

**PAGES
MISSING**

NOTE THE NEWS PICTURE SERIES BEGINNING IN THIS ISSUE

CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

30999

Vol. XXXII.

PUBLICATION OFFICE: TORONTO, JANUARY 4th, 1918

No. 1

Welch's

"The National Drink"



Becomes better liked each year. Many who have tried Welch's because of the temperance wave have developed into permanent users because they found Welch's not a cheap summer drink, but a delicious beverage with real food value.

The Welch plant at St. Catharines was built with one idea—to maintain Welch Quality under all conditions. So when you sell Welch's you know you are handling "legal tender" and its ability to satisfy will bring you cash, not paper, profits.

1918 should net you a greater return than ever. We shall be glad to help your sales with the right sort of display material.

Sold by Leading Jobbers

THE WELCH CO., LIMITED

ST. CATHARINES

ONTARIO

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

YOUR PROFITS

You now have the opportunity to investigate and know which lines are paying you *real profit*.

"Profit" does not mean so much discount, but the results after the selling cost, depreciation, investment and turnover are considered.

O-Cedar Products have no depreciation; require small investment, have small selling cost, and pay a good margin. The turnover is quick and

frequent. O-Cedar Products pay you a *real profit*.

O-Cedar Polish and O-Cedar Polish Mop enjoy a real good demand, due

partly to the extensive advertising of their merits. The O-Cedar merits will be advertised more than ever, therefore

the demand will be greater than ever before. Know your profitable lines and push them. Ask your jobber about Special Assortments and Profit Deals.



CHANNELL CHEMICAL COMPANY, LIMITED
TORONTO

KING GEORGE'S NAVY

CHEWING
TOBACCO

**Will win you bigger 1918
Tobacco profits**

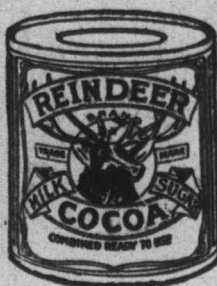
Resolve now, at the beginning of the year, to make your tobacco department really worth while

Never let your trade forget the fact that you carry a good supply of King George's Navy.

The demand for it is always good and every sale gives you a good wide margin.



Rock City Tobacco Co., Ltd.



Borden's Popularity

spells bigger revenue for those aggressive grocers who keep their Borden supplies well displayed—always.

Why should you not be one of these to profit by the fast-growing Borden demand?

Remember, the demand is big and is growing constantly because of our widespread consumer publicity.

Get linked up with this. Get a good Borden display working for you right now. Never let your customers forget the fact that you sell and recommend Borden's—"the leaders of quality."

Borden Milk Company, Limited
"Leaders of Quality"
Montreal

Branch Office: No. 2 Arcade Bldg., Vancouver



The Original and Leading Brand Since 1857.

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

Bristol, Somerville & Co.

The business operated for some years back under the name of Geo. E. Bristol & Co. will, after Dec. 31st, 1917, be known as Bristol, Somerville & Co., Mr. S. W. Somerville being admitted as a partner with myself in this business.

Thanking the trade for liberal patronage in the past and trusting, with efficient service and good values, to have a continuance of same,

Geo. E. Bristol.

Enquiry Department

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

LICENSE FOR RETAILING MARGARINE.

Please advise if it is necessary to have license to retail margarine.—Sydenham, Ont.

Ans.—No license necessary except when goods are imported from across the line. Retailers do not require licenses.

THE INDEPENDENT GROCERY CO.

Can you give me any information re the above firm.—Ridgeville, Ont.

Ans.—The Independent Grocery Co., Windsor, Ont., has operated under several names during

the past few years. The principle under which it operates is to use some well known branded goods as a bait to sell other goods of inferior quality. It is not possible to buy one thing alone, they must be bought in combination. Under the proposed regulation outlined in the issue of Dec. 21 such companies could not operate under their present methods.

LIST OF PATENT MEDICINES.

Where could I get a list of drugs and patent medicines, etc., that a grocer may sell—also give

addresses of wholesale fish firms.—North Cobalt, Ont.

Ans.—See article page 24, issue Dec. 21, re drugs and patent medicines. For definite list of articles that may be sold, apply for a copy of the Pharmacy Act to W. D. Graham, Ontario College of Pharmacy, 42 Gerrard St., Toronto.

The following are the names of wholesale fish merchants:—White & Co., Church St., Toronto; J. Bowman Co., Jarvis St., Toronto; F. T. James Co., Church St., Toronto; D. Hatton Co., Montreal, Que.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers

INFORMATION WANTED

Date.....191...

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

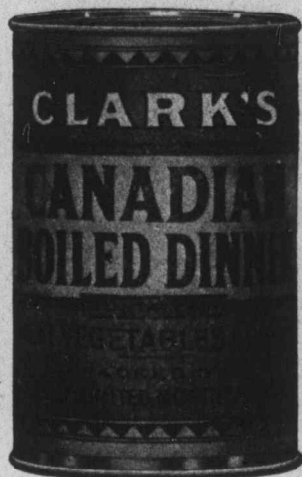
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Name.....

Address.....

CLARK'S



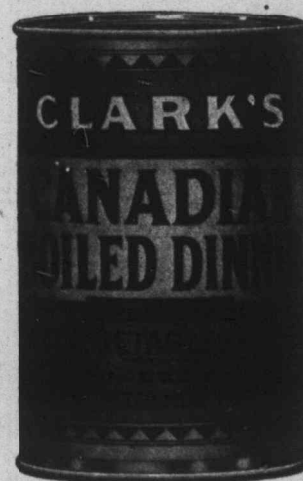
Canadian Boiled Dinner

THE COMPLETE MEAL

Choicest Beef and
Selected Vegetables
Perfectly Balanced
and Ready Cooked

ASK YOUR JOBBER FOR SUPPLY

*You will find this a popular
and rapid seller.*



W. CLARK, LIMITED

MONTREAL

JAPAN TEA



Used by discriminating people who have become acquainted with its matchless flavor and aroma, Japan Tea, grown, cured and packed under the control of the Japan Tea Growers' Association, will always be found pure, free from dust, stems and broken leaves.

The Japanese Government prohibits adulteration and coloring of Tea.

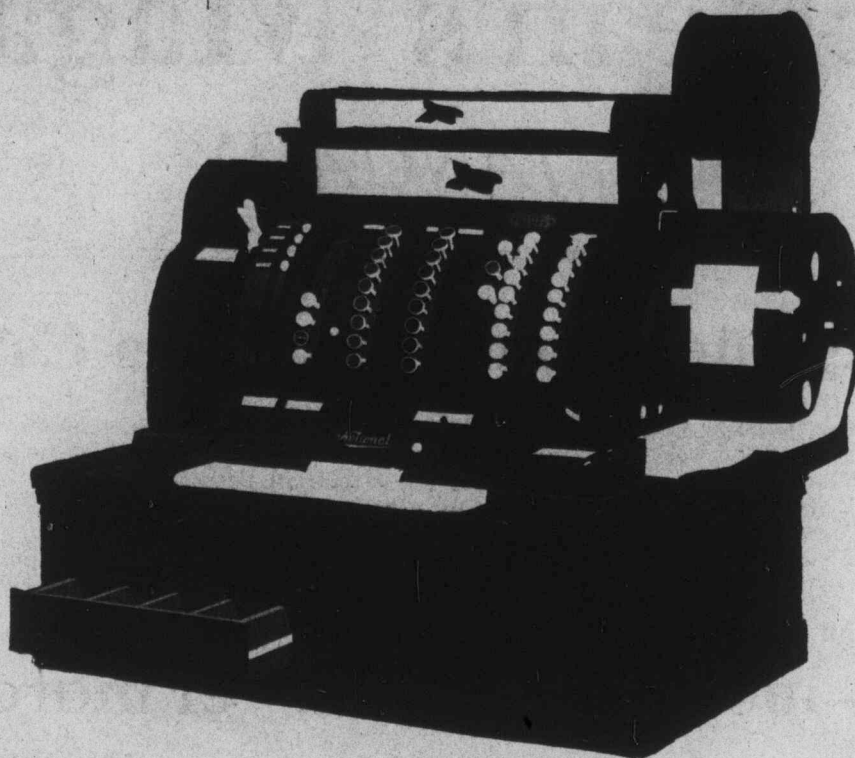
ON SALE AT ALL GROCERS

Consumer Ads. like this are creating a still bigger demand for Japan Tea.

THE delicious excellence of Japan Tea, coupled with a brisk consumer advertising campaign, has made this delightful beverage a certain quick seller in every community. Ads. like the one shown here are influencing *your* customers and a display will convince you that the Japan Tea demand is indeed worth while. Your wholesaler carries Japan Tea.

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

The Most Important Factor



Mr. Merchant:

THE most important factor in the success of any business is the *man* behind it. The business is but a reflection of its director.

If he is ambitious, energetic and intelligent, he will watch his business closely, discover every weakness, and painstakingly nurse it through to success.

He will seek advice, improve his knowledge and increase his efficiency so that he may know how to cure the ills of his business.

Too many men are self-satisfied and refuse to follow the methods that have brought success to other business men.

Think of the ten most successful men in your own line of business and ask yourself why they succeeded.

National Cash Registers are not cure-alls, but they have helped the most successful merchants in the world and they can help you.

Send for our literature and talk with our representative, because we have made a study of curing a great many of the troubles that beset the storekeeper.

Cast aside indifference and determine to improve your business in 1918.

The
**National Cash Register
 Company of Canada Ltd.**
 Christie Street TORONTO

MacLean's Magazine

for JANUARY

Chasing the Submarine—by a Canadian

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

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

Ships—more ships—and yet more ships

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

"Jim" by Robert W. Service

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

Adam and Arthur William Brown, Brothers

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

A New Serial by Alan Sullivan

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

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

The Regular Departments of MacLean's

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

At All News Stands, 20c.



She Saved!

He was enjoying a salad, when, thinking it tasted a bit unfamiliar, he asked his wife what he was eating.

His patriotic spouse replied: "Why, George dear, it is a Hoover cauliflower au gratin salad, which I made of a little boiled rice, nicely seasoned, and one grated carrot!"

So we're all living and learning.

We're saving in food in many directions.

A

SHERER COUNTER

saves food in 31 different directions. It keeps 31 articles unbroken, clean, safe, and wholesome.

This results in profits saved for a grocer in amount beyond all belief. A Sherer pays for itself, through savings alone, in a very short while, and its advantages, other than savings, are many.

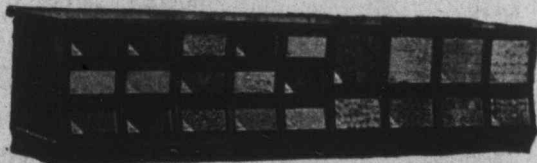
You should know what it does. It does all that we say! Write us about it. You'll be glad if you do.

Booklet AC is what you want.

SHERER-GILLETT COMPANY, LIMITED

Patentees and Manufacturers

Guelph, Ontario

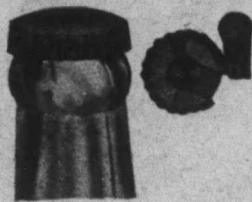


PATENTED

Your Questions Answered

Any information you desire on matters pertaining to the trade will be gladly furnished FREE upon application and will be answered through the columns of this paper. If you enclose a stamped, addressed envelope we will also reply direct to you. Don't hesitate to ask us. We will do our best.

CANADIAN GROCER
143-153 UNIVERSITY AVE.
TORONTO



Handycap

This is the bottle cap you require, much superior to others in the market. Why not try it? Used by the largest catsup, vinegar, etc., manufacturers in Canada.

J. E. Beauchamp & Co.
MONTREAL

AGENTS:

P. A. C. McIntyre & Co., Winnipeg; Lynch & Manley, Toronto; H. C. Brannan Co., Ottawa; Landry & Simard, Quebec.

Salesmen Wanted

Men who have worked up a connection with the trade are far more valuable to you than inexperienced men. The way to locate them is through your trade paper because wide-awake salesmen read it. When in need of salesmen use the Want Ad Page; the rates are 2 cents per word first insertion and one cent per word for each subsequent insertion, a charge of 5 cents extra is made for Box Number to cover cost of forwarding replies.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

*Wholesale Grocery Commission
Brokers*

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

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

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

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

F. D. COCKBURN CO.
Grocery Brokers
Manufacturers' Agents **WINNIPEG**

THE H. L. PERRY CO.
214-216 Princess St., Winnipeg

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

Storage Distributing Forwarding

**This Space is Yours
For \$2.50
On Yearly Order**

C. & J. JONES
WINNIPEG VANCOUVER

*Wholesale Commission Brokers
and Importers*

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

**205 CURRY BUILDING
WINNIPEG**

There's big money in the Western Market

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

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

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

Scott-Bathgate Co., Limited

Wholesale Grocery Brokers and Manufacturers' Agents
149 Notre Dame Ave. E., Winnipeg



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

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WESTERN PROVINCES.

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

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

WHOLESALE GROCERY BROKERS

*Manufacturers' Agents
Commission Merchants*

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

Est. 1907. Write us.
Correspondence Solicited.

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

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

Trackage
Storage
Distribution

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

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

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

DONALD H. BAIN Co.

WINNIPEG
Head Office

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

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

Have you any
POTATOES, BEANS
to offer? If so, forward me full particulars.
FRED J. WHITE, Broker
Board of Trade Bldg. - Toronto, Ontario

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

Grocery Advertising

By Wm. Borsodi

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

ALL ORDERS PAYABLE
IN ADVANCE.

PRICE \$2.10 Post Paid.

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

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

If you will repeat last year's business with us you are doing yourselves a good turn and helping us as well.

W. H. Millman & Sons
TORONTO

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

DRIED AND EVAPORATED APPLES.

Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

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

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

More Lines Wanted

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

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

"On the Job All the Time."

If you want results write me.

A. Lalonde

Post Office Box 123. TIMMINS, ONT.

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

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World
OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.
Victoria, B.C.	Sydney, N.S.

Reputation gained by long years of vigorous, conscientious and successful work.

Thomas C. Irving, General Manager
Western Canada
TORONTO

EL ROI-TAN PERFECT CIGAR

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

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

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

Results Furnished
C. B. HART, Reg.
Wholesale Grocery & Merchandise
Brokers
489 St. Paul Street W., Montreal
Efficiency Guaranteed

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

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

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

For Information Use the Enquiry Blank Elsewhere In This Issue

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

This service is for *YOU* and will only be of benefit when you use it. Send your enquiries along, they are welcomed. This service is *free* to subscribers.

USE THE BLANK FORM

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

WANT ADS.

If you want a buyer for your business, or have a situation to fill, or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

TRY IT OUT

Speed, Economy, Security

Speed in production is one of the absolute necessities of the present. Anchor Caps come to you all assembled ready for use and Anchor machines will seal up to fifty jars a minute.

Economy in your methods means full results from quick operation. Anchor Sealing methods effect a large saving in labor and reduce your loss through breakage to the vanishing point.

