	35 00	36 00
Special middlings	40 00	41 00
Feed flour	49 00	50 00
Feed oats, per bushel	6 00	6 00

CEREALS REFLECT WHEAT TENDENCIES

Montreal

CEREALS.—With the uncertainty of wheat and the lower prices of flour the cereal market passed through a phase of equal uncertainty but there were no declines in packet cereals to retailers. The package materials alone would keep packet cereals steady even in the face of fluttering wheat markets. All the cereals in winter demand are active at present, and at firm prices. Demand is not showing any reducing tendency, in fact the outlook is still to firmness for cereals. Barley continues very scarce. Oats were rather easier. The wheat based cereal products reflect

the wheat tendency and the prices of flours upon which their manufacture is based.

Barley, pearl, 95 lbs.	6 25	6 50
Barley, pot, 95 lbs.	5 75	5 75
Buckwheat grits, 95 lbs.	4 00	4 00
Corn flour, 95 lbs.	3 30	3 30
Cornmeal, yellow, 95 lbs.	3 25	3 25
Graham flour, 95 lbs.	4 00	4 00
Hominy, granulated, 95 lbs.	4 50	4 75
Hominy, pearl, 95 lbs.	4 50	4 75
Oatmeal, standard, 95 lbs.	4 25	4 25
Oatmeal, granulated, 95 lbs.	4 25	4 25
Peas, Canadian, boiling, bush.	3 75	3 75
Rollod oats, 90-lb. bags	3 95	3 95
Rollod wheat, 100-lb. bbls.	5 50	5 50
Rye flour, 95 lbs.	4 00	4 00
Whole wheat flour, 95 lbs.	4 40	4 40
Wheatlets, 95 lbs.	4 65	4 65

Flour Declines 70c. During the Week

Toronto

FLOUR.—Two declines were registered in flour during the week—one going into effect on Thursday of last week, and which amounted to 40c, while the other followed on Saturday, the amount of the latter decline being 30c. Manitoba first patents flour is selling at the time of writing at \$9.20 per barrel in car lots and \$9.40 in small lots. As announced in CANADIAN GROCER last week, the flour market was in a weak condition, and was due for a decline. Flour was at that writing last week selling at \$9.90 in car lots. During the week the wheat market sagged to a comparatively low point when recent high prices are borne in mind. The influence was the so-called proposal for peace put forward by the enemy powers. On Wednesday of last week wheat closed at Winnipeg for the cash article at \$1.73¾. On Thursday it held steady and closed at the exact figure of the previous day. Friday, however, there was a big drop, a decline of 15½c being recorded in cash wheat prices for that day. On Saturday there was a recovery, and wheat went up again 97½c to \$1.68. Monday closed at the same figure as Saturday, and Tuesday was 13½c higher than Monday. The effect of Premier Lloyd George's speech in the British Parliament asserting that peace could not be considered until victory is achieved has had the effect of putting firmness into the market. In the face of the upward tendency of wheat and the bullish nature of the war talk, flour is again in a fairly firm position. There is uncertainty in the market. Ontario winter wheat declined during the week also, the best patents selling at \$8.60 in car lots and \$8.10 for second patents.

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

YELLOW CORNMEAL ADVANCES 5c BAG

Toronto

CEREALS.—Cereals for the most part have held steady during the week. Graham flour, whole wheat flour and wheatlets have declined in sympathy with wheat, while yellow cornmeal has advanced 5c per bag, and is now quoted at \$3.10 to \$3.20 per 98 lbs. Demand for cereals has been somewhat light during the week, as dealers are not laying in stocks in the pre-holiday period.

Barley, pearl, 95 lbs.	6 25	6 50
Barley, pot, 95 lbs.	5 00	5 25
Beans, prime	6 00	6 75
Buckwheat grits, 95 lbs.	4 00	4 00
Corn flour, 95 lbs.	3 30	3 30
Cornmeal, yellow, 95 lbs.	3 10	3 20
Graham flour, 95 lbs.	4 35	4 45
Hominy, granulated, 95 lbs.	3 25	3 25
Hominy, pearl, 95 lbs.	3 10	3 10
Oatmeal, standard, 95 lbs.	3 95	4 15
Oatmeal, granulated, 95 lbs.	3 95	4 15
Peas, Canadian, boiling, bush.	3 25	3 25
Rollod oats, 90-lb. bags	3 75	3 85
Rollod wheat, 100-lb. bbls.	5 00	5 00
Rye flour, 95 lbs.	4 00	4 00
Whole wheat flour, 95 lbs.	4 35	4 45
Wheatlets, 95 lbs.	4 60	4 70

MILL FEEDS HOLD IN FACE OF WHEAT DECLINES

Toronto

FEEDS.—In the face of the slump in the wheat market during the week all mill feeds held firm. There is a continued good demand. The amount of feed being produced has been curtailed owing to the slack demand for flour in view of a declining flour market. A declining market invariably has the effect of shutting off demand until such time as it becomes apparent where the price level is likely to settle. There is a continued firmness in feeds, also due to the provision of the British Government that the flour shall contain 76 per cent. of the wheat berry of the No. 1 Northern wheat, 75 per cent. of No. 2 Northern, and 73 per cent. of No. 3 Northern. This will curtail the available supply of feeds to a certain extent. All flour entering the British Isles henceforth must be of the above content.

	Car lots ton	Small lots ton
Mill Feeds—		
Bran	35 00	35 00
Shorts	36 00	35 00
Special middlings	41 00	41 00
Feed flour	50 00	50 00
Ontario oats, outside points	6 00	6 00

(Continued on page 49.)

Merry Christmas and Happy New Year

to our many friends and patrons
throughout the country



May our pleasant business
relations continue for
many years.



CANADIAN CEREAL & FLOUR MILLS CO., Limited
TORONTO, CANADA

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



PRODUCE AND PROVISIONS



Provisions Steady; Hogs In Demand

Montreal—

PROVISIONS.—Owing to the cold weather, there has been a better demand for dressed hogs from the butchers. Dressed hogs have been selling at from 17 $\frac{3}{4}$ c to 18c a pound, an advance of from a $\frac{1}{4}$ c to $\frac{1}{2}$ c during the week past. Live hogs, in fair supply, have been selling at \$13 to \$13.25 per 100 lbs., an advance of 25c to 35c over prices of last week. The end of Advent, with three fast days in the final week, keeps the market for meats quiet still, but the holiday season demand promises to be active. The market for smoked meats and lard continues firm.

Hams—

Medium, per lb.	0 26	0 26 $\frac{1}{2}$
Large, per lb.	0 24	0 24 $\frac{1}{2}$

Backs—

Plain	0 25	0 26
Boneless, per lb.	0 29	0 30

Bacon—

Breakfast, per lb.	0 28	0 29
Roll, per lb.	0 30	0 31
Pickled meats—1c less than smoked.		

Dry Salt Meats—

Long clear bacon, ton lots	0 19	0 19
Long clear bacon, small lots	0 19 $\frac{1}{2}$	0 19 $\frac{1}{2}$
Fat backs, lb.	0 17	0 18

Cooked Meats—

Hams, boiled, per lb.	0 37	0 38
Hams, roast, per lb.	0 36	0 37
Shoulders, boiled, per lb.	0 30 $\frac{1}{2}$	0 31 $\frac{1}{2}$
Shoulders, roast, per lb.	0 31	0 31 $\frac{1}{2}$

Lard, Pure—

Tierces, 400 lbs., per lb.	0 21 $\frac{1}{2}$	0 21 $\frac{1}{2}$
Tubs, 50 lbs.	0 21 $\frac{1}{2}$	0 22
Pails	0 22	0 22 $\frac{1}{2}$
Bricks, 1 lb., per lb.	0 23	0 23 $\frac{1}{2}$

Lard, Compound—

Tierces, 400 lbs., per lb.	0 17	0 17 $\frac{1}{2}$
Tubs, 50 lbs.	0 18 $\frac{1}{2}$	0 18 $\frac{1}{2}$
Pails, 20 lbs., per lb.	0 17 $\frac{1}{2}$	0 17 $\frac{1}{2}$
Bricks, 1 lb., per lb.	0 18 $\frac{1}{2}$	0 18 $\frac{1}{2}$

SUPPLIES OF TURKEYS

BELIEVED SUFFICIENT

Montreal—

POULTRY.—Owing to the cold weather, there is very little live poultry being shipped, but what has been shipped has met with a ready sale. Prices of dressed poultry remain steady. Some lines are shaded a little higher. It is not expected that there will be any lower prices for Christmas and New Year's, as the quantity being brought in from the country points is not heavy. The demand for turkeys is good, and it is expected that there will be enough poultry generally to supply the trade.

Poultry (dressed)—

Chickens, milk-fed, crate, fattened, lb.	0 20	0 22
Old roosters	0 15	0 15
Broilers	0 17	0 18
Roasting chickens	0 20	0 21
Young ducks	0 17	0 18
Turkeys (old toms, dressed, lb.)	0 27	0 27
Turkeys (young)	0 28	0 30

UNUSUALLY SMALL

RECEIPTS OF EGGS

Montreal—

EGGS.—Receipts of eggs in Montreal for the week ending December 16 were very much smaller than usual. Only 421 cases were recorded. For the same period of last year 3,479 cases came in. But the total receipts from May 1 of this year to December 16 compare well with the receipts over the same period of 1915. The receipts for 1916 period are 621,981 cases, and for 1915 period 508,020 cases. There is nothing special to report as to actual market conditions for eggs. Demand for export is practically over. Local trade continues good, the cold weather having firmed up the market considerably. No doubt the extra demand for eggs noticed is due to Xmas baking.

Eggs—

New laid	0 60	0 70
Selects	0 44	0 44
No. 1	0 40	0 40

BUTTER SENT WEST

FROM MONTREAL NOW

Montreal

BUTTER.—Receipts of butter in Montreal for the week ending December 16 were 3,341 packages. For the corresponding period of last year the number of packages received was 3,343. Quality of the newly-churned butter received is poor now, the butter being "fodder" butter, short grained, and the market for this fresh-made butter is lower in consequence. For select trade, finest fall-made butter is supplying the demand at unchanged prices. Shipments of butter were made westwards from Montreal during the week, the resources of Quebec (the "butter" province) being drawn upon to replenish stocks running low to the West. There is also a fair export demand still, and one leading butter merchant of Montreal points out that should butter prices go lower in Canada a vigorous exportation will ensue, because the prices available through export will still rule high, and if higher than local prices will bring about an absolute shortage of butter in Canada. This would bring prices back to levels that would reduce export.

Butter—

Creamery, prints (storage)	0 45 $\frac{1}{2}$	0 45 $\frac{1}{2}$
Creamery, prints (fresh made)	0 43 $\frac{1}{2}$	0 43 $\frac{1}{2}$
Creamery, solids (fresh made)	0 43	0 43
Dairy prints, choice, lb	0 39	0 42
Dairy prints, lbs., in tubs	0 38	0 40

FIRMNESS CHARACTERIZES

CHEESE MARKET ALWAYS

Montreal

CHEESE.—Close of navigation, which

formerly found heavy stocks of cheese in Montreal storage warehouses still unsold, finds a different condition this year, many large stocks being held simply for delivery to French or British buyers whose contracts to purchase at very firm prices are in the hands of the holders of the cheese. Cheese achieved its record "high" in price for Montreal market at 25 $\frac{1}{2}$ c paid for finest Western colored recently, 24c being quite an average price under present conditions. It is suggested by at least one market authority that if butter prices should decline, the result would be a diminution in manufacture of butter and a marked increase in manufacture of cheese for export, export demand being responsible for the high prices of both butter and cheese. Receipts of cheese in Montreal for the week ending December 16 are only very slightly in excess of receipts for the corresponding period last year, the figures being for the period this year 5,875 boxes, and for last year 5,855 boxes. Local demand keeps steady and good. Prices are unchanged for local supply.

Cheese—

Large, per lb.	0 25	0 25 $\frac{1}{2}$
New, twins, per lb.	0 25 $\frac{1}{2}$	0 26
Triplets, per lb.	0 26	0 26
Stilton, per lb.	0 28	0 28
Fancy old cheese, per lb.	0 28	0 28

HONEY PRICES SHOW

A ONE-CENT ADVANCE

Montreal

HONEY.—Prices of honey have advanced 1c per lb. during the past week. Dealers report a very heavy demand for all lines of honey. Supplies are ample to meet local requirements, and should a demand set in shortly from Ontario for Quebec Province honey, there will no doubt be supplies available to meet this

Honey—

Buckwheat, 5-10 lb. tins, per lb.	0 10	0 10 $\frac{1}{2}$
Buckwheat, 50-lb. tins, per lb.	0 09 $\frac{1}{2}$	0 10
Clover, 5-10 lb. tins, per lb.	0 13	0 14
Clover, 50-lb. tins	0 11 $\frac{1}{2}$	0 12
Comb, per section	0 15	0 16

Hogs Go Up Again 50c. Per Hundred

Dealers Look for Higher Prices—Farmers Sacrificing Their Stock—May Be Shortage Next Spring—Lard Holds Firm

Toronto

PROVISIONS.—Live hogs are quoted 50c to 75c per hundred higher this week and dressed have advanced by an equal

amount. There continues a good demand for export. Farmers have been sacrificing some under-sized hogs because they have felt that feed was too high in price. This in the opinion of dealers points to a scarcity of hogs next spring. Quite a number of brood sows have been disposed of by farmers and this also gives an indication that the supply of porkers will be curtailed. This is pointed to as a short-sighted policy. There will no doubt be high prices for those who have hogs to sell next year. Lard has held steady during the week, trade being somewhat quiet. Shipments have been fairly heavy although the cash business has been easier. Deliveries are now being made on goods booked. All cooked meats have held in a steady market during the week.

Hams—		
Medium, per lb.	0 24	0 25
Large, per lb.	0 23	0 23½
Bacon—		
Plain	0 25	0 27
Boneless, per lb.	0 27	0 29
Bacon—		
Breakfast, per lb.	0 26	0 29
Roll, per lb.	0 19	0 20
Wiltshire bacon, per lb.	0 23	0 23
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18
Long clear bacon, small lots	0 18½	0 19
Fat backs, lb.	0 18½	0 19½
Cooked Meats—		
Hams, boiled, per lb.	0 34	0 35
Hams, roast, per lb.	0 34	0 35
Shoulders, boiled, per lb.	0 29	0 30
Shoulders, roast, per lb.	0 29	0 30
Lard—		
Pure tierces, 400 lbs., per lb.	0 20½	0 21½
Compound, tierces, 400 lbs., per lb.	0 16½	0 17½
In 50-lb. tubs, ¼ higher than tierces; pails, ½ higher than tierces, and 1-lb. prints, 1¼ higher than tierces.		
Hogs—		
Dressed, abattoir killed	17 00	17 50
Live, off cars	12 25	12 25
Live, fed and watered	12 00	12 00
Live, f.o.b.	11 50	11 50

BOYCOTT IN UNITED STATES HAS AFFECTED BUTTER

Toronto
BUTTER.—Although there has been no actual boycott in Canada there has been a sort of tacit understanding to let up a little on the consumption of butter. This has been influenced no doubt by the boycotts that have taken place in certain parts of the United States. The result in Canada is a continued easy tone in the butter market. Prices in certain instances, however, were shaded upward 1c per pound, especially in the dairy make of butter. Stocks of butter are not heavy. The buying has been from hand to mouth. There is a firmer undertone to the market due to the slightly higher prices that are being paid at Chicago.

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

STORAGE EGGS ARE QUOTED 1c DOWN

Toronto
EGGS.—The same conditions prevail in eggs as are affecting butter. The talk of boycotts in the United States has actually affected the consumption in Canada. The easier tone noted in the egg market last week has persisted and

the result has been a decline of 1c per dozen in storage eggs during the week. Trade in eggs for the most part has been dull. There is an undertone of firmness to the market as the Canadian supplies of storage eggs are getting low and American eggs will no doubt be brought into the local market in the near future to take care of the requirements. A firmer tendency in prices was evident in the egg market at Chicago during the week.

Eggs—		
New laid, cartons	0 65	0 70
No. 1 storage, ex-cartons	0 40	0 42
Selects, extra	0 42	0 45

FODDER CHEESE IS NOT PLENTIFUL ARTICLE

Toronto
CHEESE.—Some commission men have experienced a difficulty in getting supplies of fodder or winter cheese. They have been in the market for the product but report that it is difficult to obtain. The demand for cheese of all kinds has been fair during the week, with considerable still going into export channels. Locally the price has remained unchanged from the quotations given last week.

Cheese—		Per lb.
New, large	0 25	0 26
Twins are ¼ higher than new large; triplets ½ higher than new large, and Stilton 2c above new large.		

GEESE COMING UP IN GOOD QUANTITIES

Toronto
POULTRY.—There is a scarcity reported in turkeys this year but geese are reaching the market in fairly large numbers, which will no doubt help solve the demand for Christmas fowl. Chickens have been reaching the market in fairly good quantities also, although the run has not been as heavy as it was some few weeks ago. Commission men are looking forward to a good trade in poultry this Christmas, with the bulk of the trade running to chickens, ducks and geese. Prices have remained steady during the week.

	Live	Dressed
Spring chickens	0 14	0 17
Hens, over 4 lbs.	0 14	0 16
Hens, under 4 lbs.	0 11	0 13
Old roosters	0 11	0 14
Young ducks	0 14	0 19
Old ducks	0 10	0 15
Geese	0 12	0 17
Young turkeys (8 and 9 lbs. each)	0 22	0 27
Young turkeys (over 9 lbs. each)	0 22	0 28
Old Tom or hen turkeys	0 20	0 25

Prices are those paid at Toronto by commission men.

QUEBEC HONEY NOW REACHING ONTARIO

Toronto
HONEY.—Supplies of honey from Ontario points are about all in with the result that some of the first shipments from the province of Quebec reached the market during the week. These supplies are expected to grow from that source as the season advances. There has been a fair demand for the product locally, with no price changes recorded.

Honey—		
Clover, 5 and 10-lb. tins	0 13½	0 14½
50-lb. tins	0 12½	0 13
Comb, No. 1, doz.	2 40	2 75
Buckwheat, 50-lb. tins	0 00	0 10½

PROVISION PRICES FIRM AND UNCHANGED

Winnipeg
PRODUCE AND PROVISIONS.—Last week live hogs jumped from 11.15 to 11.35 although there was a heavier run. The reason given was that the demand was greater than the supply, packers being very aggressive buyers, and they did not seem to get what they wanted. There seemed to be a downward tendency however, for this week. Bigger runs are expected after the first of the year. Provision prices remain firm, and unchanged. The same applies to lard; pure is quoted in a basis of 20¼-20½c for tierces, and 16¼c for compound. Egg prices remain the same. The demand is by no means active. The market is rather nervous, with a tendency downward on account of a drop in the American market, which however will not have a direct effect here. Stocks here are light, and we are not likely to see lower prices for a while. Butter jobbing has been quiet during the past week, altho' some sales in car lots were made at 44c for No. 1 stock, and 42½c for mixed No. 1's and 2's. In the city fresh made is bringing 43c, and No. 1 storage stock 42c, No. 2, 40c.

Hams—		
Light, lb.	0 25	
Medium, per lb.	0 23	
Large, per lb.	0 21	
Bacon—		
Breakfast, per lb.	0 24	
Breakfast, select, lb.	0 27	
Backs, select, per lb.	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light	0 16	
Barrelled Pork—		
Mess pork, bbl.	30 00	
Lard, Pure—		
Tierces	0 20¼	
20s	4 22	
Cases, 5s	12 90	
Cases, 3s	13 05	
Lard, Compound—		
Tierces	0 16¼	
Tubs, 50s, net	8 25	
Pails, 20s, net	3 37	
Butter—		
Fresh made creamery, No. 1, cartons	0 42	
Best dairy	0 38	
Fresh Eggs—		
New laid	0 45	0 50
Extras, in cartons	0 43	
No. 1, candled	0 39	
Cheese—		
Ontario, large	0 25½	

DEATH OF W. McGAW

Walter McGaw, Kincardine, died at the General Hospital, where he had been operated on for appendicitis. Mr. McGaw had been associated with his father-in the grocery business for years, and assumed the bulk of responsibility.

ISSUE FRAUD ORDERS AGAINST COMPANIES

Fraud orders have been issued by the Postoffice Department against the Guarantee Grocery Company, of East Kildonan, Man., and Kee Fung Tong, of Vancouver, B.C. No letters may be forwarded to these addresses.

WEEKLY GROCER MARKET REPORTS

(Continued from page 44.)

price. A local jobber this week came out with a price of American tomatoes at \$2.95 per case of 2's, and a price on Canadian tomatoes that was surprisingly low. This particular house is probably selling very near the cost price. Another Winnipeg jobber announces that they will have to limit customers' orders for canned salmon in order to conserve their stocks.

Agricultural College Supplies Retailers

Winnipeg

FISH AND POULTRY.—Last week-end no Atlantic frozen fish had arrived. Some of the wholesale fish houses had supplies of finnan haddie, which they were selling at 13½¢; they expected to have stocks for quite a while. Kippers were bringing \$2 per box. Pickerel and other lake fish were difficult to obtain as, owing to the mild weather, difficulty was experienced getting it in. The supply is heavy, however, once it arrives. For halibut, dealers are paying 14c, salmon 15c, and 9c for whitefish. Poultry is fairly plentiful for the Christmas trade, but there are not as many turkeys as dealers would like; heavy fowl are also scarce. The Agricultural College in Winnipeg has been bringing in turkeys for feeding purposes and, for that purpose have established an experimental feeding station. They are supplying the retail trade, but they cannot keep the trade supplied; their prices are around 28c and 29c, whereas wholesalers are getting 30c and 32c for them dressed. Chicken is bringing 22c.

Oysters, Imperial gallon	3 00
Whitefish	0 00
Salmon, frozen	0 15
Halibut, fresh	0 16
Halibut, frozen	0 14
Lake trout	0 13
Cod, frozen	0 10
Smoked goldeyes	0 55
Kippers, boxes	2 00
Bloaters, boxes	2 00
Mackerel, 10-lb. kits	3 50
Poultry, Dressed—	
Good fat chickens	0 22
Good fat hens	0 20
Turkeys	0 30
Ducks	0 24
Geese	0 22

Smaller Demand For Fancy Lines

Winnipeg

FRUIT AND VEGETABLES.—Wholesalers found things rather quiet during the past week, and it is hoped that things pick up better this week for the Christmas trade. The demand for fancy grocery lines is also smaller this year. Men in the fruit business blame the cold snap for the quietness. The demand for oranges is good, and there is a noticeable decline in the market, caused by heavy supply. Navels are down to \$3.50 per case, and Floridas are bringing the same figure. Lemons are also down, now selling for \$4.50 per case, but dealers do not think they are

liable to go much lower. Nova Scotia Kings are off this market.

Manitoba potatoes, 10-bushel lots	0 90	0 95
Manitoba potatoes, carlots, bush., f.o.b. Winnipeg		0 85
Celery, Cal., doz.	1 25	
Carrots, bushel	0 75	
Turnips, bushel	0 20	
Onions, per cwt.	3 50	
Cabbage, per cwt.	2 00	
Cauliflower, Cal., per doz.	2 00	2 25
Head lettuce, Cal., doz.	1 25	
Imported mushrooms	0 90	
Sweet potatoes, bbl.	5 00	5 50
Fruits—		
Oranges, navels, case	3 50	
Oranges, Japanese, box	0 65	
Oranges, Florida, box	3 50	
Lemons	4 50	
Grape fruit	4 50	
Emperor grapes, kegs	5 50	
Malaga grapes, kegs	7 00	10 30
Ontario Greenings	5 50	
Ontario Spies	7 00	7 50
Ontario Baldwins	6 00	6 50
N.S. Kings	4 75	5 25
B.C. box apples	1 65	2 50
Cranberries, bbls.	11 00	
Melons, Casaba, doz.	2 50	
Pears, Winter Nellis, box	3 50	
Pears, D'Anjou, box	4 00	

New Brunswick Markets
FROM ST. JOHN, BY WIRE.