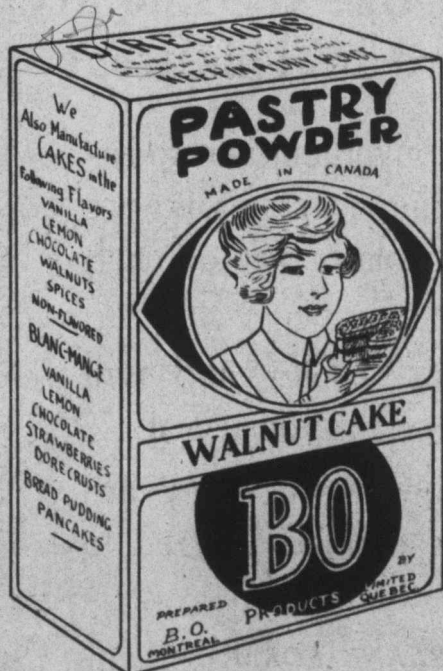
Security for your goods after they leave your factory, is made sure by Anchor Caps. They are absolutely liquid and air-tight. They prevent leakers and protect your goods from any outside contamination. Once sealed with Anchor Caps, nothing can be added or removed from them, and your product reaches the consumer with its full flavor and freshness unimpaired.

Anchor Cap & Closure Corporation OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 Dovercourt Road
TORONTO, ONTARIO



DIRECTIONS
Pour the contents of this box in a dish and add one tablespoonful of melted butter and enough milk to make a regular cake dough. Put immediately in the oven. This powder is prepared with the purest ingredients and will give you perfect results, economically and without trouble.

Low Cost Little Trouble Sure Satisfaction

Each package is ready to use—no additions required. Mix with milk and a small piece of butter—then bake!

A Delicious Cake At Minimum Expense

This is a line that you cannot afford to be without. It has met with splendid success wherever tried.

We also manufacture other ready products—Pancake Flour, Bread Pudding, Dore Crust, Blanc Mange (4 flavors).

WRITE US TO-DAY FOR PRICES.

B.O. Products Co., Limited, Quebec, P.Q.



The Keating Calendar
Keating's Insect Powder is in demand all year round. Order now for present and future requirements

OCTOBER, NOVEMBER, DECEMBER,
JANUARY, FEBRUARY, MARCH.

In the home Keating's will be continually in requisition against Bugs and Roaches. Hunting parties in October will carry Keating's into their camps.

APRIL AND MAY.

House cleaning and the time for putting away winter furs and blankets. Moths now appear. Mosquitoes likely to become a pest in May and remain until the warm, dry weather.

JUNE, JULY AND AUGUST

Summer holiday season, Keating's in demand, when locking up the house, as a protection against moths in the furniture, carpets and draperies. Flies, Fleas, Ants and Mosquitoes in general evidence and a particular worry in summer camps and cottages.

SEPTEMBER

Flies are most tenacious. To kill or drive them out of doors use Keating's as a fumigant. Extra precautions also necessary against Bugs, Roaches and Ants.

Made by
Thomas Keating
London, England
Established 1788

Sole Agents in Canada
Harold F. Ritchie Co., Ltd.
10-12-14 McCaul St., Toronto

**No Money in Sugar
But Profits in Raisins**

Every time you sell a pound of sugar you perform practically a free service. Moreover, we are all urged to save sugar.

Let Sun-Maid Raisins Supply Sugar

Every time you sell a package of Sun-Maid Raisins you make a good profit, and you perform a real service. Because the sugar in raisins takes the place of white sugar. Tell your women patrons to cook raisins with plain foods: with rice, breakfast foods, corn bread and other war-time dishes. Let raisins take the place of sugar—they increase food value and add flavor.



**Our Advertising
Helps You Sell**

Look at the powerful Sun-Maid advertisements in national magazines. All these ads are written to help you sell more raisins. Our interests are the same: We want to sell raisins, and so do you.

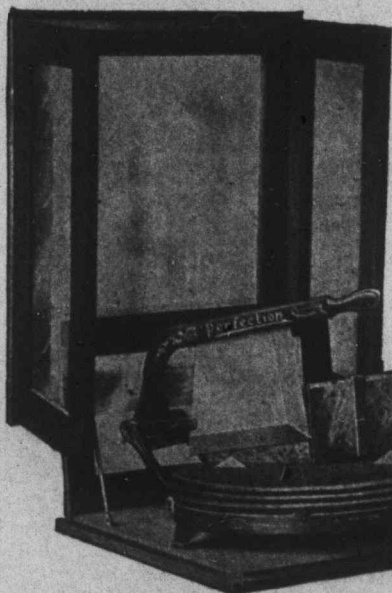
Victory Penny-Buns

These delicious war-time dainties are being made by bakers everywhere. If you handle bread, be sure to have your baker keep you supplied with Victory Penny-Buns, the war-time treat. A mere suggestion sells them.

California Associated Raisin Co.
Membership 8,000 Growers
FRESNO, CAL.

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)



It is a Cheese Cutter worth having

A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do

It stands the test for durability, for it lasts a lifetime

A REAL PROFIT SAVER

Write for Prices and Terms

We have special combination prices with cabinets and pedestals

IT SAVES ITS COST in a few months and lasts a lifetime. BUY IT NOW.

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER. BUY IT NOW

AMERICAN COMPUTING COMPANY
HAMILTON, ONT.

TRADE MARK
KEYSTONE BRAND

ARE YOU PROFITING
by the
Big Demand for
KEYSTONE NUGGET BROOMS

The broom women demand by name
?

Write for Prices, etc., to
Stevens-Hepner Co., LIMITED
Port Elgin, Ont.

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

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

Mr. Bruce's Counsel

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

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

Attention, Editor:

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

(Signed) F. E. MUTTON.

Dated Oct. 12, 1917.

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

THE price, \$3, is nothing to the man who really wants to know. Three dollars spent for knowledge that multiplies a man's power and pleasure and satisfaction is a small, small sum to pay. We make our appeal for subscriptions to men who really want to know and who will take time each week-end to read profitably.

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

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Talk Current Events

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

WHAT do you know about the doings in this great world wherein we live?

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

Do you ever discuss their significance with friends and neighbors?

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Thank You!

This is Our Heartfelt Appreciation
to all our patrons of 1917 and former
years. May our business relations for
1918 be as pleasant as in 1917.



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Dominion Canners Limited
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**FINEST CRYSTAL
GELATINES**

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

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It is a proven success. A
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Anything from a common Two by Four
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When you sell Condensed Milk and Coffee lines
why not sell the brands that are right?

Particularly when they are Canadian-made Pro-
ducts, equal in every way to the imported lines.

Malcolm Milk Products

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

Dealers handling the Malcolm lines find the demand always good
and especially good during the social season when their great
utility and convenience appeal to every housewife.

Get a supply of Malcolm Milk Products now and secure a share
of the growing demand.

There are lots of Canadian-made goods which do not feature this,
but we are the only strictly Canadian company.

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

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MALCOLM CONDENSING CO., LTD.**

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The All-Canadian Condensed Milk Company



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



Wouldn't you like to get rid of the worry of trying to match your "last" bulk tea?

To save your clerks' time in weighing and tying up bulk tea?

To save the profit you lose in giving overweight?

You can do so by selling Red Rose Tea. You can also save storage space and make more rapid turnovers.

A smaller quantity of Red Rose packages will give you an assortment of the different grades of black, green and mixed than you would have to buy of bulk tea.

Every way you look at it, Red Rose Tea is a good tea for the grocer to make his leader.

T. H. ESTABROOKS CO., LIMITED

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Stockdale Lectures for You!

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

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

"Many Businesses Wrecked by Details"

"How to Make Figure Facts Earn Profits"

"How to Measure the Value of Turnover"

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

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Keen's Oxford —BLUE!

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

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

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

Magor, Son and Company, Limited

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

SELL IT!



PUSH IT!

B-24

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

CANADIAN GROCER

Vol. XXXII.

TORONTO, JANUARY 4, 1918

[No. 1

The Coming Year a Year of Promise

Manufacturers and Wholesalers Look Forward Optimistically to the Future—General Report of Satisfactory Conditions During the Year That Has Passed—Satisfactory Credits a Notable Factor in Business.

IN looking back over the business of the past year wholesalers and manufacturers are inclined to view the retrospect with a considerable amount of satisfaction. The year has certainly not been without its difficulties, and in some cases these difficulties have been of such a nature as to curtail business, or in others to so increase the cost of goods that to make an improved showing over former years has been an impossibility. Nevertheless, there is a general feeling that there is a good ground for satisfaction in the showing of the past years. The difficulties, where these have existed, have been largely matters of obtaining supply, and there is no lassitude as far as the purchasing impulse is concerned.

Credits are after all the final basis on which to judge the solid basis of the success of a year's trading, and in every instance credits are reported of a very satisfactory nature. Money is apparently plentiful among all classes of the people, and as a result there is no tendency to neglect to meet business obligations.

As far as the ensuing year is concerned, prospects appear to be satisfactory. There is a general feeling that there is no positive way to judge the matter, as so much unquestionably turns on the trend of world events. Unquestionably, however, the tendency is to look forward optimistically to the opening of another year.

Increased Business, But Profits Not Improved

The manager of a large Ontario canning concern writes:

"The year has been successful from a business standpoint.

"The increased business, however, has not compensated for the advanced cost of our raw materials, because such advances were abnormal even for war time, and were attributable to the general failure of the Ontario fruit crops.

"Business conditions have been good, because money has been plentiful.

"Credits also have been good. We have not lost a dollar. We attribute this to proper care in granting credits and general good conditions.

"As for the future, it is entirely problematical. In our opinion it depends upon the duration of the war and the

continuation of war contracts, both of which are big factors in the present good business conditions."

Business Limited by Supply

W. R. Drynan, of the Dominion Canners, reports a very successful year. This he attributes to the improved business conditions due to the war. As far as credits are concerned, he continues, they have been satisfactory, due largely to the fact that there is more money in circulation owing to Canada's increased production of raw materials, foods and manufactures.

"As to the future, indications point at present to a business limited by the available supplies—that is to say, the demand will likely exceed the supply; but, of course, we may be said to be sitting on the top of a dormant volcano, and the only thing for all business men to do is to be prepared as far as possible for the worst or best, whichever way it may come out."

The G. Washington Sales Company, writing from New York, state that their business in Canada during the past year has been satisfactory in every particular.

A Reason for Satisfaction

W. H. Millman & Sons, Toronto, speak of a satisfactory year's business. Not that business showed any marked improvement over the previous year, but under existing conditions to maintain the former year's standard is, they believe, a

matter for satisfaction. Credits, again, they find, have been very satisfactory. Everyone seems prosperous. As for the future, it is hard to estimate, but the prospects would appear to be fair.

Fish Handlers Prosper

The D. Hadden Company, Montreal, speak of a very successful year passed. "The fish business during the past year has been very good," they write. "Due to advertising done by individual firms and the Government and the scarcity, and consequently high prices of all good products, the demand has been increasing constantly. The turnover is much larger than last year and the business all around should show a good margin of profits. The fishing has been exceptionally good—one of the largest crops recorded in the country, and it should prove a value of about \$60,000,000 when figures are recorded. We have been satisfied with collections. Our losses with bad accounts are less than any year we have had since we are in business. We expect a good business for next year in our line, as fish as a food is becoming more and more popular, and as there is no possibility of increasing to a large extent the production of butchers' meat for a few years yet."

Scarcity of Goods the Drawback

Scarcity of goods has been a serious factor in the success of many businesses, is the opinion of A. P. Tippet & Co.,



Montreal. "Business has been satisfactory," they write, "so far as we know, to anyone who had any goods to sell; however, we should say it had been very successful because the price of almost everything has constantly advanced, and those who bought at earlier and lower prices necessarily got a good profit.

"We should say, however, it has not compensated for the increases, so far as we are able to judge. Except in so far as people are having their business more closely in hand, we don't know that conditions are very much better—that is, of course, a distinct gain, but so far as conditions are concerned they are absolutely atrocious on account of transportation problems, and, may be also add, a little owing to the "indiscreet" Government interference.

"Credit has been good—quite satisfactory. As for our estimate of the probable business conditions during the ensuing year, we should think the likelihood of profits being equal to the last year were less. As to business being as large, or being as good, we don't think a Philadelphia lawyer could answer this. We would give a good deal to know, but it does rather seem to us as if it could not be as good on account of the uncertainty with regard to peace.

"If, for example, we were quite sure the war was going to be carried on for another 12 months or 24 months, it would give a certain stability to business that cannot exist where we don't know whether it is going to or not."

Credit Condition Good

Hugh Walker & Son, Guelph, Ont., write as follows:

"The past year has been successful from a business standpoint; that is in volume of business, although expense of doing business has increased largely. While business has shown some improvement, profits have not shown up any better on account of increased costs.

"We have found credit satisfactory. We account for this by reason of better wages that the mechanics and others have usually been getting.

"We believe that business conditions in the future should continue good, although it will be more difficult to get deliveries promptly from railroads owing to scarcity of help and cars. Railroads are not able to handle shipments promptly."

The Oval Wood Dish Company of Toledo, Ohio, are enthusiastic over their Canadian trade, both past and future.

"Our operation," they write, "during the past year has been limited only by the capacity of our factory for production. In every particular business has been most excellent, and settlements have been on an eminently satisfactory basis.

"The indications are unmistakable that in 1918 we will still find a demand that our factory's capacity cannot entirely supply. We are completing a large plant in the Adirondack Mountains.

(Continued on page 42.)

P. B. Tustin, a New Figure in the Trade

A Sketch of the Man Who Will Superintend the Merchandizing of Food From Coast to Coast

By Staff Writer at Winnipeg

WHO is this P. B. Tustin who will superintend the merchandizing of food stuffs from Coast to Coast? For a number of years he has been employed in Winnipeg as chief food inspector. When he was appointed food inspector seven or eight years ago the first thing he did was to go after an alderman whom he charged with having several thousand loaves of bread which



P. B. TUSTIN

were not full weight. The alderman was prosecuted and a conviction obtained. Many people expected to see him lose his job as a result of this, but he is still there.

He figured prominently in the McKerchar case. It will be remembered that three years ago a well known Winnipeg retailer of that name was charged with supplying poor quality food to one of the city charitable organizations. Mr. Tustin was one of those who gave evidence, and the evidence was in favor of Mr. McKerchar. This must have gone a long way in securing Mr. McKerchar's honorable acquittal, for his evidence carried tremendous weight.

Mr. Tustin came into touch with the grocery trade of Winnipeg through the fact that when there was bad food anywhere, he decided what was to be done with it. If it was unfit for human consumption, no money in the world could save it. Any dealer who tried to get by and was caught paid the full penalty. Eventually a feeling of co-operation rose between the grocers and the food inspector's department. It was agreed that doubtful food should be put on one side, if it was good the department would permit it to be sold, if it was not, it

was destroyed. His dealings were so obviously square that everybody was satisfied.