(Continued from page 45)

St. John, N.B., Dec. 19.—Volume of business has continued well up to mark this week but the rush is now slackening as filling of Christmas orders is completed. Week has been marked by substantial reductions in two important staples. Manitoba flour dropped 40 cents on 14th, and 30 cents on 16th, making present price \$10.20. This is \$1.30 less than top price reached at end of November. Drop due to reaction in wheat market following peace proposals and jobbers anticipate advance with unfavorable reception of proposals by Allies. As result favorable reports of prospects for new crop anticipated reduction in sugar has begun with ten cent drops on 13th and 19th. Present prices standard granulated \$7.75 to \$7.80; united empire, \$7.65 to \$7.70; bright yellow \$7.55 to \$7.60; No. 1 yellow \$7.35 to \$7.40; Paris lumps \$9 to \$9.25. Molasses scarcer and price up now 62 to 63. Signs of weakening in potato market failed owing to lifting of embargo and stock now firm at \$3.50.

An interesting feature of the Christmas market which had been bare of nuts was last minute arrival of stock by steamer Scandinavian which were not discharged until Monday. Stocks of walnuts and almonds eagerly welcomed and arrival of filberts about same time also relieved situation. Within two days entire arrivals distributed. Wire inquiries from upper Canadian and Western points indicate scarcity there. Local prices in bag lots almonds 20, Brazil 23, filberts 18, walnuts 16, with one cent added for broken lots.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Manitoba	10 20
Ontario	9 95
Cormeal, gran., bbls.	7 50
Cormeal, ordinary, bags	2 80
Flour, buckwheat, 100-lb. bag	5 75
Molasses, extra fancy, gal.	0 62
Rollod oats, bbl.	5 25

Beans, white, bush.	7 00
Beans, yellow-eyed	7 00
Itice, Siam, cwt.	5 00
Sago and Tapioca, lb.	0 10
Sugar—	
Standard granulated, cwt.	7 75
United Empire	7 70
Bright yellow	7 55
No. 1 yellow	7 35
Paris lumps	9 25
Cheese, N.B., twins	0 25
Butter, dairy, per lb.	0 40
Lard, pure, lb.	0 22½
Lard, compound	0 18
Beef, corner, lb.	3 00
Tomatoes, 3s, standard case	4 70
Corn, 2s, standard case	3 50
Peas, 2s, standard case	3 00
Apples, gala., N.B., doz.	3 10
Strawberries, 2s, Ontario, case	5 00
Raspberries, 2s, Ontario, case	5 40
Peaches, 2s, Ontario, case	4 00
Salmon, red spring, talls, case	10 00
Salmon, pink, talls, case	6 00
Salmon, Coho, case	3 00
Salmon, Chums, case	4 75
Sardines, domestic, case	4 00
Cream tartar	0 42
Currants, lb.	0 21
Raisins, choice, lb.	0 11½
Raisins, fancy, lb.	0 12
Raisins, seedless, lb.	0 15
Prunes, 90-100, lb.	0 10
Candied peel, citron	0 25
Candied peel, orange and lemon	0 21
Evaporated apples, lb.	0 11½
Evaporated apricots, lb.	0 21
Pork and beans, case	4 50
Fresh Fruits and Vegetables—	
Apples, bbl.	2 00
Lemons, Messina, box	5 00
Lemons, Cal., box	5 00
Oranges, Cal., box	3 75
Grapes, Malaga, keg	7 00
Grapefruit, each	0 05
Potatoes, bbl.	3 50

FLOUR AND CEREALS
(Continued from page 46.)
FLOUR UNSETTLED;
FEEDS REMAIN FIRM

Winnipeg

FLOUR AND CEREALS.—Last week end millers were not disposed to talk about the market, as the collapse of wheat, following Germany's offer of peace terms, left them bewildered. Some of the millers dropped their prices 70c per bbl. in anticipation of a further decline, whereas on Saturday the market recovered eight or nine cents. The Western Canada Flour Mills withdrew from the market altogether, preferring not to do business until the market was more settled. Other millers were quoting first patents at \$8.50. The market has firmed out however and on Wednesday the price was \$9 for first patents. In Eastern Canada millers did not drop their prices as much as in the West, being content with a decline of 30c per bbl. compared with 70c in Winnipeg. At the same time rolled oats dropped 20c for 80's, and were quoted \$3 by the mills, and \$3.10 by some of the jobbers, who no doubt had stocks. This decline was made necessary by a decline in oats. Feeds remained firm, bran selling at \$28, and shorts and middlings at \$30. It is a surprising thing that farmers in the West are selling their feed wheat for 83c per bushel—equal to \$30 per ton—and are buying shorts at the same price.

Flour—

Best patents	9 00
Bakers	8 00
Clears	7 30
XXXX	6 30

Cereals—

Rollod oats, 80 lb.	3 00
Rollod oats, 80 lb., family size	4 10
Cormeal, 85's	3 20
Oatmeal, 85's	4 00

Feeds—

Bran, per ton	25 00
Shorts, ton	30 00
Middlings, ton	30 00
Mixed chop, ton	30 00



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

**Trade-
Makers
and
Profit-
Producers**

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

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

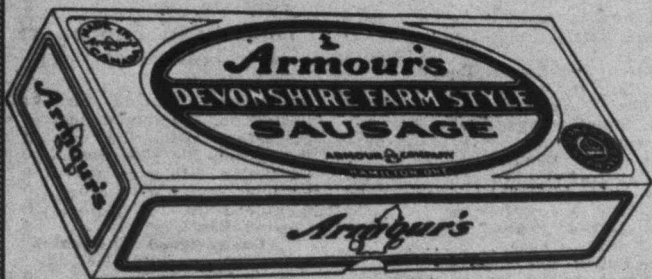
Armour's Quality Products represent standardized values and regular profits for dealers. The line is so large and varied as to meet a big portion of the demands of your trade. It includes Veribest Ham, Bacon, Leaf Lard, Canned Meats and Fish, Armour's Grape Juice, Butter, Eggs, Sausage, etc.

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

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

ARMOUR AND COMPANY

Hamilton - Ontario - Canada



Avoid Costly Guessing!

You wouldn't think of running your store without using a refrigerator, cash register or computing scales—but this would be just as logical as being without means of accurately measuring the kerosene you sell.

Customers come in with cans of various sizes, you fill them up and charge for an even quart, half-gallon, etc., even though the cans may hold a great deal more than what you charge for.

Did you ever stop to consider how much you are losing in this manner?

BOWSER
ESTABLISHED 1885

Self-Measuring Outfits

solve this and many other important problems.

But this one point alone would make a Bowser Outfit a paying investment in your store.

Look at the illustration of the Computer shown above—you hang the customer's can on the pump nozzle and when the can is filled an indicator points to the *exact* selling price of the oil delivered. Your customers receive no more nor less than they pay for and you receive *all* of the profit due you.

Then there are the numerous other advantages gained through the use of a Bowser—convenience, cleanliness, safety, etc.

You can easily pay for a Bowser with what it's costing you to do without it.

Write to-day for detailed information—no obligations incurred.

S. F. BOWSER & COMPANY, Inc.

Engineers, Manufacturers and Original
Patentees of Oil Handling Devices

TORONTO

ONTARIO

Sales Offices in all Centres—Representatives Everywhere.

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

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

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

NORWEGIAN SARDINES (SMALL FISH)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!



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

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	\$ 0 45
4 oz. Tins, 4 doz. to case weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

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

DOMINION CANNERS, LTD. JAMS.

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

Screw Top Glass Jars 16 oz. glass 2 doz. case.	Per doz.
Apricot	\$2 55
Assorted	2 35
Blackberry	2 45
Blueberry	2 45
Currant, Red	2 45
Currant, Black	2 55
Cherry	2 45
Gooseberry	2 35
Plum	2 20
Plum, Green Gage	2 35
Pear	2 35
Peach	2 35
Raspberry, Red	2 55
Raspberry Black	2 45
Raspberry and Red Currant	2 45
Raspberry and Gooseberry	2 45
Strawberry	2 00

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

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

BAKED BEANS WITH PORK.

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

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

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

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	1 30
12 oz. Glass, Screw Top, 2 doz. in case	1 50
14 oz. Glass, Screw Top, 2 doz. in case	1 75
16 oz. Glass, Screw Top, 2 doz. in case	2 10
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 15
2's Glass, Vacuum Top	3 20
2's Tin, 2 doz. per case	3 25
4's Tin, 12 palls in crate, per pall	0 55
5's Tin, 8 palls in crate, per pall	0 60
7's Tin or Wood, 6 palls in crate	0 91
14's Tin or Wood, 4 palls in crate, per lb.	0 12 1/2
30's Tin or Wood, one pall only, per lb.	0 12 1/2

BLUE

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

CEREALS

WHITE SWAN Per case

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

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	\$4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, lb.	0 22
Soluble, bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, 1/2s, 12-lb boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

Canadian-made.
British materials.

Keep your money
in the Empire



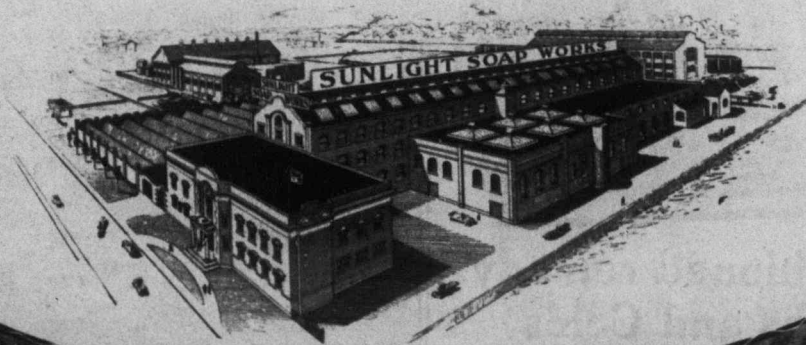
The Big 5

ALL the laundry soap and cleanser trade that's worth getting can be handled by this splendid "big five." Dominating the market as they do through sheer merit—purity, quality and big, continuous publicity—you should certainly handle all of them. No need to break the chain. Every link is strong and sound—"British through and through!"

LEVER BROTHERS, LIMITED

EASTERN AVENUE, TORONTO

Largest
Soap
Works
in
Canada



This
one
Plant
Over
5 acres

LEVER BROTHERS LIMITED TORONTO



"Lively Polly" gets the repeat business

There is no surer indication of satisfactory service than "come-back" sales, and "Lively Polly" Soap Powder is proving its value in this respect to dealers everywhere. The housewife has recognized in Lively Polly the ideal medium for quickly and thoroughly cleaning clothes, dishes, glass, earthenware, paint, floors, etc., and for cleaning and disinfecting drains and closets.

Retailing at 5 cents, this big value should occupy a prominent place on your counter. Sales are easy. Profits are good.

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

Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy for Coughs and Colds

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

NATIONAL LICORICE COMPANY
MONTREAL

- Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90
- Sweet Chocolate— Per lb.
- Queen's Dessert, ¼'s and ½'s, 12-lb. boxes 0 40
- Queen's Dessert, 6's, 12-lb. boxes 0 40
- Vanilla, ¼-lb., 6 and 12-lb. boxes 0 37
- Diamond, 8's, 6 and 12-lb. boxes 0 30
- Diamond, 6's and 7's, 6 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 ¼-lb. packages, 2 and 4 doz. in box, per doz. 1 00
- 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 33
- Chocolate wafers, No. 2, 5-lb. boxes 0 28
- Nonpareil wafers, No. 1, 5-lb. boxes 0 32
- Nonpareil wafers, No. 2, 5-lb. boxes 0 28
- Chocolate ginger, 5-lb. boxes 0 36
- Milk chocolate wafers, 5-lb. boxes 0 39
- Coffee drops, 5-lb. boxes.... 0 39
- Lunch bars, 5-lb. boxes.... 0 39
- Milk chocolate, 5c bundles, 3 doz. in box, per box 1 40
- Royal Milk Chocolate, 5c cakes, 2doz. in box, per box 0 90
- Nut milk chocolate, ¼'s 6, lb. boxes, lb. 0 39
- Nut milk chocolate, ¼'s, 6-lb. boxes, lb. 0 39
- Nut milk chocolate, 5c bars 24 bars, per box 0 90
- Almond nut bars, 24 bars, per box 0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

- Eagle Brand, each 48 cans. \$7 20
- Reindeer Brand, each 48 cans 6 95
- Silver Cow, each 48 cans.... 6 40
- Gold Seal, Purity, each 48 Cans 6 25
- Mayflower Brand, each 48 Cans 6 25
- Challenge, Clover Brand, each 48 cans 5 75

EVAPORATED MILK

- St. Charles Brand, Hotel, each 24 cans 5 00
- Jersey Brand, Hotel, each 24 cans 5 00
- Peerless Brand, Hotel, each 24 cans 5 00
- St. Charles Brand, Tall, each 48 cans 5 10
- Jersey Brand, Tall, each 48 cans 5 10
- Peerless Brand, Tall, each 48 cans 5 10
- St. Charles Brand, Family, each 48 cans 4 50
- Jersey Brand, Family, each 48 cans 4 50
- Peerless Brand, Family, each 48 cans 4 50
- St. Charles Brand, small, each 48 cans 2 25
- Jersey Brand, small, each 48 cans 2 25
- Peerless Brand, small, each 48 cans 2 25

CONDENSED COFFEE

- Reindeer Brand, "Large," each 24 cans \$5 00
- Reindeer Brand, "Small," each 48 cans 5 70
- Regal Brand, each 24 cans. 4 70
- COCOA, Reindeer Brand, each 24 cans 5 00

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

- 1 lb. square tins, 4 doz. to case, weight 70 lbs.... 0 38
- 1 lb. round tins, 4 doz. to case, weight 70 lbs.... 0 34½

ENGLISH BREAKFAST COFFEE.

- ½ lb. tins, 2 doz. to case, weight 22 lbs. 0 22
- 1 lb. tins, 2 doz. to case, weight 35 lbs. 0 20

MOJA

- ½ lb. tins, 2 doz. to case, weight 22 lbs. 0 31
- 1 lb. tins, 2 doz. to case, weight 35 lbs. 0 30
- 2 lb. tins, 1 doz. to case, weight 40 lbs. 0 30

PRESENTATION COFFEE.

- A Handsome Tumbler in Each Tin.
- 1 lb. tins, 2 doz. to case, weight 45 lbs., per lb... 0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

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

CRESCENT MFG. CO.

CRESCENT MAPLEINE

Per doz.

- ½ oz. (4 doz. case), weight 9 lbs., retail each 15c... \$1 36
- 1 oz. (4 doz. case), weight 14 lbs., retail each 30c... 2 50
- 2 oz. (3 doz. case), weight 15 lbs., retail each 50c... 4 25
- 4 oz. (2 doz. case), weight 17 lbs., retail each 90c... 7 50
- 8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60.. 13 25
- Pint (1 doz. case), weight 29 lbs., retail each \$3.... 24 50
- Quart (1 doz. case), weight 53 lbs., retail each \$5.50.. 45 00
- Half gallons, each, retail each, \$10 7 50
- Gallons, each, retail each \$18 14 50

GELATINE

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

W. CLARK, LIMITED, MONTREAL.

- Compressed Corned Beef, ¼s, \$2; 1s, \$3.50; 2s, \$7.50; 6s, \$25; 14s, \$68.
- Roast Beef, ¼s, \$3; 1s, \$3.25; 2s, \$7.25; 6s, \$22.
- Bolled Beef, 1s, \$3.25; 2s, \$7.25; 6s, \$22.
- Jellied Veals, ¼s, \$2; 1s, \$3; 2s, \$4.50; 6s, \$21.
- Corned Beef Haub, ¼s, \$1.50; 1s, \$2.50; 2s, \$4.50.
- Beefsteak and Onions, ¼s, \$2; 1s, \$3.35; 2s, \$6.25.

Attention: Retail Grocers

Dried Peas canned in United States are being shipped into Canada. Some of these are labelled *Soaked Peas* others *Ripe Peas*. These peas are *simply dried peas soaked and then canned*, and are not to be compared with the Canadian Canned Peas, which are peas picked when fresh and tender, and best fitted for table use and put in the cans about the same day as picked.

Some years ago large quantities of these Soaked peas were sold in Canada to the trade but stocks were left on the dealers' hands to a large extent on account of the consumer not repeating orders.

While these soaked or ripe peas can be bought cheaper than the fresh canned peas they are likely to make you dissatisfied customers. *There are no Canadian Soaked peas on the market that we know of. Play safe by confining yourselves to Dominion Cannery brands.*

DOMINION CANNERS, LIMITED
Hamilton, Canada

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

Experience Teaches —Sell Shirriff's

You cannot go out and take a straw vote of the community, to find out for yourself what extract you ought to push. You don't need to. Just rely upon the experience of others.

Shirriff's True Vanilla

has been a favorite for thirty years, because of its splendid quality—it is fifty per cent. stronger than Government requirements. Its flavor and bouquet are unsurpassed. No ordinary extract could build up such a reputation. And reputation means profits.



These are the facts that keep the stream of Shirriff's sales going always stronger than ever across dealers' counters everywhere. Yes, you have room for a staple seller like that. Write us.

Imperial Extract Co.
TORONTO

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

Laundry Starches—	Cents
Boxes	
40 lbs., Canada Laundry..	.07
40 lbs., 1 lb. pkg., White Gloss07½
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons08
100 lbs. kegs, No. 1 White.	.07½
200 lbs., bbls., No. 1 White	.07½
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.	.08½
48 lbs., Silver Gloss, in 6 lb. tin canisters10
36 lbs., Silver Gloss, in 6 lb. draw lid boxes10
100 lbs., kegs, Silver Gloss, large crystals08
28 lbs., Benson's Satin, 1 lb. cartons, chromo label	.07½
40 lbs., Benson's Enamel, (cold water), per case...	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs. ..	.15
Celluloid, 45 cartons, case.	3.75

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.08½
40 lbs. Canada Pure Corn (20 lb. boxes ¼c higher)	.07½

BRANTFORD STARCH Ontario and Quebec

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.07
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.07½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.08
Barrels, 200 lbs.07½
Kegs, 100 lbs.07½
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.08½
8 in case10
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case10
Kegs, extra large crystals, 100 lbs.08
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3 75
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	.07½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.08½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.08½
(20-lb. boxes ¼c higher than 40's)	

COW BRAND BAKING SODA In boxes only.

Packed as follows:

5c packages (96)	\$ 3 20
1 lb. packages (90)	3 20
½ lb. packages (120)	3 40
½ lb. 60 } Packages Mixed	3 30
1 lb. 30 }	

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

Perfect Seal Jars, 3 lbs., 1 doz. in case	\$3.25
2 lb. tins, 2 doz. in case...	3.25
5 lb. tins, 1 doz. in case ..	3.65
10 lb. tins, ½ doz. in case.	3.65
20 lb. tins, ¼ doz. in case.	3.50
Barrels, about 700 lbs.64½
Half bbls., about 350 lbs.64½
¼ bbls., about 175 lbs.65
2 gal. wooden pails, 25 lbs.	1.70
3 gal. wooden pails, 38½ lbs.	2.40
5 gal. wooden pails, 65 lbs.	3.70

LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case	\$3.75
5 lb. tins, 1 doz. in case...	4.15
10 lb. tins, ½ doz. in case...	4.05
20 lb. tins, ¼ doz. in case...	4.00

ST. LAWRENCE SUGAR REFINING CO. Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case..	4 80
Barrels, per 100 lbs.	5 25
½ barrels, per 100 lbs.	5 50

DOMINION CANNERS, LTD. CATSUPS—in Glass Bottles Per doz.

¼ Pts. Delhi Epicure	8
¼ Pts., Red Seal, screw tops	
¼ Pts., Red Seal, crown tops	
Pts., Delhi Epicure	
Pts., Red Seal	
Pts., Tiger	
Qts., Delhi Epicure	
Qts., Red Seal	
Qts., Lynn Valley	

CALIFORNIA FRUIT CANNERS ASSOCIATION CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size	Mam.	Large Med.
2½ Can.	\$ 4.75	\$ 3.75
No. 1 Tall Can	2.75	2.25
No. 16 Jar	3.00	2.25
No. 4 Jar	1.50	1.25
No. 10 Can ...	14.00	12.00
	9.00	

YUBA BRAND

2½ Can	\$3.00	\$2.25
No. 1 Tall Can	1.50	1.25
No. 10 Can	9.00	8.00
Picnic Can90

INFANTS' FOOD MAGOR SONS & CO., LTD.

Robinson's patent barley, ½-lb. tins,; 1-lb. tins,; Robinson's patent groats, ½-lb. tins,; 1-lb. tins,	
--	--

STOP-ON POLISHES Dos.

Polish, Black, Tan, Ox-blood and Nut-brown	0 85
Dressing, White, 4-oz. bottle	2 00

NUGGET POLISHES Dos.

Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 30
Card Outfits, Black and Tan	3 40
Creams and White Cleanser	1 10

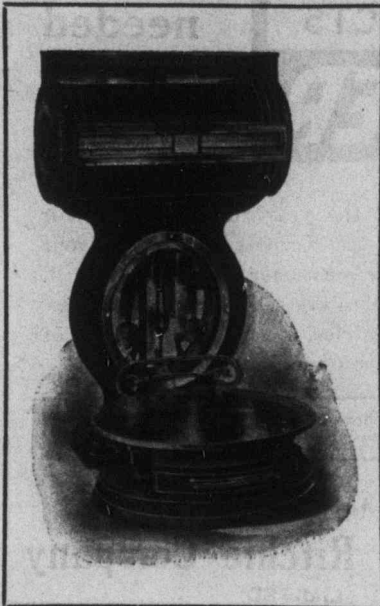
YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs.	1 20
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IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs.	\$ 0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs. 0 46	
Stag Bars, 8½s, butts, 11 lbs., boxes, 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs. 0 67	
Great West, pouches, 9c.	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 80
Forest and Stream, ¼s, ½s and 1-lb. tins	0 80
Forest and Stream, 1-lb. glass humidors	1 00

Brantford *and* Brantford Scales HAVE BEEN WINNERS DURING 1916 Slicers

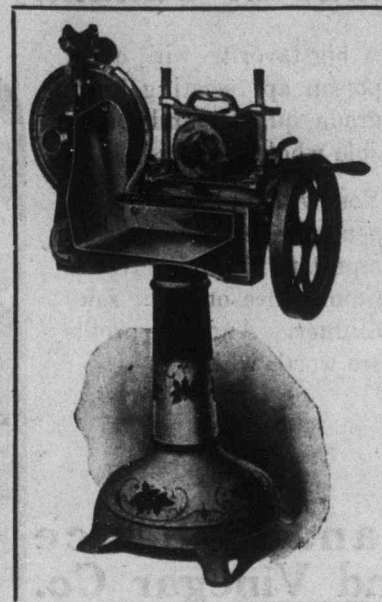


*For your protection you need the Best
For efficiency you need the Best*

Note: The Best Computing Scale, and the Best Meat Slicer is made in Canada.

Write for our catalogue.