The retail merchants of Winnipeg who have had dealings with him, say he is always ready to make suggestions for helping business along. It is not long since he delivered an address before the Retail Merchants' Association in which he told the retailers how to take care of their food in order to keep within the law. He gave them good advice regarding the appearance of their clerks, about the dressing of their windows, and the appearance of their waggons, and in all this he showed a thorough knowledge of the business. When a retail merchant desires to open up a new store in Winnipeg it is necessary for him to get a permit first from this department. An inspector is sent. The report might state, for example, that the plumbing was out of order, whereupon the landlord would be approached and the repairs effected. In the olden days, once the landlord had got him into the store, there would be no repairs made, and the poor dealer would find himself frozen out with the first approach of winter.

His work has shown him what type of store is the best, not only from the point of view of health, but for producing the most dollars and cents. Many a grocer, restaurant owner, or owner of larger institutions, has asked Mr. Tustin for suggestions in the layout of their premises.

When the question of food conservation first came up Mr. Tustin was called to Ottawa in connection with the milk investigation, then he served the package cereal committee, eventually being appointed chairman of the wholesale grocers' committee, where he played a prominent part. The question was asked, in what way did Mr. Tustin impress the wholesale grocers. The reply was that the men from Eastern Canada were especially struck with him, and looked upon him as a great "find." It was rumored in Ottawa that it began to look as though the Government was going West for quite a number of its food experts. Mr. Tustin in all this work for the Food Controller's Department showed pronounced organization powers, as well as capacity as a chairman. It often happened that when the members of a committee had been wrangling for a considerable time, and had arrived at no conclusion, the chairman would ask: "Well gentlemen, what decision have you arrived at?" And when no decision was apparent, would ask, "how would this do?" and would read suggestions he had scribbled on a memo pad after listening to their various arguments. Invariably his suggestions were most valuable and cleared up the difficulty. It will

(Continued on page 33.)

Current Events in Photograph

No. 1



Just Behind the Battle Lines

EVERYWHERE we read of the mud of Flanders. Mud is evidently the thing that most forcibly presents itself to the remembrance of everyone who has been through the fighting on the western front. The illustration above shows how the British Officers and Tommies have succeeded in getting the better of the mud. This picture was taken only a short distance behind the famous salient at Ypres that the Canadians know so well. Note how comfortably matters have been arranged in this double terrace of huts; the drainage canal for carrying off the rainwater, and keeping the huts always dry and sanitary; the pipe line for draining the huts and providing sanitary comforts, the electric light wires, and the close-fitting door to keep the glitter of light from curious flyers. Note also the well upholstered roof. It is as complete a little city as could well be imagined, not only within the sound, but well within the reach of the guns. The hut number is plainly to be seen.

Enough Tin to Meet Requirements

Expected That Situation Will Open up and Enough Tin Plate be Available to Meet All Requirements

THE possibilities of the tin situation continue to be a very disturbing element. Possibly it is more disturbing than the actual conditions would seem to justify. Rudolf Wolfe & Co., London, England, in reviewing the tin plate situation, suggest that the uncertainty that exists rather than the actual condition of scarcity is the cause of the depressed feeling.

Their report reads as follows:—

Uncertainty More Alarming Than Actual Scarcity

"This metal has been the subject of a sensational advance through various causes, the chief one doubtless being the obscurity now surrounding the position of supplies. For some two years past the consumers both here and abroad have been very alive to the possibilities of metal being lost through the sinking of ships. We no longer receive statistics of shipments, and this has engendered an all-round nervousness. We cannot say that we find any extra demand, but attribute the rise more to the policy of caution on the part of sellers, who after all are committed on the London Metal Exchange to deliver an article in warehouse, for the carrying out of which contract they are mainly dependent upon the oversea supplies."

"The Canner," Baltimore, Md., reports the remarks of Vice-President H. W. Phelps, of the American Can Company, at a recent meeting of canners, as follows:

"With fair luck and conservation the 1918 season will not suffer seriously from lack of cans.

"Prices will be higher than in 1917, but Government control of the steel and tin plate industries will offset a part of the sharp advances in raw material. The only serious disturbing factor is the danger of labor troubles.

The War's Demand for Tin Plate

"Few canners realize the tremendous demand for tin plate for strictly war purposes. All small cartridges are partitioned with tin plate in much the same manner as eggs in an egg case, and then they are enclosed in a tin box and soldered up air and water tight. The larger shells are placed in individual cans, a three-inch shell, for example, being sealed in a can three inches in diameter by 18 inches long. This is only one of the many war demands being made on tin plate outside of the food canning trade.

"In the food trade, increased demand has been phenomenal. For example, milk which is one of the most essential army rations, is being packed in tremendously increased quantities. One concern which bought 18,000,000 cans from the American Can Company in

1916 had purchased 19,000,000 cans up to May 1 this year and on May 1 placed specifications for 68,000,000 cans more to cover the rest of 1917 requirements.

"Referring to the situation for 1918, Mr. Phelps stated that nobody yet knew what the price of cans would be next year or what deliveries would be, but he said under the guidance of the Government the problem of producing cans would be solved.

Difficulties of Getting Supplies

"There is practically no pig tin produced in the United States, and heretofore it has all come through England and, therefore, through the submarine zone. Last year one great cargo of pig tin was sunk by a German submarine, and this caused a great deal of trouble. For the new year arrangements have been made to ship around through the Straits of Malacca to San Francisco, or Los Angeles, and thence by rail to the tin plate mills, thus increasing the

freight cost, but successfully avoiding the submarine trouble.

"Another favorable move for the new year is the reduction in exports of tin plate. There can be no question that large quantities of the tin plate exported last year found its way into Germany. This has all been cut off through an embargo system.

"As now worked out, it is believed that the tin plate mills of this country can produce about enough plate to supply the demand for 1918 if they work full tilt. The can manufacturers have sufficient capacity to make this plate up into cans, so there is no great danger on the latter score.

"All of the above does not take into account the possibility of labor troubles and shutdowns. This is a matter which the United States Government will have to take firmly in hand if serious trouble is to be avoided. As to prices for the new year, pig tin, steel plate and all the other materials which go into the manufacture of tin cans have advanced 25 to 33 1/3 per cent. To partly counteract this is the fact that the Government is regulating the prices to be charged by the steel and plate manufacturers."

Guatemala Quake May Affect Coffee and Bananas

Central American Republic a Large Shipper of Both Products
—No Word as Yet in Outlying Sections

THE earthquake that visited Guatemala on Christmas Day, and has been repeated at intervals for a week, has razed the city of Guatemala to the ground. Just how serious the damage may be outside this the principal city of the country is not yet known. There is the possibility however that the crops of that republic may have suffered as well as the urban districts. Guatemala is a producing point for a substantial quantity of coffee, this coffee is of a good grade, and is used in Canada to some extent. Roughly speaking the consumption of Guatemala coffee amounts to about 3 per cent. of Canada's total consumption, and is largely used in the eastern markets.

The bulk of Canada's coffee comes from Brazil and after that from the British West Indies. The Guatemalan coffee is next in importance in the Canadian trade. Moreover, there seems to be a growing demand for this grade of coffee. Government returns for the three months ending June, 1917, the latest figures available, show 411,678 pounds. In 1916 they were 187,873 and in 1915 they were 98,343 pounds. The possible loss or damage of the Guatemalan crop will probably have some effect on the coffee market, just how serious this may be in the light of the present stocks available it is difficult to state.

The banana is another product that

is likely to be somewhat affected. The recent hurricanes in Jamaica once again have seriously damaged the crop in that island, so that the banana companies have been forced to get the bulk of their fruit from Central and South America. The changuinola, the Guatemalan banana, is a very good grade and is well thought of in the market. If the plantations there have suffered, it will unquestionably have an effect on the banana business, and will possibly lead to still higher prices.

WILL PAY CARTAGE ONE WAY

Macdonald-Chapman, Ltd., wholesale grocers, Winnipeg, state that beginning January 1, 1918, they are discontinuing charging on country shipments from their warehouse to freight sheds. The price quoted in their price list in future is net f.o.b. cars, Winnipeg. They also announce that after Jan. 1 they will make no charge for boxes or bags in which goods are packed.

It has long been the contention of a good many retailers, through their associations, that wholesalers should not charge cartage from their warehouses to cars, since they deliver free to customers in their respective cities and since merchants outside their place of business have to pay cartage from depot to their stores.

Higher Freight Rates and Grocery Prices

Effects of the Recent Advance of Fifteen Per Cent. Authorized For the Rail Transportation of Goods in Eastern, Canada, and the Ten Per Cent. Authorized for the West Are Estimated For CANADIAN GROCER by a Number of Leading Wholesalers and Business Men — Undoubtedly Consumer Will Feel It.

RAILWAY freight rates are up fifteen per cent. in the East, and ten per cent. in the West. What will be the effect of this on the grocer and general merchant as regards prices of goods of various kinds? Here are views of a number of business men, manufacturers and wholesalers on the subject, a good guide to the general trend in this direction.

The Pith of the Matter

The judgment handed down by the Board of Railway Commissioners provides for a 15 per cent. increase in passenger rates in all parts of Canada except British Columbia, where the maximum rate is now 3 cents per mile. The judgment also permits, subject to the limitations of the Crow's Nest agreement and certain specific limitations, an increase in freight rates of approximately 10 per cent. in the West and 15 per cent. in the East. The Crow's Nest agreement was made by the Canadian Pacific Railway with the Government and by its provisions rates on a large number of commodities are reduced. The judgment points out that there can be no question, in view of actual results, that the railways require greater revenues and must have them if proper efficiency is to be maintained and the demands of the country for transportation at all adequately met.

The Constructive View Of It

A good example of the constructive view taken of this matter of increased railway rates is found in the opinion expressed by Mr. Pepall, of Samuel, Benjamin & Co. (metals), Toronto. Interviewed on the subject Mr. Pepall said:

"I like to see any proposition in the country, no matter how small, whether it be the general store at the cross roads or the largest type of corporation, operating on a reasonable and legitimate profit basis, that is to say making a fair return on its investment. That sort of business is best for the country, best for everybody in the country.

"It is undoubtedly a fact that owing to high cost of both labor and material the railways are entitled to an increase in rates at the present time. Various forms of structural steel, such as bars and plates, have advanced between 100 and 200 per cent., and it is unthinkable that the railways could operate at a profit on the old basis in the face of these advances."

This presents a broad businesslike view of the situation with a healthy regard for the grocer and general merchant as well as for the great railway

corporations, and has a practical reference to hardware lines such as enamelled and galvanized ware which the general merchant stocks. As to groceries more particularly, the views of some wholesalers will be interesting.

Grocery Advance Small

Here is the point of view of Mr. Duff of the Perkins Ince Company, Toronto, wholesale grocers:—"I hardly think that the advance in freight will amount to more than an infinitesimal increase in the cost of goods to the retailer, that is as compared to the already general increase in cost of food stuffs due to other causes. I have not gone deeply into the matter yet but I don't see that a great deal of difference in prices can result from this freight advance. As far as the railways are concerned while I don't think anyone ever wants to take the side of the railways, most of us feeling that they are well able to look after themselves, and have friends high up where the average concern hasn't, still in this case I think they are clearly entitled to something."

Freight an Important Item

"In groceries of all goods freight is a most important item" said Percy Eby of Eby Blain and Co. to CANADIAN GROCER. "An advance of fifteen per cent. is very appreciable, and constitutes an important question as applied to staple commodities especially. It is a considerable factor in merchandising certain proprietary articles also, and may mean a readjustment of price lists of these goods, for their prices have always been based on the present freight rates. Of course I think that the merchants throughout the country will realize that the railways are up against a serious proposition owing to increase in cost of labor, of materials, supplies, etc., and will be inclined to accept these advances with a good grace. The ultimate result will be of course that the consumer will be the party who will be most seriously affected. It is just possible, however, that some manufacturers may be able to absorb the amount of the increase or part of it, which would mean an inappreciable advance or no advance at all in the cost of some lines of manufactured goods. But in the case of the staple lines of food stuffs which are always sold at a close margin, the increase in freight will be felt immediately it comes into effect. It is to be noted that the advances in freight rates have not yet become effective; and cannot become effective until the shippers have been properly notified."

Retailer Pays Twice: Consumer Thrice 15 Per Cent.

"It's bound to be felt and felt quickly in advances on all goods carried" said Walter Lumbers, of James Lumbers & Co., wholesale grocers, Toronto. "Freight rates are an important factor on all supplies for the grocery trade. It is going to be a tremendous increase for the consumer to face too. Retailers may well prepare their customers for it though increases have not yet come into force. Look at it this way. It's only 15 per cent. you say. Yes, but how often has the consumer to pay it? First the manufacturer of various lines pays 15 per cent. more freight on his coal, and his raw materials, and his packing materials. This he passes on in the price of his product to the wholesaler, who in turn has to pay 15 per cent. extra freight on the shipment of the goods to his warehouse. That means the railways have carried the goods twice and got their 15 per cent. extra each time. Next the retailer buys the goods from the wholesaler, and they have to be shipped to him by rail. Again he has to pay the 15 per cent. For the third time the railways collect it on the same goods (in different form and bulk of course.) These three freights have to be passed on to the consumer of course so that the consumer may figure the freight rate advance from his point of view at about 45 per cent. The consumer has to pay the railway company three times: the summer resort resident in 1918 who gets his supplies from a retailer by rail will have to pay the increase four times. In the matter of canned goods the increased freight rates are quite a factor for in such lines as these the railway companies handle the goods four or five times when you take into account the materials for manufacture of the containers, coal, etc. Of course it is admitted that the railway companies are entitled to an increase, but it is sometimes overlooked that they handle the goods several times, so that the percentage of increase may be regarded as quite considerable, quite high enough for the consumer anyway. Of course it must add to the prices of groceries in every way."

"It Will Mount Up."

"This increase in freight rates is a small thing regarded as an individual item on any line of goods for the grocery trade," said H. P. Eckardt, Toronto, "but it is one of these things that mount up in the aggregate. There is no doubt whatever that it must be paid by the consumer, and that the consumer will have to pay it several times on goods

he buys from the retailer for they have to be carried in various forms several times by the railway companies. It may take a little time for the advance to take effect on the general trade but there is no doubt that it means advances which will have to be passed on to the consumer."

A Word for the Railways

I think the railways are fully entitled to this increase" said Mr. Despare of White & Co., fruit merchants, Toronto. "The increase was absolutely inevitable, and it is a small enough increase at that. Freight rates have remained stationary for so many years while costs of operation have been steadily advancing, and the railways had simply to face bankruptcy or have the right to advance freights. As regards the effect of the advance on commodities it should make practically no appreciable difference in the final analysis, or so very small as to be almost inappreciable by the consumer. It works out to only about half a cent a dozen on oranges for instances, and in other lines similarly small as compared to the ordinary price of the goods. It will of course make a difference to freight bills for large users of the rails, but we as a firm using thousands and thousands of dollars worth of freight transportation per annum, are quite willing that the railways should have the increase. We would far rather have that than have the service impaired by depreciation, lack of help, etc., as it certainly would be without this advance, and I think the trade of the country at large is of the same opinion."

Heavy Hardware Goods Will Feel It

Another important opinion for the general store dealers stocking hardware lines is that of Mr. Larson, of Rice Lewis & Son, Toronto:

"It is a matter for consideration by the wholesalers collectively," remarked Mr. Larson. "As yet no special consideration has been given to this. As a matter of fact suppose the increase works out to say 23 cents per hundred pounds where it was formerly 20 cents per hundred, it will not make more than a few cents difference on the heavier articles. Even such heavies as say a lawn roller weighing up to 300 lbs. would not be greatly altered in price by the addition of the new freight rate increase. It may not be worth while altering lists as far as goods already in hands of wholesale houses are concerned, but with new goods coming in under the new rate, that is different, and a matter for which the proper course is collective action at this time on the part of the wholesale houses interested."

Decidedly Expects Hardware Advances

Mr. Williamson, of H. S. Howland, Son & Co., Toronto, notes the news of the increased freight rates with interest, and anticipates advances in prices to the retailer in consequence, though they may not be very formidable, and his opinion is given as a personal one only.

"Undoubtedly the railways are quite entitled to increases," he said, "and looking at it from a purely personal point of view without having gone deep-

ly into the matter, I would say that it looks as if fifteen per cent. more on freight rates in the East is quite an increase, and this would inevitably be passed on to the retailer on the price of the goods. The matter adds to the immediate concerns of the wholesale hardware trade at present, and will have to be discussed in consultation by the members of the association. Beyond that at this time I should not care to express any opinion."

Emphatic Provincial Opposition

While there was noticeable at the outset a disposition on the part of business men to concede to the railways a considerable right to advanced freight rates a decidedly different attitude is taken by Premier Norris of Manitoba, and, as a Province, Manitoba is evidently in the mood to make protest on the ground of former agreements as regards freight rates. Premier Norris has already expressed this protest in the following telegram to Acting Prime Minister N. W. Rowell at Ottawa:

"With all due deference we protest emphatically against the recent decision of the Railway Commission, and we intend to present at once a petition to the Governor-General in Council. Pending the consideration of that petition we request your government to take steps to see

that the proposed rates do not go into effect."

The Manitoba Government is interested adversely in the advance of freight rates because it sets aside the Manitoba agreement with the C.N.R., which provides for certain fixed freight rates for a long period as return for provincial bond guarantees in favor of the C.N.R. Premier Norris holds that the authorization of higher freights constitutes an invasion of Provincial requirements. He is considering taking the question to the Supreme Court. He inclines to the view that the time has come for the Dominion Government to take over all the railroads in Canada for the period of the war.

B. C. SALMON CANNERY WILL CAN HERRINGS

A. H. Sherman, managing director of the Great Northern Canneries, intends to can herrings on a system similar to salmon canning and will ship the product to troops in France, as well as selling it for Canadian consumption.

Mr. Sherman has a staff of fifty men engaged in canning the herring. The erection of a second cannery on the west side of Vancouver Island, about sixty miles north of Victoria, at Port Renfrew is under way and it is hoped to have it in operation in two months.

Good Things to Eat

Thursday Specials

Stewing Lamb, per lb.	16c
Round Steak, Special, per lb.	23c
Brookfield Sausage in cartons	30c
Choloe White Fish, per lb.	13c
Pure Cane Sugar, 10 lbs. for	98c
Navy Beans, Regular 15c. Special, 3 lbs. for	35c
Olive Oil, Re-Umberto brand, Italian, quart tin. Regular \$1.25. Special, tin	93c
Tomatoes, No. 2 tin. Special, dozen tins	\$1.70
New Laid Eggs, Special, dozen	42c
Sweet Potatoes, per lb.	25c
Tokay Grapes, per lb.	15c
Red Crab Apples, 3 lbs. for	25c

Fort Garry Market

Main 9200

Economies in Handling

—means lower priced groceries for you. Everything that we can do to reduce the cost of handling—to eliminate waste, to keep things clean, to buy the best goods as cheaply as possible, means better service to you and lower prices.

The shortening question is getting to be a big thing. With feeds as high as they are, and hogs so scarce Lard may go to any price. We offer you strictly pure lard in 3 lb. pails, 5 lb. pails, 10 lb. pails, or 20 lb. pails, at 29c a pound. While this price may seem high, it is really about five cents a pound under its real value.

The Sugar market seems to be gaining in strength as the season goes on. Our prediction of ten cent sugar looks as if it would be passed by quite a margin. Present prices are \$8.75 for Wallaceburg Cane Sugar and \$9 for Montreal sugar.

Canned Vegetables at the present price are about the cheapest foods there are. These, with our fresh Sea Fish, will help you solve the ever present question of how to get around the high cost of living.

Come in and see what we can do for you; we're sure we can help you.

H. MALCOLMSON

Making Up a Parcel for Overseas?

Come in and see some we have made up.

TO FILL YOUR BOX

Toffes, Chocolate, Chocolatta, Biscuits (1 and 3 lb tins), Biscuits (specially wrapped), Gum (overseas package), Fruit Cakes (1 and 3 lb. tin), Maple Sugar, Maple Butter, Canned Chicken, Prepared Cocoa, Canned Tongue, Sliced Pineapple, Prepared Coffee, Powdered Milk, Concentrated Soups, Malted Milk Tablets, Marmalade, Layer Raisins, Strawberry or Raspberry Jam.

CORRUGATED BOXES

Strong as leather, light as a feather. Will hold 7 or 11 pounds.

Prices 12c and 15c.

RIPE OLIVES

Order a bottle this week. They sell regularly at 35c.

ON SALE 19c PER GLASS

CHOICE CODFISH

We have the best, thick, Halifax Codfish packed. You'll agree they're fine.

1-lb. box 25c. 3-lb. box 75c. Shredded, 15c per package.

NO-EG

A SUBSTITUTE FOR EGGS. Use it in all your cooking. It's economical. Reduces egg cost to about 1c.

PHONE YOUR ORDER

Your goods will please the same as though you personally selected them.

T. A. ROWAT & CO.

250 Dundas St. Phone 3051-3052.

How to Calculate Cost of Doing Business

The Operations Are Exceedingly Simple—The Tremendous Importance of Distinguishing Between the Percentage Cost of Doing Business as Reckoned on the Selling Price, and as Reckoned on the Cost Price—Getting a Desired Profit From Effort Over All Costs of Doing Business.

By John C. Kirkwood.

THE ascertaining of the percentage cost of doing business is as simple a calculation as can well be imagined—just simple addition and simple division. You add up your annual expenses—for rent, salaries, delivery, etc.; multiply the total by 100; and then divide by your total annual sales. The result is your cost of doing business in the form of a percentage.

Suppose that your total annual sales are \$20,000; and that your total annual expenses (including an adequate salary for yourself and a desired profit over all) are \$4,500; then your percentage cost of doing business (reckoned on your selling price) is:

$$\frac{\$4,500 \times 100}{\$20,000} = 22\frac{1}{2}\%$$

Note carefully that this 22½% is a percentage on your selling price, not on the cost or invoice price of goods.

The Danger of Bad Arithmetic

Just what is signified by this warning to be careful to distinguish between the percentage on the selling price and the percentage on the cost or invoice price will be made clear by an illustration.

An article costs, let us say, \$1.50, and sells for \$2.25. That is, the gain on cost price is 75 cents, or 50%. This gain of 75 cents on the cost price is one-third of the selling price, or 33 1-3%. That is, 33 1-3% of the selling price is the same as 50% of the cost price. It would be quite wrong, therefore, to increase the cost price by 33 1-3%, which would give only \$2.

To get the correct selling price, one must convert the percentage advance on the selling price into the equivalent percentage advance on the cost price; and then advance invoice or cost prices by the proper percentage. Many a retailer has bungled things here, to his great loss.

Costs Are Reckoned on the Selling Price

It is tremendously needful, in the interests of profitable trading, to make clear, and to understand clearly, the difference between the percentage as reckoned on the selling price, and the percentage as reckoned on the cost price of goods. And here let it be said that in common practice and talk, the percentage cost of doing business is reckoned on the selling price. That is, when a man says that his cost of doing business is 16%, he means 16% of his sales.

To illustrate this:

Brown does a business of \$25,000 a

Cut out this article and put it in your ledger, or elsewhere, where you can consult it whenever in need of its counsels and teaching.

Not often—perhaps never before—have you had the subject dealt with so fully and so plainly presented as in this contribution.

It would be well nigh impossible to exaggerate the importance of the subject of the cost of doing business in its application to every business, including the businesses of retailers whose capital is \$5,000 or less. 95% of those who fail are doing business on a capital of \$5,000 or less; 75% of the reasons for failure are personal, and, therefore, correctable; and 90% of those engaged in business get no profit from their effort. In the face of this authenticated history, it should be clear that every retailer should be greatly concerned to conduct his business better—and more profitably for himself.

year. His expenses, including a desired profit over and above all costs (which should include an adequate salary to the proprietor), amount to \$5,000. Then Brown's percentage cost of doing business is:

$$\frac{\$5,000 \times 100}{\$25,000} = 20\% \text{ on his selling price.}$$

In this illustration, it is clear that the invoice cost of the goods sold by Brown is \$20,000, for his \$25,000 sales include \$5,000 for expenses and profits. That is, Brown gains \$5,000 on the cost price of his goods, or 25%. Thus it is seen that 25% on cost is the same as 20% on sales; or, vice versa, 20% on sales is the equivalent of 25% on cost. But when Brown talks of his percentage cost of doing business, he does not say, "It costs me 25% to do business," but, "It costs me 20% to do business," meaning 20% on sales.

Why Costs Are Reckoned on the Selling Price

In ascertaining the cost of doing business, it is simplest and easiest to make the reckoning on the selling price. You know your annual total sales; and you know your total annual expenses (including a salary for yourself, plus a desired profit over all). With these two known things, the percentage cost of doing business is a simple calculation; it is determined by the formula, as given previously, namely:

$$\frac{\text{Total annual expenses} \times 100}{\text{total annual sales}} = \text{percentage cost of doing business reckoned on the selling price.}$$

Converting Cost on Sales Into Cost on Cost

Knowing what is the percentage on the selling price, how is one to ascertain the equivalent percentage on the cost price, so that he may know the right percentage to add to cost or invoice price? Unless one knows how to make this calculation, one is apt to be at sea; and he may make grievous errors.

The formula for converting the percentage on the selling price into a percentage on the cost price is:

$$\frac{\text{Percentage cost on the selling price} \times 100}{100 - (\text{percentage on the selling price})} = \text{percentage cost of doing business on the cost price.}$$

Let us illustrate this formula by several examples.

When the percentage cost of doing business on the selling price is 16, then the equivalent percentage on cost is:—

$$\frac{16 \times 100}{100 - 16} = \frac{1600}{84} = 19.04\%$$

When the percentage on sales is 20%, then the percentage on cost is:—

$$\frac{20 \times 100}{100 - 20} = \frac{2000}{80} = 25\%$$

When the percentage on sales is 22%, then the percentage on cost is:—

$$\frac{22 \times 100}{100 - 22} = \frac{2200}{78} = 28.20\%$$

When the percentage on sales is 30% then the percentage on cost is:—

$$\frac{30 \times 100}{100 - 30} = \frac{3000}{70} = 42.86\%$$

These examples will suffice. You see how simply and rapidly you can ascertain what percentage to add to the cost price to equal the percentage on the sales price.

Some Illustrative Examples

Let us now apply what we have learned to actual examples.

We'll suppose that you have an article that costs you \$3.00; and that your cost of doing business (reckoned on your selling price) is 18%. First of all we must convert this 18% to the equivalent percentage received on the cost price. Using the formula we have:—

$$\frac{18 \times 100}{100 - 18} = \frac{1800}{82} = 21.95\%, \text{ or, say, } 22\%.$$

So we ought to add 22% to the cost price. That is, when the article you have to sell—a hat, a pair of boots, an

oil stove, a picture, a piece of china, or anything else—costs you \$3.00, and you add 22%, you get the correct selling price of \$3.66 (which you may make \$3.65 or \$3.75, as you please; only you know that you should get at least \$3.66 to obtain the right proportion of your costs of doing business, plus a desired profit).

But suppose you deceive yourself, and add only 18% to the invoice price, saying, "It costs me 18% to do business; therefore, I ought to increase the invoice cost by 18%." In such case, your selling price would be \$3.54. As we have seen, you really require to get \$3.66; so if you sell at \$3.54 (probably at \$3.50), you will be losing 12 cents and probably 16 cents.

You may think this not a very serious matter. Perhaps it is not in respect of individual items of small amount; but if you make the same error on all your sales for the year, the loss you sustain becomes a very heavy one and may mean that you will work all year for nothing, failing to obtain the desired profit.

Calculating Errors in a Year's Turnover

Let us look into this matter on the basis of a year's business.

We'll suppose that the goods you sell in a year cost you to buy \$30,000; and that it costs you 18% of your sales to run your business (including an adequate salary for yourself, and a desired profit over all). 18% on sales, as we have seen, is 22% on cost. Which means that you ought to get \$36,600 for the goods which cost you \$30,000 to put into your store. Now if you add only 18% to invoice cost, you will obtain only \$35,400—a difference of \$1,200; that is, you would be losing just \$100 a month, which may be the profit you have aimed at obtaining.

When one remembers that ample and official investigation shows that 90% of all those engaged in business get no profit from their effort, one has, in the above example, a hint as to why many men in business work year after year, for nothing.

Losing a Dollar 1,400 Times

Let us take another illustration. You are a hardware dealer, we shall suppose. You discover that your cost of doing business equals 17% of your sales (which 17% includes an adequate salary for yourself and a profit of \$1,000 or so over all expenses, as a reward for your year's effort). Now 17% of sales is the same as 20.5% on cost (as per formula).

We'll suppose that you want to ascertain the correct selling price of a stove which costs you to lay down in your store \$24. Clearly you must add 20.5%, which gives you a selling price of \$28.92; or say, \$29. But if you make the error (as many do) of adding only 17%, you get a selling price of \$28.08, or, say, \$28. That is, you would be losing a dollar on every stove sold.

Now, suppose that you are working on the assumption that it costs you 17% to do business (reckoned on your sales);

and that you sell goods in the year which cost you to buy \$40,000; and that you add (erroneously) on an average, 17% to cost or invoice price, your total sales revenue would be \$46,800. But, as we have seen, 17% of sales is the same as 20.5% of cost price; which means that you should have obtained \$48,200 for the goods that cost you \$40,000 to buy. Because of your error in marking your goods, you have lost \$1,400 which you expected and desired to get; and this loss of \$1,400 probably means that you have worked all year for just wages; that you failed to obtain

you desire as profit on your year's effort. Failure to figure in a net profit for effort and the risk of capital means generally a profitless year.

Brown's Case By Way of Illustration

As an illustrative example of this study of percentage costs, let us state a case.