A Happy Christmas and a Prosperous New Year for you is the wish of



The Brantford Computing Scale Company, Limited
Brantford - Ontario



They'll get you better winter profits

Every day during the winter months there are numbers of social gatherings where the convenience and utility of

MALCOLM MILK PRODUCTS

will be thoroughly appreciated. This will mean better sales and bigger profits for the Malcolm Milk dealer.

Transient sales are a negligible quantity where these purely Canadian-made products are concerned. They are so delicious and so good that they instantly captivate the taste of discerning people.

Now is the time for you to secure a share of the good winter demand for Malcolm's. Send for a trial supply to-day. Get them working for you in a neat little display and note the good results.

If you sell Malcolm's once you will always sell them all the time.

Note Our List:

PRICE LIST:

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

The Malcolm Condensing Co., Limited, St. George, Ontario

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

E. P. SAUCE

(Epicurean Fruit Sauce)

Made-in-Canada

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

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

Send for samples.

The
**Canada Sauce
and Vinegar Co.**

519 King St. W., Toronto



KEATING'S

**KILLS BUGS, MOTHS
ROACHES AND OTHER
HOUSE INSECTS**

POWDER

**It is
always
needed
some-
where**

There is an all the year round demand for Keating's Powder. Keep it in view on your shelves and the customer will ask for it. Grocers everywhere are selling more Keatings. As in other countries, it is now an article of regular stock with Canadian Grocers.

Keating's Powder—the universal insecticide.
Made by Thomas Keating, London, England.

Sole Agents for Canada:

Harold F. Ritchie Company
LIMITED

10-12-14 McCaul Street, - Toronto

GRANNY CHAMBERLAIN

has become a familiar figure in every household in Canada through consistent and persistent advertising.



The grocer or general merchant who is alive to his opportunities cashes in on every national advertising campaign.

Look over your stock and see that you have plenty of

CHAMBERLAIN'S COUGH REMEDY

to supply the wants of your customers through the winter. If not, order at once from your jobber or direct from the manufacturers.

Attractive booklets and store cards are yours for the asking.

CHAMBERLAIN MEDICINE COMPANY, LIMITED
TORONTO, ONTARIO

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

Only Six Front Covers Left

EACH year for the past five years CANADIAN GROCER has, in November and December, disposed of front covers of the succeeding year.

Already for next year 46 of the 52 front covers have been reserved. In all probability before the end of the month those remaining will also have been reserved.

The open dates are July 13, 20, 27 and December 7, 21 and 28.

The front cover of CANADIAN GROCER gives the advertiser an exceptional opportunity of making a seasonable announcement in a most effective way. The majority of the live, aggressive dealers in every province of Canada will see your announcement.

If you want any of the remaining six covers open in 1917 wire at our expense at your earliest convenience. Covers will be reserved for those wiring first.

The Canadian Grocer

143-153 University Avenue

Toronto, Ontario

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

ONTARIO

Send me samples and quotations of white

BEANS

FRED J. WHITE

BROKER

27-29 Wellington St. East
TORONTO CANADA

Maclure & Langley, Limited

Manufacturers Agents

Grocers, Confectioners
and Drug Specialists

12 FRONT STREET EAST TORONTO

FOR SALE

Choice Potatoes, Selected Eggs,
Creamery Butter, Honey,
Fancy Dressed Poultry.

C. A. MANN & CO.

78 KING ST. LONDON, ONT.

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S NEWFOUNDLAND
MANUFACTURERS' AGENTS

and COMMISSION MERCHANTS
Importers and exporters. Prompt and
careful attention to all business. Highest
Canadian and foreign references.
Cable address: "Macnab," St. John's.
Codes: A. B. C., 5th edition and private.

WESTERN PROVINCES

W. G. PATRICK & CO.

Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

G. B. THOMPSON

Wholesale Commission Broker
and Manufacturers' Agent.

We can handle a few more good lines.
Storage Warehouse and Transfer Track.

140 Notre Dame Ave. E., WINNIPEG
Established 1898

H. P. PENNOCK & CO.,

Limited

Wholesale Grocery Brokers
and Manufacturers' Agents.

WINNIPEG REGINA
We solicit accounts of large and progressive
manufacturers wanting live
representatives.

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents

120 Lombard Street
WINNIPEG MAN.
Domestic and Foreign Agencies
Solicited.

C. S. Turner Co.

147 Bannatyne Ave. East
WINNIPEG

Manufacturers Agents
Excellent Storage, Forwarding and
Distributing Facilities

W. H. Escott Co. Limited

Manufacturers'
Agents

Wholesale
Grocery
Brokers

Winnipeg MANITOBA

BRANCHES:

Regina
Calgary

Saskatoon
Edmonton

ESTABLISHED 1907

W. H. Millman & Sons

Wholesale Grocery Brokers

27 Front St. East, Toronto

Beans

Evaporated Apples

THE H. L. PERRY CO.

214-216 Princess Street, Winnipeg

We can make a success of your Agency.
Our STORAGE, DISTRIBUTING and
FORWARDING facilities are unexcel-
led.

Correspondence solicited.
"Always on the Job."

C. H. GRANT CO.

Wholesale Commission Brokers
and Manufacturers' Agents

509 Merchants Bank, Winnipeg

We have several good accounts, but can
give you results on yours.

McKelvie & Stirrett Co., Limited

Wholesale Grocery Brokers
and Manufacturers' Agents.

CALGARY ALBERTA

We solicit agencies for staple lines.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd.;
John Taylor & Co., Ltd., Toronto, and many
other large British, American and Canadian
firms. We can give the same time and service
to your product.

149 Notre Dame Avenue, East, Winnipeg

FEATURE FOR THE TRENCHES

G. Washington's Refined Coffee

Canadian Sales Agents:

Edmund Littler,
169 William St., Montreal, P.Q.

W. Geo. Varty,
29 Melinda St., Toronto, Ont.

W. G. Kyle,
261 Stanley St., Winnipeg, Man.

E. J. Roberts,
215 10th Ave. West, Calgary, Alta.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

QUEBEC.

**ROSE & LAFLAMME
LIMITED**

Commission Merchants
Grocers' Specialties.

MONTREAL TORONTO

OATS, PEAS, BEANS, ETC.

handled in any quantities to best advantage by

ELZEBERT TURGEON

Grain and Provision Broker
MONTREAL, P.O. QUEBEC, P.O.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

To The Trade

Buyers and sellers of

**All Kinds of Grains
and Seeds**

**Denault Grain and Provision
Co., Limited**

SHERBROOKE, P.O.

QUEBEC'S RESPONSIBLE BROKERS

We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. **BEANS AND CORN A SPECIALTY.**

ALFRED T. TANGUAY & COMPANY,

Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

G. Gagne Grocery Broker
and Manufacturers' Agent

We have a connection in Quebec City and throughout the province. -

111 Mountain Hill Quebec City

MARITIME PROVINCES.

J. N. COCHRAN

Manufacturers' Agent and Grocery
Broker

FREDERICTON, N.B.

I have a connection with both wholesale and retail trade throughout the entire Maritime Provinces.

Merchants Baler

MADE IN CANADA



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

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

Condensed Milk

Well-known British firm having thoroughly efficient organization covering Grocery Trade in every part of the United Kingdom, desire connections with Condensed Milk Factory. Arrangements could be made on Sole Agency basis or otherwise.

Address full particulars of producing capacity to — "C.M.," Street's, 30 Cornhill, London, England.



**DEPARTMENT OF THE NAVAL SERVICE.
TENDERS FOR PROVISIONS.**

SEALED TENDERS, addressed to the undersigned and endorsed "Tenders for Provisions," will be received up to noon Thursday, January 4th, for the undermentioned provisions for delivery to H.M.C. Dockyard, Esquimalt, B.C.

1. Flour.
2. Biscuit Pilot.
3. Preserved Milk.
4. Sugar.
5. Tea.
6. Coffee.
7. Chocolate soluble.
8. Jams and Marmalade.
9. Pickles.
10. Corned Beef and Mutton.
11. Tinned Rabbit.
12. Mustard.
13. Salt.
14. Pepper.
15. Vinegar.
16. Salt Pork.
17. Split and Marrowfat Peas.
18. Beans haricot.
19. Celery Seed.
20. Preserved Suet.
21. Raisins.
22. Rice.
23. Lime Juice.
24. Oatmeal.
25. Malt and Hops.
26. Currants.
27. Preserved Potatoes.

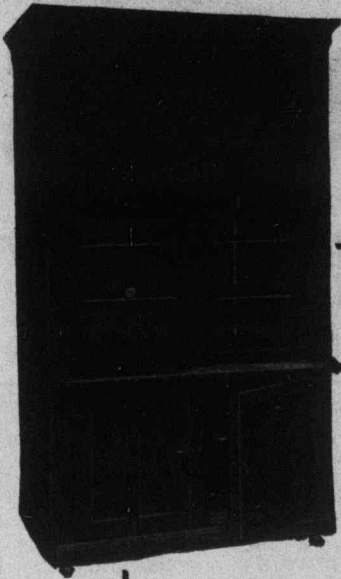
Forms of tender and all information may be obtained by application to the undersigned or to the Naval Store Officer, H.M.C. Dockyard at Esquimalt, B.C.

Applicants for forms are requested to state definitely the item or items on which they desire to tender.

G. J. DESBARATS, C.M.G.,
Deputy Minister of the Naval Service,
Department of the Naval Service,
Ottawa, November 28, 1916.

Unauthorized publication of this advertisement will not be paid for.

KINDLY MENTION THIS PAPER WHEN ANSWERING ADVERTISEMENTS



Your New Year Resolutions

should include a resolve to equip your store in a way that will guarantee your customers satisfactory service and give you better returns. The importance of a really reliable refrigerator can hardly be over-estimated. That is why you should consider

THE EUREKA

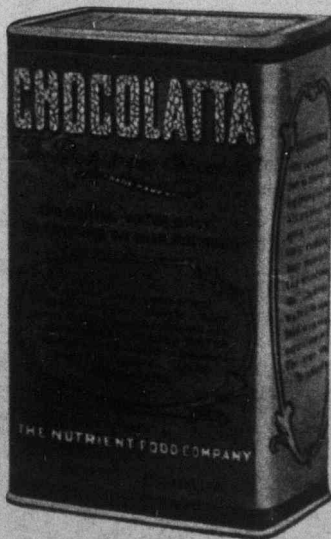
—the most scientifically constructed and best sales-producing refrigerator on the market.

Drop us a card and let us tell you all about the distinctive and unsurpassed air circulation system of the Eureka, its superior display advantages, and the many other unique features which belong exclusively to this peerless refrigerator.

SEND THAT CARD TO-DAY

Eureka Refrigerator Co., Limited
31 Brock Avenue TORONTO

Quick Selling Quality —that's CHOCOLATTA



And besides this unbeatable quality it has the additional appeal of convenience, making a selling combination of unusual value. Grocers everywhere are profiting through the popularity of CHOCOLATTA. So will you if you give it a trial.

The advent of the cold days is ideal for quick sales of CHOCOLATTA—the only ready to use chocolate on the market. And the margin of profit is worth while.

Ask your jobber for it or we'll ship you direct.

The Nutrient Food Co.

Toronto, Canada

XMAS 1916

The Season's Compliments and Sincere Good Wishes from

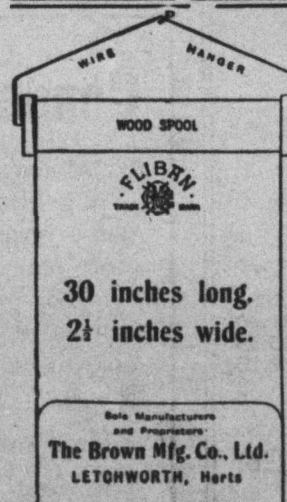
Hargreaves Bros. & Company, Limited

The Gray Bldg., 24-26 Wellington St. W., Toronto

Western Agents:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Avery, Rooms 5 and 6, Jones Block, 407 Hastings Street West, Vancouver, B.C.