John Brown, merchant, has total sales of \$46,500. His year's expenses are as follows:

Rent	\$ 600
Freight, etc. (on incoming goods)	400
Salaries (2 men besides himself)	3,500
Fixed Expenses (taxes, fuel, insurance, etc.)	200
Delivery, (including horse and wagon upkeep, stable, paper, twine, etc.)	600
Incidentals (including printing, advertising, postage, telephone, cleaning, repairs, etc.)	350
Losses (including bad debts, shrinkage, spoilage, thefts, donations and subscriptions, discounts given, etc.)	250
Interest (on capital, on bank overdrafts, etc.)	350
Depreciation (on furniture, horse, wagon, equipment, etc.)	150

Total \$6,400

Add to this the net profit Brown desires on his year's effort say

or a total cost of doing business \$8,000 That is, Brown's cost of doing business is (according to the formula previously stated):

$$\frac{\$8,000 \times 100}{\$46,500} = 17.2\%; \text{ say } 17\%.$$

This 17% is on the selling price. Converted into a percentage on cost price, and following the formula previously stated, we have

$$\frac{17 \times 100}{100 - 17} = 20.5\%.$$

That is, Brown would have to add, on an average, 20.5% to invoice costs to recover the \$8,000 required costs of doing business + profit on effort.

If Brown's sales are \$46,500, and if they include \$8,000 (costs of doing business + net profit), then it is clear that the invoice cost of the goods sold in the year is \$46,500—\$8,000 = \$38,500.

This illustration should prove suggestive and helpful to the man who wants to know how to calculate the costs of doing business, and how to apply these costs, when reduced to percentages.

This Way Fortune Lies

To sum it all up; and to make it very practical:

- (1) Take your sales for 1917;
- (2) Reckon up your expenses of doing business, omitting no item or class of item;
- (3) Include an adequate salary for yourself, sufficient for your own and your family's proper needs;
- (4) Include, also, a sum which you

In order to save you time, the following table showing equivalent percentages in the cost of doing business is provided.

When the cost of doing business reckoned on the selling price is:	Then the equivalent percentage, reckoned on the cost price is:
9%	10%
10%	11.11%
15%	17.65%
16%	19.05%
20%	25%
25%	33.33%
30%	42.86%
35%	53.85%
40%	66.23%
50%	100%

For other in between percentages, use the formulas as follows:

(1) To ascertain the percentage cost of doing business reckoned on the selling price:

$$\text{Total Annual Expenses} \times 100 \div \text{total annual sales.}$$

(2) To ascertain the percentage to add to cost or invoice price, when one knows the percentage cost of doing business reckoned on the selling price (as ascertained per formula above):

$$\text{Percentage on sales} \times 100 \div (100 - \text{percentage on sales}).$$

Memo: Cut out this table and statement of methods, and paste same in your ledger.

any profit on effort. It really means, in this example, when you sell goods costing you \$40,000 for \$46,800, that you are recovering only 14.5% on sales instead of the 17% required.

It is worked-out illustrations such as those given that should convince you of the tremendous importance of knowing accurately just what it costs you to do business; of avoiding the fatal error of adding to cost price the percentage reckoned on the selling price.

Be Sure to Provide for Salary and Profit

If your costs of doing business do not include a sum representing a desired net profit over and above your operating and other costs (which should include an adequate salary for yourself sufficient for your own and your family's needs), be sure to add to these costs the amount

think is just as a profit on your year's effort;

(5) Ascertain, from those two sets of figures—your total sales and your total costs of conducting your business—the percentage cost of doing business;

(6) Convert this percentage cost on sales into its equivalent cost reckoned on the cost of goods;

(7) Mark goods accordingly;

(8) Then make sure that you are selling enough goods at the requisite advance on cost to give you every week the amount, in dollars and cents, necessary to meet your requirements.

If you do all this—and it will take some doing—you can possess a mind at ease; if you fall short, then let the deficit urge you to greater endeavors.

When you learn how hard it is to keep everything up to scratch, you will be slow to put on special cut-price sales; or to give away goods or make friendly allowances to favorite customers. You will be careful in your buying, careful to buy only what you are reasonably sure of selling at a full advance over cost and what can be quickly sold. You will discourage yourself and your staff from taking over-much time to sell goods on which, for one reason and another, you cannot get the full advance on cost which your expense of doing business calls for; and you and they will devote all energy to selling goods whose retail price gives you a bountiful advance over their cost.

So will you become a better merchant, a happier one, a more prosperous one. So will you remove yourself from that poor class of retailers, comprising 90% of all retailers, who get no profit on their effort; and so will you place yourself in that prosperous and rich-growing 10% class who get a profit on their effort year after year.

AMERICANS AIM TO CUT SUGAR CONSUMPTION IN HALF

Under a sugar rationing plan to be announced in a few days by Food Administrator Hoover, each person during the coming year will be limited to three pounds of sugar a month.

Before the war the average for each person was about eight pounds a month. Now each person is consuming six pounds a month. If the country responds to the new appeal, it will mean last year's consumption of 9,360,000,000 pounds of sugar will be reduced next year to 3,844,000,000 pounds.

Mr. Hoover's new food card will be sent out to the 12,000,000 persons who signed food conservation cards. If the reduction is effected it will not only enable America to give relief to the Allies, but will better enable the country to meet the loss in beet sugar production generally believed to be inevitable.

Mr. Hoover will point out that the sugar consumption in England has been cut to 26 pounds a year, in France to 13 pounds and in Italy to 9, and that Americans ought to get along on 36 pounds a year. The Food Administration will pledge itself to make every endeavor to see that there is a food supply on a three pounds a month basis.

Sell Baking Powder in Large Tins

One Method Suggested to Conserve Tin Plate—Why There Are Delays in Getting United States Goods

Staff Correspondence

TORONTO, January 2.—Hon. W. J. Hanna, Food Controller, was to have been present at the luncheon at the Walker House, given by the Egg-O Baking Powder Co. of Hamilton to wholesale grocers and travellers, on Friday last, but for some reason or other was not present. It was expected he would make some important announcement in regard to the work of the Department.

E. G. Willard, President of the Egg-O Baking Powder Co., generously provided the luncheon. There were about 85 guests present. Walter E. Ireland of the Bureau of Licenses, Food Controller's Department and G. Frank Beer of the Fish Department, both spoke of the work being done by the Food Controller and the chief reasons for the regulations.

Mr. Willard referred to the pleasure of seeing so many of the travelling salesmen of the wholesale grocery houses present and mentioned the increase in the number of wholesalers now selling their products.

The tin plate situation, he said, was rather serious. It had been suggested that instead of using tin cans for baking powder, it be put up in cartons with tin top and bottom. But there was not sufficient machinery in Canada to-day to make such a container to accommodate all the baking powder manufacturers.

He suggested that as one method to relieve to a considerable extent the tin plate situation that the pound tin of baking powder be pushed instead of the smaller sized tins. Referring to the number of cans to a case and number of cases to a car, he showed that several thousand pounds of tin plate could be saved if this suggestion were adopted. The point, he said had been mentioned to Hon. Mr. Hanna.

He also referred to delay in securing phosphate from the United States where now everything had to be shipped under license.

Reason for Delays in U. S. Exports

W. E. Ireland went into the reasons for delay in United States exports. Early in November the United States Food Administration believed that certain foodstuffs, including those containing oils, particularly, were getting into the hands of the enemy. It was found necessary to make North America water-tight and an embargo was placed on everything without notice. This left Canada in a high and dry condition. It became necessary for Canada to follow suit so that the ultimate object of the United States Food Administration would prove effective. Ottawa and Washington co-operated and shortly after a similar regulation went into effect in Canada.

Since that time as individual items

come up special rulings are secured on them and gradually necessary articles are being released by both countries under special licenses. Dried fruits, for instance, were under a group where it will be licensed to come into Canada freely from the United States. Normal quantities of a great many goods of this character would be allowed to come. He referred to margarine in this connection. He said there were enormous quantities of cottonseed oil used by Canada every month. He urged that manufacturers get together and instead of sending telegrams and special letters to the Food Controller give him information as to definite requirements and the situation would be adjusted much more readily.

Fish Consumption Increased

Frank Beer spoke on fish. He prefaced his remarks by referring to what happened when the price of wheat was fixed in Canada at \$2.20 per bushel and steel fixed at \$65.00 per ton in United States. This fixed the purchasing power of a dollar. Many individuals including some of the daily papers were severely criticising the Food Controller for not holding down food prices. "How can you hold down prices when the purchasing power of a dollar is fixed?" he asked. When the purchasing power of a dollar was fixed certain forces were put into operation to prevent the continuation of former prices. The Food Controller's Department is endeavoring to find the ratio existing between all other foodstuffs and that of wheat.

Mr. Beer contended that the need for economy all over the world was great. That if production was not speeded up more rapidly and greater care exercised in the use of our foodstuffs there would be serious hardships in some of the countries next year. This he said was the latest information they had secured. He urged the travellers present particularly to do as much missionary work as possible along this line.

Referring to fish he pointed out that since the campaign to increase the consumption of fish was inaugurated splendid results had accrued. In some cities the consumption of fish had increased from 60 per cent. to 70 per cent. Some dealers in Ontario were selling five to ten times more fish than formerly. Fish prices had not advanced to any extent with the exception of one or two. It could not be expected that they would not advance some on account of prices of nets and fishermen's supplies all going up. There were too many foolish articles he contended criticising the Food Controller for not fixing prices and keeping down the cost of living.

The following firms were well represented at the luncheon:—

(Continued on page 33.)

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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

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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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EDITORIAL BRIEFS

ALEX. COOK, president of the Commercial Travelers' Association, predicts unprecedented prosperity for Canada after the war. Here's hoping that he has guessed right.

* * *

MASKED bandits entered a preserving plant in Fairpoint, N.Y., and at the point of a pistol forced the watchman to turn over 500 pounds of sugar. Another illustration of the fact that valuables should always be kept in the safe.

* * *

DR. HASTINGS, Toronto's Medical Health Officer, thinks that the price of margarine is too high. According to his way of thinking 30 cents a pound should be plenty. If he can make the manufacturers think along the same line so much the better.

* * *

THE Food Controller is out after some fishermen who are reported to be hoarding some 300,000 pounds of whitefish on ice. That is a good move, as is also the move to prevent itinerant food vendors from diverting the fish supply across the border.

* * *

BANANA land is a place we rather sigh for in these chilly zero days. The report of the total destruction of Guatemala City by an earthquake somewhat chastens this ambition. From Guatemala comes the Changuinola banana, one of the familiar grades.

* * *

THE total value of the Canadian Fisheries for the year is a matter of some forty million dollars, almost three and a half million in excess of previous years. That shows that Canadians have actually been taking

seriously to the diet of fish prescribed by the Food Controller.

THE NEWS IN PICTURES

COMMENCING with the present issue, CANADIAN GROCER is beginning a series of news stories told in pictures. These pictures will deal with all manner of world events, and we believe that they will be of intense interest to our readers. New pictures of events that are transpiring at the moment will appear every week. Watch for this page, it will give you an idea of where, how and why things happen.

WHAT ABOUT THE LOST CUSTOMER?

ABOUT every so often retail merchants find that customers are not buying as much as usual. Now it may be that the weather has something to do with it or the seasons, or that people are away; on the other hand it may be that the customers are dissatisfied with something: goods, service rendered or some more trifling thing which may be easily adjusted.

But, in any case, it is for the merchant to find out why orders are not forthcoming. If the customer is dissatisfied the merchant certainly ought to know it so that he can pour oil on troubled waters.

The policy of drift in retail business of failing to note or to profit by these indications is a dangerous one.

SAVING ON RAILROAD DELIVERY

THE nationalization of the American railway systems for the duration of the war may, it is hoped, solve many of the difficulties of transportation that have been such a serious element in food handling during the past years.

Unquestionably there are many overlappings and abuses that can well be met by such a system. One of the first and perhaps greatest of these has been met by Controller McAdoo's first order that all goods must be routed by the shortest system. This has not been by any means a general practice, logical as it would seem. All the railway systems have numerous agents throughout the productive states drumming up business for their road. A glib-tongued agent or an innocent shipper has often resulted in a cartaking an extra trip of some hundreds of miles, in order that it might go by the lines of the solicitor. Now the routing of all cars is to be by the shortest way to destination, irrespective of the railway lines traversed, and the railways are to be recompensed on a basis of former business.

This improved system ought not only to prove an effective saving, but by speeding up deliveries and the general conservation of cars ought to go a long way toward solving some of the more trying of the transportation difficulties. It isn't a cure-all, but it is a help and these are urgently needed in these times.

As so large a proportion of goods used by Cana-

dians are transported over American lines, we will share the benefits that will be derived.

THE UNTHINKING CLAMOR OF THE PUBLIC PRESS

THE Toronto *Globe* in a tirade under the caption "Step Lively, Mr. Hanna," points out some of the things that have been done in other branches of government service, and speaks of the Food Control department as the one that is not keeping step with the procession. Probably the *Globe* has not heard of the proposed regulations of the Food Distributing trades, the most drastic and far-reaching changes that have yet been noted in any branch of the Government service. The newspapers overlook this either because it has not come to their attention or because they are not awake to its actual meaning. They have set their hearts on the unwise and next to impossible scheme of setting prices. The newspapers are all the more eager for this scheme because it is a popular cry which cannot possibly cause them any inconvenience.

The Hon. W. J. Hanna in the early months of his regime seemed to be considerably swayed by this public clamor, but of late he seems to have obtained a wider vision on the possibilities of his post, and on his own volition, with the aid of men who are interested in the welfare of the country as well as of their own interests, has proceeded to adopt measures that hit at the root of the difficulty. It is a small service to merely fix prices, but it is a real problem to handle some of the conditions that lie behind the high prices and settle them for all time.

PUBLIC OWNERSHIP WORKMEN SLEEP

THE part which the technical and trade newspapers play in their particular fields is too often ignored by public officials and the action of the United States Senate Committee on Military Affairs in calling in Fred H. Colvin, editor of the technical newspaper, *The American Machinist*, to give evidence at the recent inquiry into the Government arsenals would indicate an awakening. THE FINANCIAL POST, under the heading "Public Ownership Workmen Sleep," says: The United States Senate Committee on Military Affairs was not satisfied with the way things were going on at the Government arsenals conducted under public ownership. They called in an expert, Fred H. Colvin, editor of the technical newspaper, *The American Machinist*. He gave some very interesting evidence. His evidence created a great sensation and is leading to a complete reorganization of the arsenals and the War Office officialdom responsible for conditions.

Workmen in arms manufacturing plants played checkers and slept in the shops during August, while the War Department quibbled over non-essential details of rifle designs.

A super-preciseness of requirement in rifle mak-

ing, going even to the extent of 1-2000 exactness in bayonets, is holding down production 40 per cent., he said.

Mr. Colvin declared the Government arsenals at Springfield, Mass., and Rock Island, Ill., do not understand manufacturing principles and have antiquated machinery. Some of the machinery at the Springfield arsenal is fifty years old.

He charged that "an excessive nicety of requirement" in unimportant parts of rifles held up rifle production "tremendously."

The bayonet is only a butcher knife and a sixteenth of an inch would not make any difference," he said, "yet a variation of 1-2000 is sufficient cause for rejection."

"I have photographs taken of men in the Winchester factory playing checkers last August," he said further. "Details of manufacturing had not been decided upon by the War Department. The one great weakness was that everyone hesitated to take the responsibility in deciding these details."

"Were all the men playing checkers?" asked Senator Hitchcock, of Nebraska.

"No; some were sleeping," Mr. Colvin answered.

That the dilatory tactics of the Ordnance Department will prevent first delivery of the Browning machine guns until a full year after the entrance of the United States into the war was again emphasized by the next witness.

General Crozier, the United States Chief of Ordnance, gave orders that Mr. Colvin should be barred from inspecting arsenals because he insisted that expert machinists and not army officers should be in charge.

This experience shows what happens under public ownership. It also exposes the stupid antipathy that prevails among public officials against business and technical papers. Sir George Foster, Minister of Trade, voted to put Canadian technical newspapers out of business. Hon. Mr. Burrell, late Minister of Agriculture, supported a movement that would tax farm papers out of business. Even Mr. Murray, the Secretary of the Canadian Manufacturers' Association, after recommending every medium of publicity for Canadian manufacturers, from buttons to billboards, deliberately eliminated all reference to the business press.

When the manufacturers wanted to know how to make munitions it was not to the buttons or billboards but to the technical newspapers they applied. The Trade and Commerce department was helpless. The Manufacturers' Association did absolutely nothing for them. Not only did the newspaper, *Canadian Machinery*, show in a series of illustrated articles how to adapt Canadian plants for munitions but they secured the blue prints and specifications for French and Russian shells so that their readers could and did tender on them.

How to Handle Credits

Some Suggestions Regarding Their Cost and Management—Hints on How Advertising Can be Enlisted to Help.

By Henry Johnson, Jr.

ONE who does mighty well with his own business is yet always seeking suggestions for improvements; but then, that's the way with the world.

My thoughtful correspondent comes again this week:

B. C., Oct. 11, 1917.

My Dear Sir:—Are there any figures to give approximately what it costs to carry the credit part of one's business above that which it does to carry the cash part? My competitors have either started with a cash business or have gone into it this winter. I give a discount of 5 per cent. to the cash-and-carry customers, or 2 per cent. for cash and 3 per cent. for carrying. I am of opinion that it costs more than 5 per cent. but less than 10 per cent. In doing a business of about \$10,000 for seven years I have lost very little, but have had many slow customers even when I have been on the job myself. With the others going to the cash, I am in danger of having more bad debts. I doubt whether some of the others will hold to the cash very long. One had \$5,000 on his books last March. I have always kept mine down to \$500. Of course, it makes a great difference whether the credit part is 25 per cent. or 75 per cent. and how slow the credit customers are.

With best wishes,

JOHN LEWIS.

I touched on this matter of the cost of extending credit last week. Details whereon my conclusion is based may be given later; but Mr. Lewis is conservative. Of course, he needs no special counsel, for he manages his credit so well that his entire balance outstanding is only \$500, or 5 per cent. of his sales of \$10,000. So, if he discounts that \$500 10 per cent. or \$50, he will be providing for a normal loss of ½ per cent. on sales, and such normal loss is quite conservative.

What Is the Function of Retail Credit?

One important reason, perhaps the most important, why merchants handle credits so badly is that few of them either understand the true function of credit or even think about it.

Retail credit is only sound when it is regarded and handled as a convenience provided by the merchant for the responsible consumer. It is a business facility which is to be used, not abused; just as delivery equipment is intended to be used without undue exposure to deterioration or loss. If you look at it this way you will see that nobody is properly to be expected to extend credit where there is the slightest element of risk. It follows that he must withdraw credit the minute that risk appears in the deal.

The accepted way to reduce risk to the

minimum is to take a loss at once—get it over with, take the medicine, wipe out the doubtful account and stop the drain. Otherwise, we shall not keep losses within the ½ per cent. limit. I am gambling right now that Lewis gets by with about ¼ per cent. loss, or not much over \$25 annually.

How does he do it? By setting out for himself a course of action. By living up to the course decided upon. By backing that up with the decision of character which must lie behind decided, logical action. By impressing his plan on his customers' minds steadily, cheerfully, with optimistic philosophy and helpful suggestion. And he does all these things personally and by advertising.

Samples of Printed Suggestion and Advertisements

Of his personal work we can judge by his letters, the tone of which is so direct, so logical, yet so kindly and cheerful. Now I have some samples of his printed matter.

First is his monthly statement form, a little slip, big enough only for a bare statement of the account already itemized to the customer through the register system he uses. There is nothing notable about it until we come to the bottom, where we find this:

OUR AIM:—Complete satisfaction as to Quality, Service and Price.

OUR TERMS:—Full Payment by the 10th of Month following delivery. Statement on 1st of each Month. Reminder on the 15th to those who forget. "Short reckonings—long friends."

The "reminder" statement form is like the original except the notice at the bottom:

PAST DUE

Modern Business demands small profits, short credits, quick sales and prompt payments. To keep our own credit good we must comply with these demands and we depend on you to help.

DON'T FAIL US

That is pointed stuff, but such as nobody of good intentions could take exception to. But now let us glance at the advertising. Here is the kind of thing which runs in the local paper, just as plain and unpretending as possible, set solid, single column, in ordinary old-style type. Lewis shows excellent judgment in this; for not only is that type easiest to read, but the ad is chatty and intimate, and his ads stand out by the very reason of the absence of attempt at "display." They contrast in clear-cut fashion with their surroundings.

But that is not all. Make no mistake about it. What really makes those ads work so well is the CHARACTER of the

man behind them. No mere collection of empty words ever yet carried a message that got across. It is because Lewis has a sincere, sound message to deliver that his stuff gets over. If you have such a message—honest, plain, true, sincere—you can emulate Lewis, and thereby stand out from among your fellows. "He that has ears to hear, let him hear!"

And so to sample:

War-Time At The Home Store

The Home Store has not yet joined the increasing number of merchants who sell for spot cash with no delivery, but Lewis does give a discount when his customers do not demand credit and delivery. If the customer buys a dollar's worth or more and the clerk should forget to give the discount, Lewis wants the customer to ask for it—it is his.

The Home Store belongs to the group of stores that give only short credit and only reasonable delivery. Lewis thinks thirty days is long enough to enable a customer to use the phone or to use servants and children to get the goods without the cash. Most of his customers are satisfied with this and many of them come with their checks or cash before Lewis gets time to mail the monthly statements. He must refuse credit to those who do not pay their bills promptly—say within sixty days from the first time.

The cost of doing business is increasing so rapidly, the amount of capital needed to carry the same stock is so much greater, and the government is urging storekeepers as well as housekeepers to efficiency and economy. The government is doing this in order that men and money may be released to win the war. Lewis is loyal and is seeking to cut out every needless expense. The government program is a safe and sane one for peace as well as for war.

This is the beginning of the Home Store's eighth season and Lewis heartily thanks his customers for all favors, he also earnestly solicits a continuance of their patronage. In spite of the high prices and the great difficulty in securing many goods the stock at The Home Store is fairly complete. The boys and girls will find Lewis ready for them with a good assortment of tablets, composition books, rulers, pencils, ink, etc. The housekeepers will find a fine assortment of pure foods, household utensils and stationery. The prices are high, but no higher than the markets, and often they are lower.

Get the idea? As you read that little talk do not you feel as if you sort of knew Lewis? Does he not seem like a friend, whom you could approach with the sense of having met him before and

(Continued on page 33.)

CURRENT NEWS OF THE WEEK

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

Maritime Provinces

A. & H. McKeague, general store, Gagetown, N.B. suffered fire loss.

Mr. Briggs, manager for H. D. Marshall, at Halifax, and who was injured by flying glass in the recent explosion, was a Montreal visitor last week.

The death of Samuel A. Corbett, for many years connected with prominent wholesale grocery houses in St. John occurred on December 26, at Apotaque, N.B., where he had made his home since his retirement two years ago.

Quebec

J. A. Lachapelle, grocer, Montreal, has sold stock.

J. F. Guite, Ltd., general store, Maria, has obtained charter.

Daudelin & Guilbert, butter and cheese, St. Pie, have dissolved.

J. B. Renaud & Cie, Inc., wholesale grocers., Quebec, have been registered.

Purity Syrup Co., Montreal, has been dissolved and succeeded by Purity Syrup Co., Ltd.

Miss A. Girard and A. Girard have been registered for E. Girard & Co., grocer, St. Germain de Grantham.

Mrs. O. Perrault has been registered for O. Perrault & Co., general store, St. Germain de Grantham.

Charles D. McPherson, for many years associated with his brother Thomas J., in the firm of McPherson Brothers, one of St. John's leading grocery firms, died this week at the age of sixty years. Ill-health caused his retirement from active business several years ago.

Ontario

J. B. Lee & Co., general store, Angus, suffered fire loss.

S. D. Walker, cheese factory, Fairfield East, suffered fire loss.

R. H. Dunlop, grocer, Ottawa, has sold his stock.

Mrs. A. E. Davis, general store, Sutorville, suffered fire loss.

W. G. Allison, grocer, St. Thomas, has enlisted.

Batiste Bros., grocers, St. Thomas, have been succeeded by G. W. Haines.

A. W. Hill, grocer, St. Thomas, is selling out.

D. Milne, grocer, Toronto, has sold out.

Miss I. Small, grocer, Toronto, has sold out.

Mrs. W. H. Oldfield, grocer, Point au Baril, is dead.

W. G. Allison, grocer, St. Thomas, has sold stock to Butler Bros.

Mrs. N. Swanbrick, grocer, Hamilton, has been succeeded by Mrs. J. Brannen.

G. H. Bentley is succeeding Est. of Mary A. Bentley, grocer, Pt. Arthur.

W. S. Marr, Winnipeg, manager of the

Cowan Company, Toronto, has been East on a business trip.

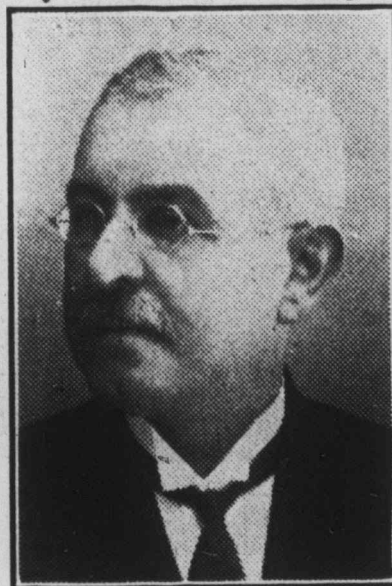
Domitrek & Skorvc, grocer, Welland, have been succeeded by Domitrek & Horvatek.

A. H. MacIntosh, traveller for the Gold Standard Products, has been spending his holidays in Toronto.

J. M. Barker of Medland Bros., wholesale grocers, Toronto, spent a short time during the holidays at Portland, Ont.

S. A. Madill of the Canadian Chicle Co., Peterboro, has recently returned from a business trip through the Western provinces.

Carswell Bros., who have been in business at Arthur for the past year, have recently bought a stock at Brus-



CHEVALIER JOHN B. CICERI
President of the Charles Ciceri Co., Toronto, who was lately honored with the Order of the Crown of Italy, by King Victor Emanuel, in recognition of his many services in fostering good relations between Italy and Canada.

sels and have moved a large part of their Arthur stock to that town.

D. L. MacDougall, of the Lake of the Woods Milling Co., Montreal, who has been holidaying for the past two or three weeks, has returned, and is again at his desk this week.

Harper R. Gray, who has been confined through an operation the past ten days, has resumed his duties as manager of Gunn, Langlois & Co., wholesale provisions, Montreal.

L. S. Benniger, proprietor of the Grand Valley creamery, has purchased the Wingham creamery plant, which has not been operating for a few years, and intends to keep it going the year around. The Grand Valley plant will

also be kept running from May until December.

S. W. Somerville who has been connected with Geo. E. Bristol & Co., wholesale grocers, Hamilton, Ont. for the past 28 years, has been admitted as partner with Geo. E. Bristol. The new firm will be known as Bristol, Somerville & Co. Mr. Somerville has been manager of the business for a number of years. Trade in Hamilton and Western Ontario have had a long acquaintance with him.

Western Provinces

P. A. Young, general store, Crystal City, Man., has discontinued.

T. E. Vanstone Co., Ltd., general store, Yorkton, Sask., is selling out.

M. Lacell, grocer, Winnipeg, has sold out.

S. Hart, proprietor of a general store, Sandy Lake, Man., died recently.

Mrs. R. W. Cunningham, grocer, Saskatchewan, Sask., has sold out.

J. W. Mitchell, general store, Togo, Sask., has sold out.

M. Lee, general store, Bondiss, Alta., has sold out.

W. Babyczuk, grocer, Rosburn, Man., is out of business.

Wm. Hoover, general store, Glenevis, Alta., has sold out.

R. C. Hudson, grocer, Medicine Hat, Alta., has sold out.

Wilson Bros. general store, Vantage, Sask., has been succeeded by G. O. Burgstul.

L. Bonney, secretary, Codville Co., Ltd., wholesale grocers, Winnipeg, Man., is dead.

W. A. McKay, manager of the Gold Standard Mfg. Co., Winnipeg, has been away on a short vacation.

J. Hamelin & Co., general store, St. Rose du Lac, has sold to J. Molgat & Co.

Geo. F. Dent has been appointed Regina representative of the Donald H. Bain Co., of Winnipeg.

J. E. Macfarlane, general manager of the Western Canada Flour Mills Co., was a Montreal visitor and returned to the West on Friday.

A. B. Congdon, manager of Libby, McNeil & Libby, Winnipeg, is on a visit to Chicago, Detroit, Buffalo, New York and other eastern centres.

A new rye mill was recently opened in Winnipeg. The mill has a hundred barrel daily capacity. G. B. Brundret, late of the Lake of the Woods Milling Company, is the manager.

E. R. Lewis, one of Winnipeg's oldest residents, died on Thursday, December 27, aged 61. He was born at Collingwood, Ont., but went West twenty years ago, being employed as commercial trav-

eller by Telfer Bros., later going into partnership with the firm of J. D. Brack & Co., grocery brokers, Winnipeg.

Joseph Albain Vezina, for the past seven years a traveller in the employ of Jobin Marrin Co., Ltd., Winnipeg, was married last week to Miss Angeline Deschenes. Last week they left for Joliette, Que., where the honeymoon will be spent. Mr. Vezina covers a portion of Winnipeg and the surrounding territory for the above firm.

RAINY RIVER MERCHANTS ADOPT CASH AND CARRY

The merchants of Rainy River united in adopting a cash and carry system, the system becoming operative on December 17. It was decided by them in order to get prices to rock bottom, that all goods should be sold for cash, delivery charges to be borne by those who benefited thereby. The services of a good delivery man were secured to deliver goods for all the merchants at a price which would guarantee him a comfortable living only, namely ten cents for one hundred pounds, and five cents for each additional hundred pounds. Minimum ten cents for any delivery, charges to be added on every order delivered.

It is expected that this system will so reduce operating expenses, and increase business that it may be possible to make the prices of goods in this section as low or lower than any other point in the province.

LAWRENCE BONNY DEAD

Sales Manager of Codville Co., Ltd., Winnipeg, Passes Away After a Long Illness

Lawrence Bonny, sales manager for many years for the Codville Co., Ltd., Winnipeg, passed away at his residence in Winnipeg, December 16, aged 59 years.