BROWN'S FAMOUS "FLIBAN"

"THE DEADLY HOUSE FLY"



Wholesale Houses desiring to handle the MOST EFFICIENT, NEATEST, AND CLEANEST BRITISH MANUFACTURED ARTICLE, should handle

THE WORLD-RENOWNED
"FLIBAN"
FLY CATCHER.

HAS NO SUPERIOR.

Specially made to withstand varying climatic conditions.

Insures repeats and permanent business.


Test this when all others fail.

Samples and prices on application. Prompt deliveries guaranteed.

Canadian Agents—Eastern Canada, MacLaren Imperial Cheese Co., Ltd., Toronto.
Western Agents—Nelson, Shakespeare, Watkins, Ltd., 136 Wajor Street, Vancouver, B.C.

THE BROWN MANUFACTURING CO., Limited,
LETCHWORTH, HERTS, ENG.

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



Waste Paper
\$13.00 a ton.

A
"Climax"
All Steel Fireproof

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

Ask us for information.

Climax Baler Co.
Hamilton, Ontario

You Have Seen Them

go up and then go down—here to-day, gone to-morrow. Breakfast cereals may come and go, but

Shredded Wheat

like Niagara Falls, goes on forever. In the home, where its nutritive value is known, nothing can take its place. It is in a class by itself. There is no substitute. Delicious for breakfast, or for any meal, with sliced bananas, or other fruits.

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

MADE IN CANADA



The Canadian Shredded Wheat Co., Limited
Niagara Falls, Ontario


(55-U)

More Dollars

You can make "Dollars Grow" out of your *spare time*. Spare-time efforts have made hundreds of dollars for MacLean Representatives. To-day there are in Canada, men and women, who find that our proposition worked for an hour or two daily provides for many of the added luxuries of life. You supply us the time,—we'll supply you the money. Write for full particulars.

The MacLean Publishing Co., Limited
Dept. M, 143-153 University Avenue, Toronto, Can.

CANADA



NATIONAL SERVICE

PUBLIC NOTICE is hereby given under the authority of the "War Measures Act, 1914," that during the first week in January, 1917, an inventory will be made by the Post Office Authorities, of every male between the ages of sixteen and sixty-five, residing in Canada.

National Service Cards and addressed envelopes for their return to Ottawa have been placed in the hands of all Postmasters for distribution amongst the persons required to fill in such cards. Every male person of the prescribed ages is required to fill in and return a card enclosed in an envelope within ten days of its receipt.

Any person who fails to receive a card and envelope may obtain the same upon application to the nearest Postmaster.

R. B. BENNETT,
Director General.

Ottawa, 15th December, 1916.

GOD SAVE THE KING.

NATIONAL SERVICE WEEK : 1st to 7th JANUARY.

THE SIGNIFICANCE TO YOU OF THE MEMBERSHIP OF THE
CANADIAN GROCER
 IN THE ASSOCIATED BUSINESS PAPERS, INC.

YOU depend upon THE CANADIAN GROCER for an unbiased and accurate report of all news affecting your business interests.

Probably too, you give heed to its editorial counsel in many matters of considerable consequence. You have a right, therefore, to know about the policies and principles back of the important service rendered by THE CANADIAN GROCER.

The membership of this publication in the Associated Business Papers, Inc. (the International Association of Class, Trade and Technical Papers), means that it has achieved an exceptionally high publishing standard, and has subscribed unreservedly to these—

STANDARDS OF PRACTICE OF BUSINESS PAPERS

The publisher of a business paper should dedicate his best efforts to the cause of Business and Social Service, and to this end should pledge himself.

1. To consider, first, the interests of the subscriber.
2. To subscribe to and work for truth and honesty in all departments.
3. To eliminate, in so far as possible, his personal opinions from his news columns, but to be a leader of thought in his editorial columns, and to make his criticisms constructive.
4. To refuse to publish "puffs," free reading notices or paid "write-ups," to keep his reading columns independent of advertising considerations, and to measure all news by this standard: "Is it real news?"

5. To decline any advertisement which has a tendency to mislead or which does not conform to business integrity.

6. To solicit subscriptions and advertising solely upon the merits of the publication.

7. To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements, subject to proper and authentic verification.

8. To co-operate with all organizations and individuals engaged in creative advertising work.

9. To avoid unfair competition.

10. To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.

If you have read the foregoing standards, there is not much left to be said, except to tell you that these principles are *present day realities* and not merely beautiful ideals for future attainment.

THE ASSOCIATED BUSINESS PAPERS, INC.

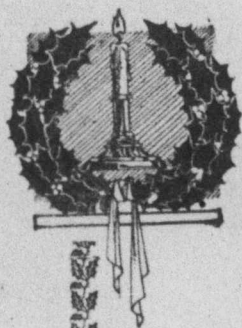
The International Association of Trade, Technical and Class Publications
 220 WEST 42nd STREET NEW YORK CITY



There's no sounder advice which a retailer can give to a customer, on the point of economy combined with nutritive value.

MOUNT ROYAL MILLING & MFG. COMPANY

D. W. ROSS COMPANY AGENTS MONTREAL



A proven seller and a sure repeater—
Matchless Ammonia Powder

—the absolutely safe Ammonia Powder that you can honestly recommend to the woman with the most sensitive skin. Keep it well displayed. It's a real good seller and a certain satisfaction-giver. And the price is just as usual, notwithstanding the big increase in cost of raw materials.

Send for particulars of our special selling proposition. It's sure to interest you.

We also manufacture "Matchless" Chip Soap, Cold Cream Toilet Soap, "Matchless" Bar Soap, "Matchless" Liquid Soap, and "Shamrock" Liquid Soap.

A stock of these well displayed will quickly convince you that all our products are worth while.

Get in touch with us. It means big sales and better profits.

The Keenleyside Oil Company
 LONDON, ONTARIO

Western Proprietors; The H. L. Perry Company, Winnipeg



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

Why You Should Feature

KING GEORGE'S NAVY



Word of Mouth Advertising

About the surest way to favorably advertise your store is to sell only proven lines—lines whose good qualities are known the country over. Thus you will get your customers talking about your store and advertising your service among their friends.

When you sell King George's Navy you can be certain of giving your customers just this kind of satisfaction. Suggest it to the menfolk, tell the housewife about its splendid satisfaction giving qualities.

King George's Navy is a seller
Order a Supply To-day.

Handled by
the Wholesale
Trade

Rock City Tobacco Co., Ltd.

AT LAST WE HAVE THEM

*Fibre
Vinegar
Measures*

PINT QUART FUNNEL

\$2.50 per Set

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

WALTER WOODS & CO.
HAMILTON and WINNIPEG

To our many friends
in the trade
we extend

Christmas Greetings

J. H. WETHEY
LIMITED
ST. CATHARINES

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

To our Many Customers
and Friends

We wish you all

A Very Merry Xmas

also

Peaceful and Prosperous

1917

FIRM AND STAFF OF
HUGH WALKER & SON
Guelph, Ontario

A Merry Xmas

to all and a bigger and more
prosperous New Year.

Sort up stocks for New Year's

Oranges, Bananas, Pineapples
Etc., Etc.

Oysters, Haddies, Ciscos, Etc.

A full line to choose from

WHITE & CO., LIMITED

Wholesale Fruits and Fish
TORONTO

**Big Advent
Fish Sales**

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

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

Whatever your fruit require-
ments are we can meet them,
and meet them satisfactorily.
Apples and all kinds of for-
eign fruits in stock.

Write us.

Lemon Bros.
OWEN SOUND, ONT.

*Wholesale
Fruit and
Produce
Merchants*

Established
1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits,
Cranberries,
etc.

25 CHURCH ST.
TORONTO

New Crop

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


are shipped. Get these brands
for the best Lemons.

J. J. McCabe
Agent
TORONTO

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

1842

1917



A Merry Christmas to all our customers and friends, and may the dawn of 1917 usher in a new era of happiness and prosperity to the Canadian Grocery Trade. May each succeeding day cement still more firmly the cordial relations which have always existed between the trade and

L. CHAPUT, FILS & CIE, LIMITEE

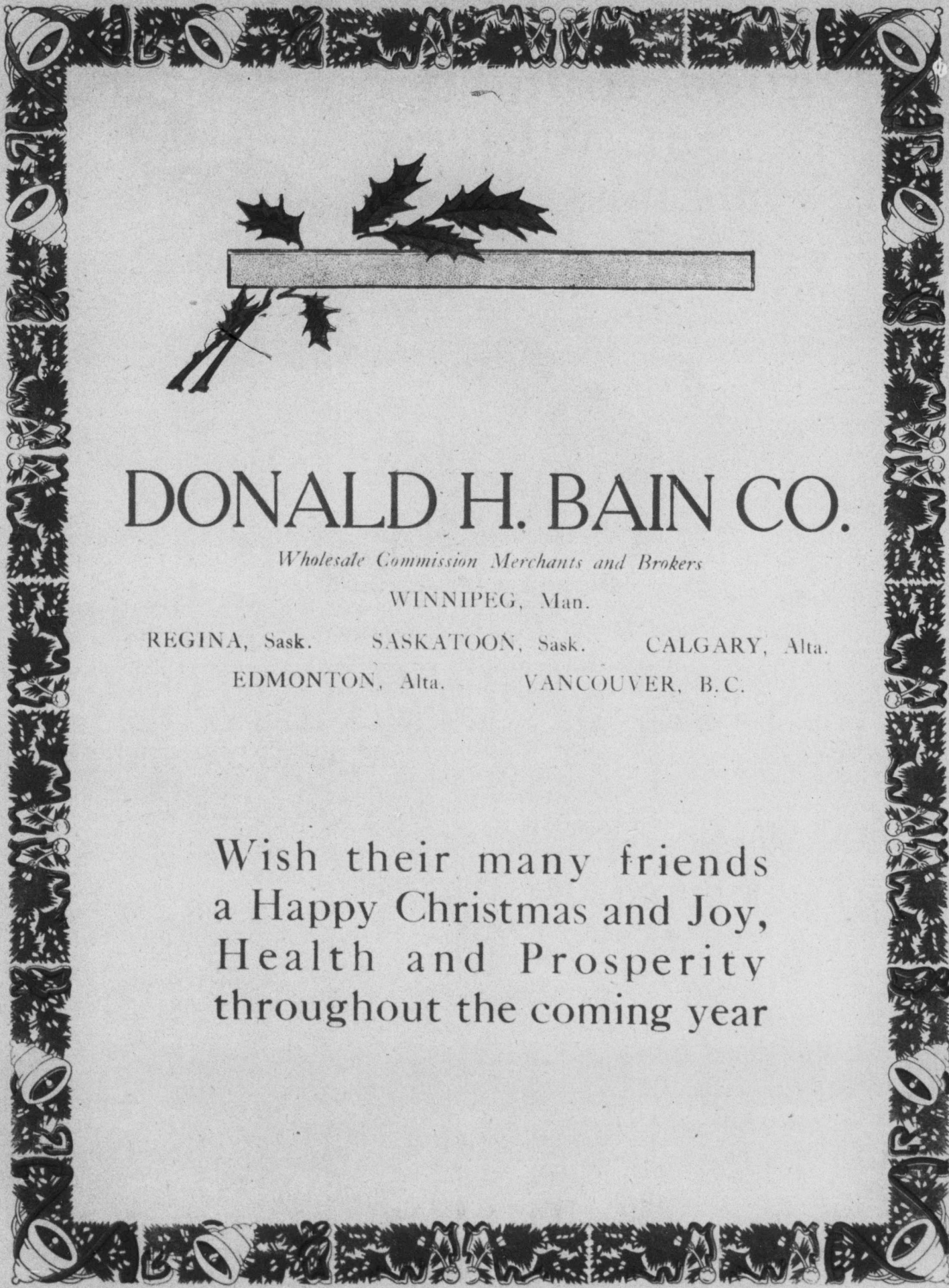
Wholesale Grocers and Importers

2, 4, 6, 8, 12 and 15 De Bresoles St.