He was the fifth son of James R. Bonny, of Palmer's Green, London, England. He came to Canada in 1878, settling in the Thornhill district, occupying one of the farms now owned by Thomas H. Smith, who accompanied him to Manitoba. During the boom in 1882 he was employed by some of the prominent real estate dealers, having had experience in that line of business in England. The Canadian Pacific Railway subsequently sent him to Scotland as a lecturer to induce immigration from that country and on his return to Winnipeg the company opened an immigration office in the city and placed Mr. Bonny in charge. At a later date he was placed in charge of stores, first at Whitewood on the C.P.R. and then at Keewatin. The wholesale grocery house of Turner, McKeand & Co., then in existence, asked him to represent it on the road, and he was familiarly known by the merchants in southern Manitoba and as a pioneer traveller of the great northwest.

When the firm of Codville & Co. was established he was asked to enter the

firm as sales manager and became a director of the company. His son James is with the navy, now in English waters, and Charles with the 19th reserve battalion of the Canadian forces serving overseas.

OFFICIAL HONORED BY STAFF

F. O. Schreiber, assistant superintendent of E. W. Gillett Company, Ltd., received a pleasant surprise recently when the staff of the works assembled and presented him with a magnificent leather library chair and a box of cigars as a token of their esteem and goodwill. A. P. Craig, superintendent, made the presentation. A. C. Henderson, Arch. Taylor and A. E. Watson in short addresses spoke in appreciation of Mr. Schreiber.



C. C. WARDROPE

recently appointed general manager of Paglin-Chambers Co., Ltd., biscuit manufacturers, Winnipeg.

DAIRY COMMISSIONER HEADS LARGE CREAMERY COMPANY

W. A. Wilson, who has been Dairy Commissioner of Saskatchewan since the Province was organized, and represented the Dominion Government in the territorial days, has resigned to become General Manager of the Saskatchewan Co-operative Creameries, Limited. F. M. Logan, deputy, becomes Dairy Commissioner.

FOOD CONTROLLER REQUIRES CHANGE IN FORM OF CARTON OF WHEAT CONTAINERS

In connection with the granting of licenses to sell wheat foods in packages, it is interesting to note that one company at least whose license to package wheat foods was approved though not yet actually granted, has been request-

ed by the Food Controller to adopt a less expensive container. Until the embargo was announced fibre tube container made by an American manufacturer was used by this company. In future the wheat food sold by this company will be put in square cartons of cardboard. In compliance with the Food Controller's request the new container will be much cheaper though probably not so attractive as that previously used. The Food Controller has also agreed to let this company add another quarter-pound of wheat food to the package.

PRESENTATION TO FRANK GUISE

Regina, Sask.—On Saturday, Dec. 22, the firm and members of the staff of the H. C. Smith Company, Regina, wholesale grocers, made Frank G. Guise the recipient of a purse of gold and a silver coin case, prior to his leaving the employ of the firm to enlist with the Royal Flying Corps. Mr. Guise has been in the grocery business for a number of years and is well known in Regina business circles. He has been with the J. G. Smith Company for a period of five years, coming to Regina from Moose Jaw, where he was employed with the A. MacDonald Company. The members of the staff of the H. C. Smith Company met in the offices Saturday noon, the presentation being made by H. G. Smith. Mr. Guise made a suitable reply.

TO PREVENT UNLOADING DELAYS

A recent Order in Council framed to prevent the holding of food stocks in cars has become effective.

It provides that no freight car containing such products shall be allowed to remain under load at its destination for more than four days after notice of its arrival has been given by the railway company to the consignee. When any such car is detained for a longer period, the railway company is required to notify the Food Controller.

Similarly, the Food Controller must be notified if any freight car containing food is held at any railway point for a furtherance order for more than one day after the arrival of the car.

If a car remains under load at its destination for more than four days, or has been held more than one day for a furtherance order, the Food Controller is authorized to give written notice requiring the unloading or issuance of a furtherance order within two days. At the expiration of this period the food, if not unloaded or reshipped, will be sold by the Food Controller.

The Food Controller is also authorized to forbid the acceptance by the railway companies, without his written permission, of food from any shipper whose goods have been shipped and sold. For failure to comply with the provisions of the order a penalty is provided of a fine of up to \$500 or imprisonment for a term not exceeding six months, or both fine and imprisonment.



C. Cochrane, grocer, of Steelton, Ont., has enlisted.

N. Procyk, general store, Sandy Lake, Man., has enlisted, Business continued by his brother.

Harry Weeks, who has for the past three years represented Plunkett and Savage, the wholesale fruit merchants, Winnipeg, has joined the Aviation Corps, and has just left for his training quarters.

Lieut. Geo. H. Foster, who before leaving for the front was the manager of the Linde Canadian Refrigeration Company, Montreal, has been reported seriously gassed during the course of recent fighting. Although his condition is serious, it is believed that he will recover.

Wm. Murray, whom many of the trade in Western Canada will remember as being connected with the firm of W. G. Patrick & Co., Ltd., manufacturers' agents, Winnipeg, has written a letter from France, where he is stationed with the 43rd Batt., Canadians, to O. Marrin, of the firm of Jobin Marrin Co., Ltd., telling him his experiences at the front. His friends will be glad to hear that he is quite well.

SON OF MANAGER OF OXO GETS M. C.

Lieut. H. A. Mossman, son of A. Mossman, Canadian manager of the Oxo Company, has been awarded the Military Cross for conspicuous bravery during the latest British offensive. Lieut. Mossman trained in Toronto with the C.O.T.C. and on reaching England was gazetted in the Royal Berkshire Regiment.

NEW BRUNSWICK GROCERY TRADE HAS GOOD YEAR

The year of 1917 has been a satisfactory one to the grocery trade of New Brunswick, generally, in spite of war time handicaps. The purchasing power of the public has been greater than ever and while war has forced many economies the necessity for three meals a day has kept up the demand for groceries. The volume of business, measured in bulk of goods, is said to be at least as great, while the higher prices of all commodities has made the average turnover in money greater than usual. Merchants, both retail and wholesale, are looking forward to 1918 with a fair amount of confidence as conditions in New Brunswick are regarded as such as to ensure substantial business under almost any developments the year may bring.

At the same time, the need of tighten-

ing up methods to meet war conditions is recognized and business men are realizing that changes not only should but can and must be made.

The proposals for co-operative deliveries, as outlined in the CANADIAN GROCER last week, have struck home in St. John, where the special delivery habit flourishes rampantly. While opinions are divided on the subject of how best to deal with this evil, it is generally recognized that some form of education for the customers must be the first step and that more radical steps may be forced on the trade before long.

High prices on the local markets and the hope of still higher before spring are encouraging New Brunswick farmers to hold back their stocks of potatoes. Buyers for outside markets have not been able recently to offer sufficient inducements to stimulate selling and shipments are light.

Seventy-five or eighty representative farmers of Westmorland, Albert and Kent Counties met in Moncton, N.B., and took steps to organize the Farmers' Co-operative Creamery Co., Ltd. It was decided to proceed at once with the erection of a suitable building in Moncton and it is expected to have the creamery in operation by May next.

P. B. TUSTIN, A NEW FIGURE IN THE TRADE

(Continued from page 20.)

surprise many to find that a municipal official should be chosen for a position of this kind and the criticism may be levelled that it would be better to chose a man right from the business itself. One who knows Mr. Tustin has stated that he knows more about the food business than the average wholesaler himself. His work has brought him in touch with all classes of men, and he has always had his ears and eyes open. As another wholesaler in Winnipeg put it, "He has made good," and the trade in Winnipeg have decided among themselves that he is the right man for the job.

Mr. Tustin is a member of the Royal Sanitary Institute of London, England, and was for two years vice-president of the Canadian Public Health Association for Manitoba, also president of the Sanitary Inspectors' Association of Western Canada in 1912.

With the inauguration of Child Welfare in the Winnipeg Health Department, he was appointed as manager, and under his regime the work achieved great success, the infantile mortality in the city being reduced from 200 deaths of infants under one year of age out of each 1,000 born, to less than 100 deaths during the present year.

BAKING POWDER IN LARGE TINS

(Continued from page 27.)

Armstrong & Pafford, Ltd.:—J. Wiley, G. H. Gansby, M. Cole, C. Stephens, E. J. Cronk, T. C. Aitken, A. Mabee.

H. P. Eckardt & Co.:—W. Bregg, Hueh S. Peden, H. L. Wallace, A. Marnock, E. Armstrong, Edgar J. Wood, G.

Young, R. J. McCrea, Albert Harris, Clem. Garvey, T. Dudgeon, F. J. Bennett, W. A. Bothwell, R. C. Grant, J. O. Elton, C. J. Garfield, J. M. Thom, E. Lees, W. C. Minett, R. Boiter.

Groceries, Ltd.:—B. Murrell.

Higgins & Burke, Ltd.:—D. C. Fields, Stafford Higgins.

F. W. Humphrey:—C. W. Armstrong, Ross F. H. Humphrey, W. W. Hall, W. A. Mitchell, Gordon Humphrey, E. F. Walker, A. Jacobs.

Thos. Kinnear & Co.:—T. H. Kinnear, H. S. Kinnear.

Jas. Lumbers Co., Ltd.:—Arthur Skitch, F. Stewart, F. B. Lumbers, W. A. Hamilton, D. Phelps, W. Wortley, N. B. Hull, N. W. Lumbers.

Thos. McMahon:—R. S. Cummings, A. S. Topping.

Medland Bros., Ltd.:—W. R. Kindree, W. Yule, J. H. Burlou, J. M. Barker, E. S. Merritt, F. A. Bone, Arthur Glanville.

Parsons, Brown & Co.:—Gordon C. Brown, T. A. MacDonald, N. J. Clark, P. H. Brown.

Perkins, Ince & Co.:—J. J. Jamieson, W. Collins, D. W. Duff, F. H. Stephenson.

Robinson Mfg. Co.:—J. J. Smith, W. E. Storey, Andrew S. Brown, Edwin Robinson, W. P. Fessenden.

Eggo Baking Powder Co., Ltd.:—E. G. Willard, Angus McIntosh, J. Furmston, J. E. Nicholl, Toronto; G. F. Beer, Food Controller's Department, Toronto; W. E. Ireland, Toronto and Ottawa; W. A. Madden, J. Mowat.

Canadian Grocer.—B. T. Huston.

HOW TO HANDLE CREDITS

(Continued from page 30.)

been acquainted with him in a pleasant, understanding kind of way? Also, do you think that you could take exception to the sound sense he injects in such a modest, quiet, yet sincerely forceful way?

I recall a dunning letter sent out by a very famous, high grade grocer of a large city to one of his regular customers who had traded with him long and always had paid within the month after the goods were bought—except this time when, by oversight, the bill had not been paid.

The letter stated that prices were always fixed on the basis of cash dealings; but that credit was extended purely for the accommodation and convenience of the customer; and that, as such, it should not be abused not stretched beyond its proper limits by the customer.

I thought that was a pretty good way to put it; and I did not think that the frank tone of the letter would hurt anybody worth while. If it hurt those not worth while that would not matter, for they would only stay away from the store—and that would be just so much better for the store.

Let us all try to get the right perspective on this credit question. Many of us are doing it. The times helos all of us. I think the man who will not learn how to handle credits now is about due for the discard anyway.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

ANOTHER advance has been recorded in the price of laundry soaps to the extent of 60c per case. This makes the second advance within the past three weeks. Owing to the shortage of fats and oils there is a strong market for this class of soap. One refiner has again reduced the price of sugar 30c per hundred. Starches and cornstarch have declined 1c per pound. Corn syrup is also down in price.

Package rolled oats have not yet advanced in price but a strong situation exists owing to the steadily upward tendency in bulk rolled oats. Manufacturers of package rolled oats will not accept contracts on the present price basis as they assert that they would be losing money if they did. Only immediate needs in package oats are being met at the present time. Further advances were recorded in bulk rolled oats and oatmeal. Cornmeal made a big advance due to a chain of circumstances, namely, poor quality of corn, light supplies of corn available and lack of transportation to bring the grain forward once it is secured in the United States markets. Hominy grits and pearl hominy also made slight advances during the week. No announcement has been made with respect to higher prices on flour. One milling concern advanced the price of Ontario flour during the week.

Other advances recorded during the week include those on sal soda and cleanser. Creamery butter was in strong market during the week and advances were recorded in this commodity. Good supplies of margarine from the United States are now coming into the Canadian market but its presence as yet has had no weakening effect on creamery butter, although it has affected the price of dairy butter toward lower levels. There was a firmer tendency in a number of provision lines. Some lines of fish show an upward tendency. Fish consumption is reported to be on the increase. Now that stock-taking is about completed wholesalers are looking forward with confidence to the new year's business.

QUEBEC MARKETS

MONTREAL, Jan. 1.—The holiday week has been characterized by the usual amount of business, with few price changes recorded. A new quotation is made on cotton twines and the three-ply is now selling at 52½ to 53½c per lb. and the four-ply at 56 to 57c per lb. Baking soda records an advance of 35 cents per 112 pound keg, making the new price \$4.25. Starch registered a decline of one cent per pound on all sizes, and a lower schedule has also been effected for corn syrups, as noted in current markets. One jobber has secured a supply of new bleached currants, and these are reported as being very nice and clean stock. They are selling in the 25 pound boxes at 16½c per lb. and in the 50 lb. size at 16c lb. There has been an active demand and sale for various lines of grapes, oranges and bananas, and for the most part this was a satisfactory holiday season for the special lines. Barbadoes molasses is

reported very firm. Storage eggs are firm and have been selling well, in the absence of any considerable supply of new-laid. Margarine has gone higher by one and a half cents per pound, and butter is also firmer, storage creamery recording a cent advance.

Sugar Down To \$8.50; Outside Prices Easy

Montreal.

SUGAR.—There seems to be a freer delivery of sugar now and few complaints are heard the past couple of weeks. Some raws have been received here and the refiners are sending out a fair allotment to jobbers, who in turn are able to better meet the needs of their customers. There is an unsettled condition in United States points. Some squabbling is evident there among refiners and brokers and it is likely that a

ruling will be made by the authorities at Washington which will clarify the situation for the near future as to prices. The week's feature is that of a reduction upon the part of the Canada Sugar Refineries to \$8.50, while other quotations hold.

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

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

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

Cotton Twine Again Up; Advance Of Two Cents

Montreal.

WRAPPING TWINE.—A considerable advance is recorded in the price of cotton wrapping twine and this is represented in an increase of two cents per pound, the three-ply wrapping is now quoted at 52½ to 53½c per pound, and the four-ply at 56 to 57c per pound.

Baking Soda Advances 35c Makes Price Now \$4.25

Montreal.

BAKING SODA.—A new price is being quoted for baking soda. The keg containing 112 pounds, which has been selling for \$3.90, is now quoted at \$4.25, representing an advance of 35 cents per keg. The increase is attributable to higher costs for raw materials and to higher prices for the containers.

Starch Declines One Cent In All Size Packages

Montreal.