Montreal



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



DONALD H. BAIN CO.

Wholesale Commission Merchants and Brokers

WINNIPEG, Man.

REGINA, Sask. SASKATOON, Sask. CALGARY, Alta.

EDMONTON, Alta. VANCOUVER, B.C.

Wish their many friends
a Happy Christmas and Joy,
Health and Prosperity
throughout the coming year

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

A good foundation for your tobacco business.

Even though the no-license situation has given the Grocer's tobacco sales a considerable boost, yet without stocking real sound lines, lines that meet the popular demand, the Grocer cannot hope to reap his full share of tobacco profits.



With a stock of Webster's *ORLANDO* (Invincible) and *CLEAR HAVANAS* displayed in your show case you will be on the right road towards big tobacco sales.

ORLANDO is a real good three-for-a-quarter line while *WEBSTER'S CLEAR HAVANAS* meet the requirements of the 10 and 15 cent cigar smoker.

Prove our claims by ordering a trial supply.

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

The Two Royals

Made-in-Canada

WHEN YOU OFFER YOUR CUSTOMERS

ROYAL SALAD DRESSING AND ROYAL MAYONNAISE

you run no chance whatever of disappointing them. The superior quality of these two Canada-made lines have popularized them in every community

Royal Salad Dressing

is a good seller the year round. Every day of the week there is a good, profitable demand for this dependable salad dressing.

Royal Mayonnaise

is incomparable for fruit salads. It is ever advancing in customer approval.

If you do not already handle the Two Royals, begin right now. You'll find them all right.

The Horton-Cato Mfg. Co.
WINDSOR :. ONTARIO

McVitie & Price's IMPORTED BISCUITS

Grocers should stock the following
"best sellers":

Digestive
Bunty Creams
Abernethy
Asstd. Shortbread
Academy Creams
Oatcakes

Prices and quotations from

McVITIE & PRICE of Canada
Limited
10 Vaudreuil Lane
MONTREAL

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

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

The soap for all-round service

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

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

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

Guelph Soap Company
GUELPH ONTARIO



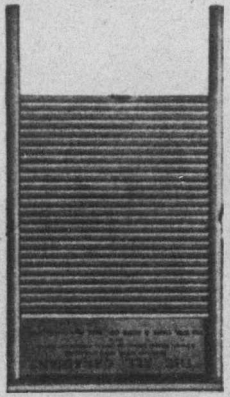
The New All-Canadian, All-Wooden Washboard—A service-able, long-wearing washboard retailing at 20c.

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

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

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

The Wm. Cane & Sons Company
Limited
Newmarket, Ont.



"Without exception the ablest book ever published on the subject of Coffee."—*Mexican Investor.*

Coffee; Its History, Classification and Description

New and Illustrated Edition
By **JOSEPH M. WALSH**

A book of useful and accurate information, and everything pertaining to Coffee, being, at the same time, the fullest and most complete work of the kind ever published. It should be in the hands of every grocer and dealer.

CONTENTS: Early History and Introduction; Geographical Distribution; Botanical Characteristics and Form; Cultivation and Preparation; Commercial Classification and Description; Roasting, Glazing and Grinding; Adulteration and Detection; Chemical, Medical and Dietical Properties; Art of Blending and Preparing; World's Production and Consumption.

12mo. Cloth Extra, Net, \$2.00 By Mail, \$2.10

"A marvelous work, great in conception and great in execution."—*Texas Grocers' Review.*

"The most exhaustive, interesting and instructive work ever published on Coffee."—*Brooklyn Grocers' Gazette.*

"An interesting and instructive work, of the greatest value to every Coffee roaster and dealer in general."—*Trade Magazine.*

"An attractive volume of useful material to the Coffee trade, clear, concise and comprehensive."—*Philadelphia Ledger.*

"We cordially recommend the work to all interested in this indispensable product. Every dealer in Coffee should possess a copy of this valuable book."—*Grocers' Criticism.*

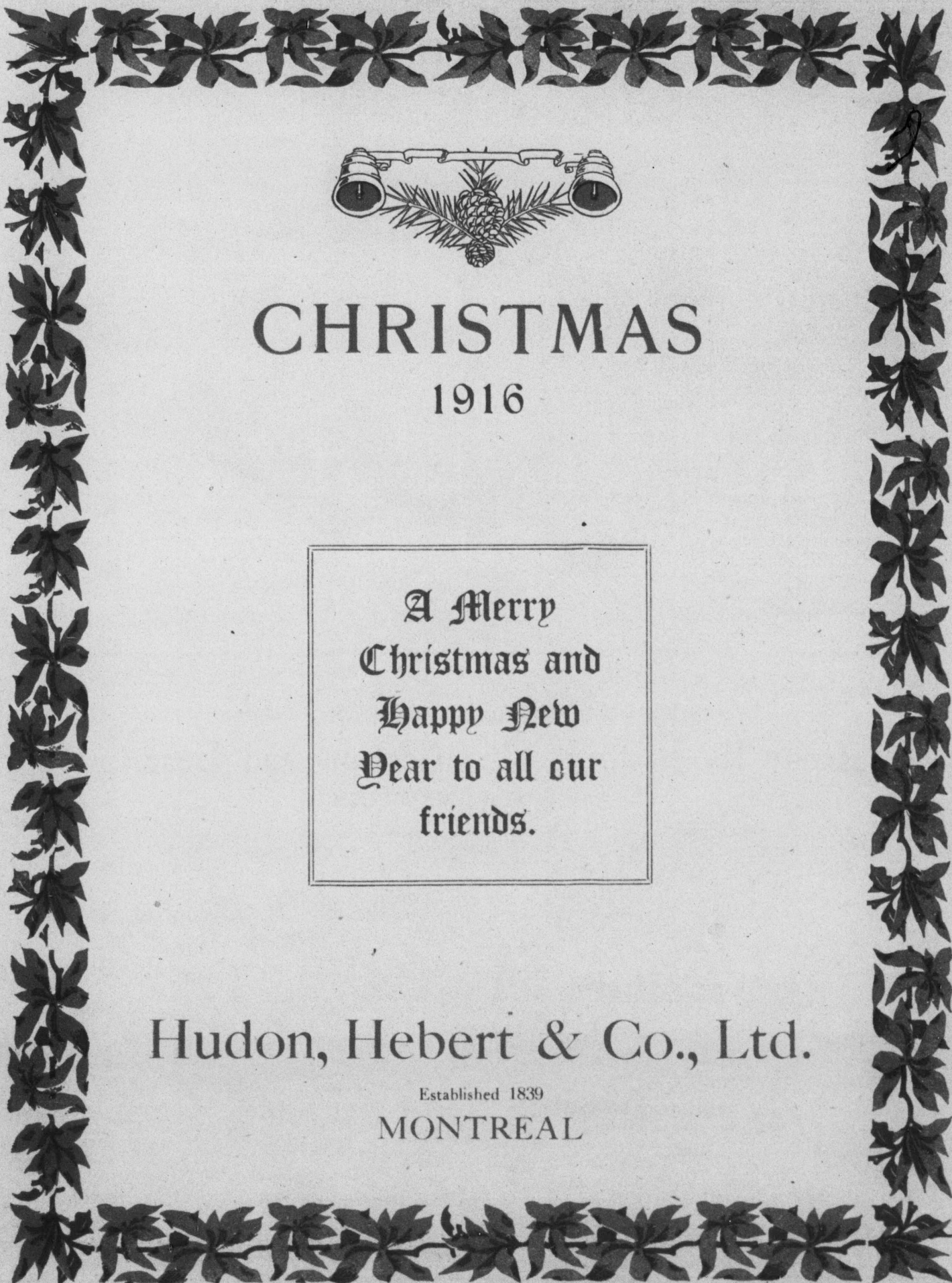
"The work is of exceptional interest and instruction, being attractively written and richly illustrated, and should be read by all who deal in or use Coffee."—*Indianapolis Trade Journal.*

"The work contains a vast amount of valuable information, condensed into a small compass, and is simply invaluable to the planter, dealer and consumer alike."—*Mexico Two Republics.*

"The author, Mr. Joseph M. Walsh, is, without doubt, the greatest authority in America upon the subjects of Tea and Coffee. The book before us is a repetition of his former achievement on Tea, which required several editions to supply the trade demand."—*Marketing Grocer.*

"An excellent and exhaustive work, containing a complete history as well as all necessary information on the cultivation and preparation of the Coffee berry. The volume will be found especially useful to the growers of this valuable plant on the Central and South American Coasts."—*Panama Star and Herald.*

Send your order to Book Department
MacLean Publishing Co., 143 University Avenue, Toronto, Canada



CHRISTMAS

1916

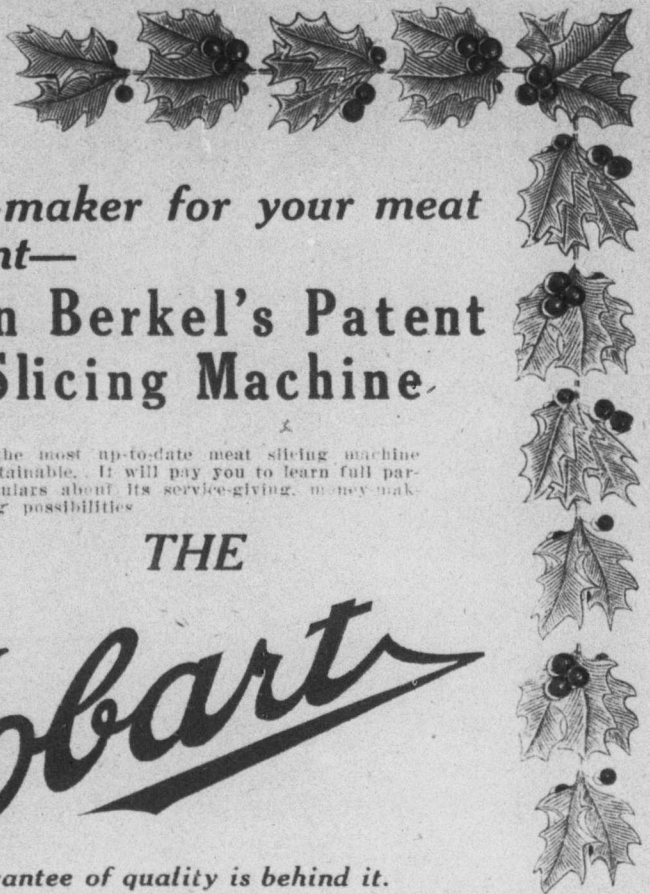
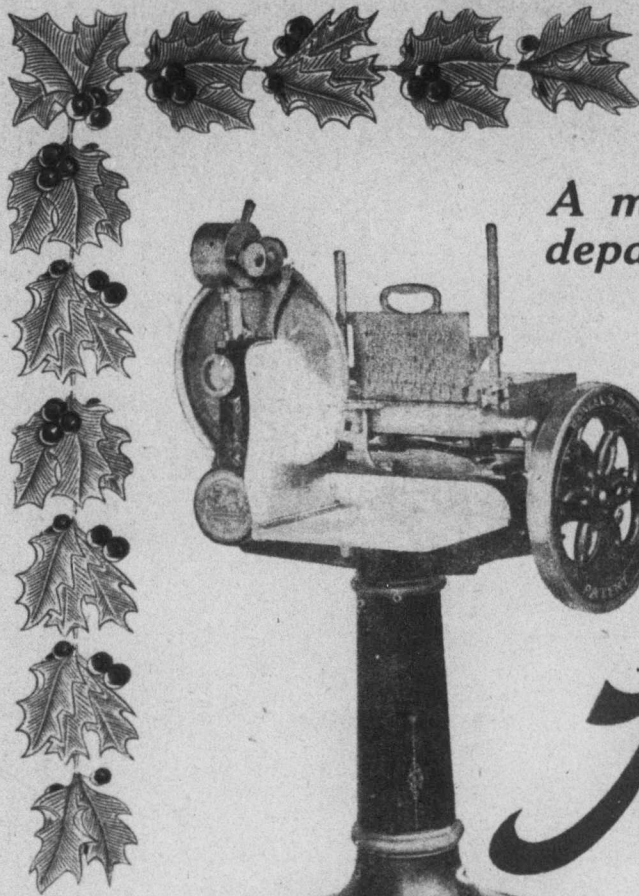
A Merry
Christmas and
Happy New
Year to all our
friends.

Hudon, Hebert & Co., Ltd.

Established 1839

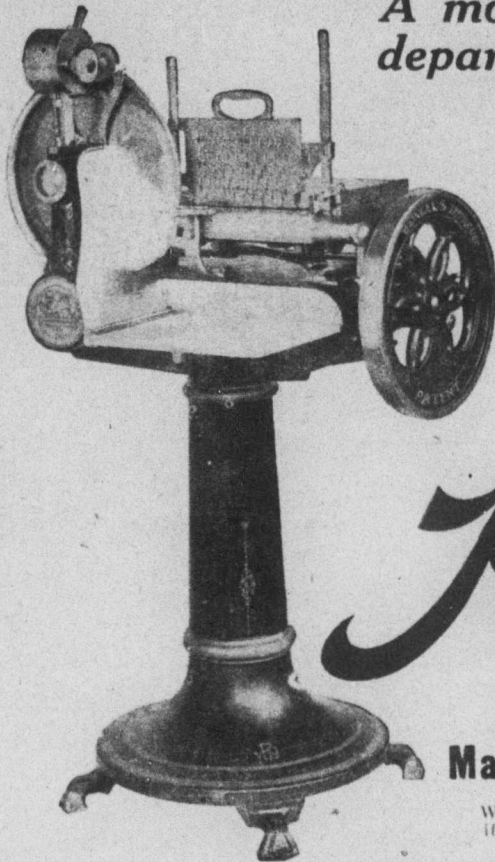
MONTREAL

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



A money-maker for your meat department—

Van Berkel's Patent Slicing Machine.



—the most up-to-date meat slicing machine obtainable. It will pay you to learn full particulars about its service-giving, money-making possibilities.

THE

Hobart

guarantee of quality is behind it.

Make Better Coffee Profits this Year

Will 1917 find you making better coffee profits? It will if you look up your coffee department with

The Hobart Coffee Mill

The HOBART will give your customers the coffee they are looking for—cleaner, better coffee, ground to the degree they require and devoid of chaff.

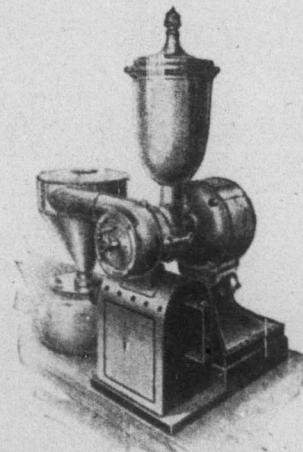
With these two time-saving money-makers in your store you will be in a splendid position to secure increased business during the coming year.

May you realize more than your fondest anticipations in this respect, and may every succeeding day increase your store of health, wealth and happiness—this is the sincere wish of

The Hobart Mfg. Co.

149 Church Street

Toronto



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

We wish to thank our customers and friends for the co-operation which has made 1916 the biggest year in our history.

For 1917

As in the past it will be our policy to introduce new lines.
Many merchants term our lines

*“TELFER’S TALKING
BISCUITS”*

A sure means of increasing your business is to stock our lines.

The same policy for which we have been noted in the past will be continued in 1917.

MANY NEW LINES ARE READY FOR SHIPMENT—ASK OUR SALESMAN ABOUT THESE.

START THE NEW YEAR RIGHT—SEND US YOUR ORDER NOW.

WE ARE NOTED AS BEING THE MOST PROGRESSIVE MANUFACTURERS IN OUR LINE.

TELFER BROTHERS, LIMITED

Sterling Road, Toronto

COLLINGWOOD
LONDON

BRANTFORD
MONTREAL

HAMILTON
OTTAWA

WINNIPEG
QUEBEC

FORT WILLIAM
TRURO

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

Century Salt

has no peer in quality or selling value

Cheap ingredients being entirely eliminated in its manufacture. Century Salt is pure and high grade in the last degree. Pure salt gives satisfaction to all—to the dealer that sells it and to the discriminating housewife who buys. Hence Century Salt is being handled by quality stores the country over. Dealers find it a positive "repeater" and a good profit maker. Order a supply from us or through your wholesaler.

THE DOMINION SALT CO. Limited
SARNIA - ONTARIO

Babbitt's Cleanser

A full weight package of the best Cleanser on the market



Retails at
5c.

Shows you a good profit and gives your customer

Double Value

Agents:

WM. H. DUNN, Limited, Montreal
DUNN-HORTOP, Limited, Toronto

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

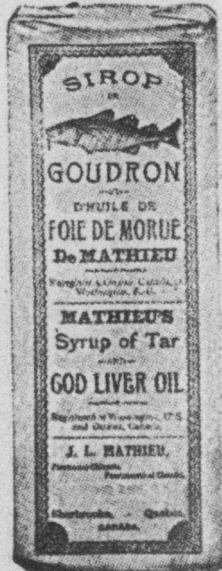
BETTS & COMPANY, LIMITED

Chief Office :—1 Wharf Road, LONDON, N., ENGLAND

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

Introduce Every Customer to

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL



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

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

Feature this effective cold breaker now.

Profits are good.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE QUEBEC

In your Locality
are many

Dogs and Cage Birds

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

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

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

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

Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
846

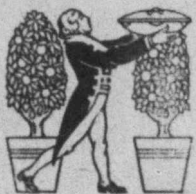
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A Greeting

TO the grocery trade of Canada we heartily wish an overflowing measure of Christmas happiness. May old Santa Claus leave behind with you a whole year of success, health and prosperity for 1917.

WE sincerely thank you for your favors and patronage shown us during the past year, and we look forward to a continuance of the same happy relations throughout the coming year.



Laporte Martin, Limitee

Wholesale Grocers

584 St. Paul Street, Montreal



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



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

Mr. Merchant

See that your clerks and department heads read this paper regularly, it will increase their efficiency. Watch closely advertisements for new selling arguments, it will help increase sales. There is always room for the man who knows.

BUY
STAR BRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

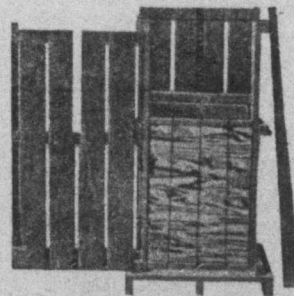
Cotton Lines are as cheap as Sisal or Manila
and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

WHY WASTE PAPER

should be baled



THE JEWEL PAPER BALER

It is worth \$10.00 per ton and up.

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

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

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

General Sales Co.
203 Stair Bldg., TORONTO

Mr. Dealer, here's a neat little investment for you



The profits to be secured by installing the

Elgin National Coffee Mill

will be positive proof of our contention that the Elgin is an investment paying good dividends. First cost is the only cost—there are no overhead or current expenses involved in operating the Elgin. Write now for descriptive booklet, 24-C.



No. 40

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

IT IS IMPORTANT!

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

Canadian Grocer
143 University Avenue, Toronto

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

Do your customers complain,—“that the coffee wasn't quite the same last time.” That it “didn't seem quite so fresh as usual.”

You can prevent these complaints once for all by selling coffees that never vary.

CHASE & SANBORN
MONTREAL



**“KEYSTONE”
BRUSHES FOR EVERY
HOUSEHOLD USE**

From shaving brush to sink brush, every brush and broom used in the household is worthily represented in the Keystone line.

There is only one quality as far as we are concerned—and that is the best that can be made at the figure—the kind that will bring customers back for more.

For prices, etc., address
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.

Write for samples of

S. P. B. BAGS

and Open End Catalogue
ENVELOPES



Bags for Heavy Hardware and Fittings, Broom Covers and Broom Handles

also

Bags for Forks and Hoe Handles

Specialty Paper Bag Co., Ltd.
Department M.
12-14-16 Johnston Street, Toronto, Canada

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

Buyers' Guide

CLASSIFIED ADVERTISING

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

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

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

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

WANTED

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

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

AGENTS WANTED

WE ARE OPEN TO HANDLE ONE OR more good lines for Cape Breton on a commission basis. Miles & Co., Box 209, Glace Bay, Nova Scotia.

FOR SALE

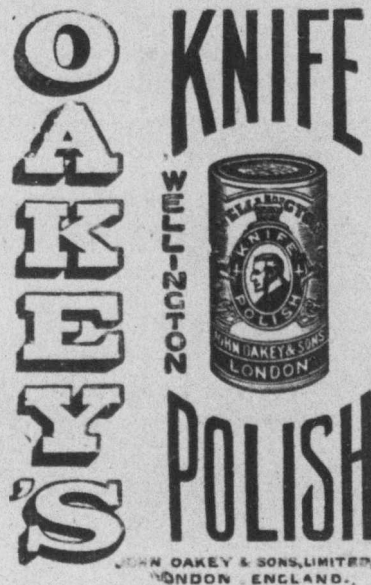
OLD WELL-ESTABLISHED GROCERY business, and dwelling in Woodstock, Ont. Box 204.

FOR SALE

Grocery, Butcher, and Produce business in good Western Ontario town. Good reasons for selling. Box 202, Canadian Grocer.

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness—it compels people to think of you.

OAKLEY'S KNIFE POLISH



WILLIAMS
LONDON

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

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

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

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

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

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

Are You Interested?

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

RATES:

(payable in advance)
2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed to Canadian Grocer.

No Other Paper Reaches All These Men.

In Selling a Business?
In Buying a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second-hand Fixtures?

Then you should use
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

Canadian Grocer
143-153 University Ave., Toronto

TIE-UP PARCELS

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

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

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co. LIMITED

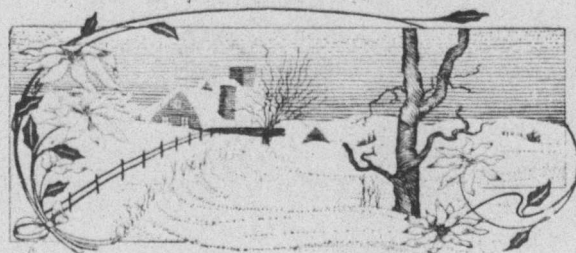
Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies, Outfitters of Meat Markets, Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET. - - TORONTO

PORT ARTHUR, ONT. MONTREAL, QUE.

FRESH FISH FOR NEXT WEEK

Halibut, Cod, Haddock, Trout, Whitefish

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



TO our friends in the Canadian grocery trade, and they are many, we extend the old, time-honored wish, "A Merry Christmas."

...

MAY Prosperity wait upon you during all the days of the coming year. And may you find Japan Tea, the delicious, wholesome, natural green-leaf tea, a still bigger favorite and a still bigger profit-maker during 1917.





APPEARANCE
that sells *and*
QUALITY
that brings them back

WHAT better combination could you ask for? What better selling combination could we give you than what we embody in the new

STERLING
TOMATO CATSUP

—neat looking bottles, attractively colored labels that focus the attention, and, most important of all, the kind of quality that pleases the most particular and brings them back for more?

For this new product of ours is **Quality** through and through.

From the first drop to the last it is as good a Tomato Catsup as the scientific processing of the purest ingredients can produce. There is no Preservative or Artificial Coloring in it, nothing whatever beyond an absolute purity that will swing better sales your way.

We confidently believe that it will do this for you. Hence, we recommend it to you strongly. Why not try it out?

A trial order will give you an idea of its selling value.

T. A. Lytle Company, Limited
Sterling Road, Toronto