STARCH.—A decline is recorded in the price of starch. This applies to all sizes of package goods, and becomes effective on January 2. This is made in sympathy with the lower prices obtain-

ing for corn. It will thus be possible to buy the one pound sizes of silver gloss at 11c and also Benson's corn starch at the same price. Canada corn starch will sell now at 10 cents a package instead of 11 cents.

Canned Goods Trade Light And Unchanged

Montreal.

CANNED GOODS.—Locally, there has been little interest surrounding the canned goods situation, which remains firm but unchanged. Business confines itself to that of limited sorting requirements. Supplies in jobbers' hands are quite light and retail dealers are buying as the requirements dictate. High prices have inevitably curtailed sales, and the outlet is quite confined to those who can afford to pay the abnormally high prices.

Salmon Sockeye—	
"Clover Leaf," ½-lb. flats.....	2 45
1 lb. flat	4 00
1 lb. talls, cases 4 doz., per doz.	3 75
½ flats, cases 8 doz., per doz.	1 50
Chums, 1-lb. talls	1 80
Pinks, 1-lb. talls	2 40
Cohoos, 1-lb. talls	2 65
Red Springs, 1-lb. talls	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25
Canadian sardines (case).....	6 75
Norwegian sardines, per case of 100 "¼s"	20 00
Canned Vegetables—	
Tomatoes, 3s	2 67½
Tomatoes, U.S. pack (2s).....	2 12½
Tomatoes, 2½s	2 50
Peas, standards	1 75
Peas, Early June	1 90
Beans, golden wax	1 85
Beans, Refugees	1 85
Corn, 2s. doz.	2 35
Spinach (U.S.), 3s.	3 00
Do., (U.S.), gallons	10 00
Corr (on cob, gal. cans), doz.	8 50
Red raspberries, 2s	2 90
Simoes	2 75
Red cherries, 2s	2 60
Strawberries, 2s	3 00
Blueberries, 2s, doz.	1 85
Pumpkins, 2½s	1 60
Pumpkins, 3s	1 75
Pumpkins (gallon), doz.	6 00
Carrots, sliced, 2s	1 45
Apples (gallons)	5 00
Peaches, 2s (heavy syrup).....	2 00
Pears, 3s (heavy syrup).....	2 45
Pineapples, 1½s	2 25
Greengage plums (light syrup)	1 90
Lombard plums (heavy syrup), 2s	1 70

Dried Fruit Sales Good; Prunes Up Half A Cent

Montreal.

DRIED FRUITS.—The holiday demand for dried fruits was very satisfactory with many jobbers, and, notwithstanding the untoward conditions with which they have been confronted, they have given the retail dealers very good service. The demand has been good for raisins and peels and also for figs and dates. The most noticeable shortage, probably, was that of currants and very light supplies of these were to be obtained. One of the large jobbers has received a shipment of fresh bleached seedless raisins. These are offered in boxes of 25 lbs. at 16½c lb. and in 50 lb. boxes at 16c lb. They are nice, clean stock and in this respect superior to some offerings of European stock.

Apricots	0 23
Apples (evaporated)	0 23

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

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

Corn Syrups Are Down; Both Bulk And In Tins

Montreal.

MOLASSES AND SYRUPS.—An announcement of interest was made direct to CANADIAN GROCER by a large manufacturer of a lower schedule for corn syrups, and a perusal of the following, indicates considerable reductions. This approximates from 30 to 50c per case, and in bulk, the change equals half a cent per pound. Thus the 700 lb. barrels will be reduced from 7½ to 7c per lb. Half barrels at the new price will sell for 7¼c per lb. and kegs at 7½c lb. Two pound tins are quoted at \$4.65 per case of two doz. tins:—5 lb. tins, 1 doz. to a case are \$5.20; 10 lb., with ½ doz. to a case, \$4.95 case and 20 lb., ¼ doz. to the case, are \$4.90 a case. The 2 gallon or 25 lb. pails are \$2.15 each; 3 gal. or 38½ lb. size, \$3.25 each and the 5 gal. size, 65 lb. now sells for \$5.25 per pail. These prices are effective January 2, 1918. The reductions have followed on a lowering of corn prices. Orders will be taken, subject to prices ruling at date of shipment, as manufacturers cannot know with any degree of certainty what the deliveries may be in the future.

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

Prices for Fancy, Choice, Island of Montreal	
Barbadoes Molasses—	
Punchoons	0 85
Barrels	0 89
Half barrels	0 91
For outside territories prices range about 3c lower.	

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

Holiday Nut Trade Has Been Satisfactory

Montreal.

NUTS.—The feature of the holiday trade for nuts was the matter of scarcity. This applied to several varieties and while there was a fairly good supply of some stocks in cold storage, it was nevertheless evident that a real shortage confronted dealers in such lines as peanuts and walnuts. Some belated shipments came to hand just in time to meet the demand before Christmas. Trade now is rather light, and prices while maintained show no advances.

Almonds (Tara), per lb.	0 20	0 24
Almonds (shelled)	0 42	0 43
Almonds (Jordan)	0 70	
Almonds, Valencia, shelled	0 44	0 46
Almonds, soft shelled Tarragonas	0 21½	0 22½
Brazil nuts (new)	0 14	0 15
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 19	0 21
Filberts, Barcelona	0 17½	0 18½
Hickory nuts large an small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 15	0 16
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16	0 20
Peanuts, shelled, Spanish, No. 1	0 17	
Peanuts, shelled, Virginia, No. 1	0 16	
Do., No. 2	0 14	
Pecans (new Jumbo), per lb.	0 21	0 25
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	0 40	
Pecans (shelled)	0 80	
Walnuts (Grenoble)	0 23	
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	0 57	0 58
Walnuts (Marbots), in bags	0 22	0 24
Walnuts (California), No. 1	0 24	

Honey Sales Fair; Supplies Are Light

Montreal.

HONEY, MAPLE PRODUCTS.—There is more consumption of honey this cold weather, and for the product there continues a fair demand. Stocks of comb honey are confined and there is a perceptible decrease of stocks from week to week. Quotations are maintained but no advances have been made. The maple products have been somewhat popular for the holiday trade and syrup will be in demand by many who prefer it at this season of the year.

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

Bean Market Normal; Demand Fairly Good

Montreal.

BEANS.—There is now a good steady demand for beans and in speaking with one retailer this week CANADIAN GROCER ascertained that sale of some fifteen varieties and over were being effected. In fact a splendid trade had been secured by carrying a larger variety to meet the popular demand. Supplies are coming forward fairly well, but of some varieties a real shortage is reported. Prices are maintained and sales

are being made on the following quotations:

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

Rice Sales Small; Price Holds Unchanged

Montreal.
RICE, TAPIOCA.—Light trading is being effected in rice or tapioca, although there has probably been a slightly better demand for the latter. The general sorting demand as obtaining at this season of the year is evident, but beyond this there is no marked change. Prices hold as quoted herewith. It is stated that some embargoes have been raised as applying on southern railroads, and this may have a beneficial effect on future deliveries.

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

Japan Teas Still Firm; China's Getting Scarcer

Montreal.
TEAS.—The market is somewhat quiet, but for this season of the year a better condition of trade is reported than is usual. There have been no changes in price, but with the increased rates asked for transportation it is expected that advances may be made soon. Japan teas continue with a firm undertone and jobbers anticipate higher prices being announced for grades of this line. Stocks of green teas grown in China are light, it is stated, in so far as spot stocks are concerned and there will probably continue to be a scarcity of this line for some time. Importers and jobbers are concerned now with their annual inventory.

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

Coffee Market Quiet; Cocoa Firm, Unchanged

Montreal.
COFFEE.—Roasters and dealers are now finishing up their inventory for the year, and a somewhat quieter tone prevails for coffee. Sorting orders continue to be fair, however. Travellers have been in for the holidays but will be starting out again soon on their various

territories. The situation for the future looks firm in the primary centres, where an increased activity in trading is noticeable. Supplies, locally, are said to be fairly good. Cocoa is still in good demand and will be a favorite line, while this cold weather lasts.

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

Spice Market Quiet; Prices Are Well Held

Montreal.
SPICES.—There is little change in the spice market here and supplies are held at quotations given with a firm undertone prevalent. Spot stocks are fairly good in some lines, while in others there are just fair quantities on hand. It is difficult to anticipate any lowering tendencies, in view of the transportation problems that continue to affect importers, and stocks of some lines are growing less weekly at import centres.

		5 and 10-lb. boxes
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 30
Cloves	0 70	0 75
Cream of tartar	0 70	0 80
Ginger, pure	0 25	0 35
Ginger, Cochin	0 30	0 35
Ginger, Jamaica	0 30	1 00
Mace	0 40	0 60
Nutmegs	0 35	0 38
Peppers, black	0 40	0 45
Peppers, white	0 22	0 25
Pickling spice	0 21	0 23
Tumeric	2 00	
Cardamom seed, per lb., bulk.	0 75	
Caraway, Dutch, nominal	0 22	0 25
Cinnamon, China, lb.	0 35	
Cinnamon, per lb.	0 25	
Mustard seed, bulk	0 45	
Celery seed, bulk	0 21	0 23
Shredded cocconut, in pails.	0 12	0 14
Pimento, whole		

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

Vegetables And Fruits Have Been Selling Well

Montreal.
FRUITS AND VEGETABLES.—The week has passed with a fair volume of trade recorded, but dealers had stocked up quite generally before the holiday season and with the exception of filling in depleted lines there was no great rush. Fruits have been popular and large sales of oranges, bananas and grape fruit have been effected. Cranberries have been in active market and grapes also have been one of the lines in active market. Prices have been holding normally, and there has been a somewhat lower tone to the price for lemons. Winter vegetables are selling very well. Once in a while an addition is made to the imported lines of fresh vegetables and there is a fair demand for these lines from some quarters, though most of this imported stock is high in price.

Bananas (fancy large), bunch.	3 50	4 00
Oranges, Valencia (lates)	5 00	5 75
Oranges, Porto Ricos	3 75	4 25
Oranges, California	5 75	6 25
Grape fruit	3 50	5 00
Lemons (fancy new Messina)	6 00	7 00
Grape fruit (fancy Jamaica)	3 75	
Pineapples, Cuban, grade	5 00	
Grapes, Malaga, 40-lb. kegs, lb.	0 40	
Grapes, Malaga (keg)	7 00	7 50
Grapes, Niagara (heavy wghts. tinted), per keg	7 00	
Grapes, Niagara, medium	6 50	
Tokay grapes, crate	2 75	
Pears (California)	4 50	
Apples, new (in bbls.)—		
Cocconuts (sack)	7 25	
Wealthy, No. 1	7 00	7 50
St. Lawrence	8 00	
Fameuse	8 00	8 50
McIntosh Red	8 00	
Ben Davis	5 50	6 50
Gravensteins	7 00	7 50
Greenings	5 00	5 50
Blenheim	6 00	7 00
Kings	4 00	
Pears (eating)	2 75	
Cauliflower (California), crate.	1 75	
Cabbage, Montreal, per bbl.	1 00	
Cabbage, Montreal, doz.	0 50	1 00
Celery, Canadian, per doz.	5 00	
Celery, crates, 7 doz. (Ontario) ..	6 50	
Celery, California	2 00	2 25
Onions, Canadian, bag	2 00	3 50
Onions, red, 100-lb. bag.	2 25	
Spanish onions, half cases	1 25	3 00
Spanish onions, large crate.	5 00	5 50
Spanish onions, small crate.	2 50	4 50
Potatoes (sweet), per hamper.	0 90	1 00
Carrots, bag	1 25	1 00
Beets, bag	1 00	
Farsnips	0 75	0 90
Turnips (Quebec), bag	0 30	0 35
Turnips (Montreal), bag	1 50	
Lettuce, Boston, hothouse	0 80	
Lettuce, curly (4 doz.), box.	0 25	
Tomatoes, pound	0 25	
Horse radish, per lb.	7 00	
Beans, wax, bag, U.S.	7 00	
Beans, green, bag, U.S.	2 50	3 00
Leeks, per doz.	0 50	
Parsley, doz.	0 70	
Parsley, Bermuda, doz.	0 40	
Mint, doz. (American)	1 25	1 50
Watercress, doz.	1 00	
Watercress (Canadian)	7 00	
Spinach (Canadian), box	2 00	
Spinach (American), bbl.	0 15	0 30
Eggplant, per doz.	0 20	0 25
Sprouts, Brussels, Canadian, qt.	0 25	
Sprouts, Brussels, American, qt.	0 20	0 25
Garlic (Canadian), lb.	1 00	
Endive (Canadian), lb.	1 00	
Dried thyme, dried savory, dried marjoram, box	1 00	
Dried Savory box	2 25	2 50
Cucumbers, Boston, doz.	1 25	2 00
Peppers, per bkt.	15 50	16 00
Holly, doz.	20 00	
Cranberries, per bbl.	1 50	
Cranberries (Cape Cod), bbl.		
Cranberries (new), small size, per bundle	1 50	
Evergreen (for decorating), dull, per bundle	1 50	

Embargo On Grain Will Affect Flour Output

Montreal.
FLOUR.—There is a continued firmness to the market and the firm undertone is as fully marked as has been noticeable for some weeks. Just as this report goes through CANADIAN GROCER has been informed of an embargo on all grain shipments over one of the large transportation lines for the next five days. This will have the effect, immediately, of closing mills for the period so named, as, with supplies so affected millers will hardly take the chance of continuing milling operations, for the time being. The railway commission has also sanctioned an increase of 15 per cent. on grain products from Fort William east. This, with the high costs of jute and cotton bags, in addition to increased elevator charges must soon have

the effect of advancing flour costs. For the week, prices have been maintained without change.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	11 25
90%, in wood	10 50	10 75
90%, in bags	5 20	5 30
Bran, per ton	35 00
Shorts	40 00
Special middlings	50 00	51 00
Feed flour	61 00	75 00
Feed oats, per bushel	0 97	1 00

Cereals Still Firm; Rolled Oat Demand Big

Montreal.

CEREALS.—There is a strong demand for cereals, with a heavy drain on stocks of rolled oats and oatmeal. Tendencies are to firmness, particularly for oat pro-

ducts, but no new prices have been announced this week. It is characteristic of the holiday week that changes are few. With the outlook for deliveries uncertain and with a stronger tendency to prices for oats, there is some likelihood of higher levels being reached for oat products. With all mills and with jobbers there is a decided firmness of tone. Deliveries are being made very well and orders for cereals preferred in the severely cold weather are frequent.

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

ONTARIO MARKETS

TORONTO, Jan. 2.—Now that the holiday season is over wholesalers are again girding up their loins to make a fresh drive for business. With stock-taking about over merchants are now settling into their stride for the new year. On the whole there has been general satisfaction expressed with the year that has passed on the score of business. The shortage of supplies in many lines has been the greatest obstacle to business during the past year. Some wholesalers are not optimistic for the coming year in the hope that supplies will be any heavier. With so many men taken from productive work and a general shortage of foodstuffs it is anticipated the shortage may be even accentuated should the war continue throughout the year. There will no doubt be many developments in the way of regulation of foodstuffs during the coming year.

Another Decline Of 30c By The Refiner

Toronto.

SUGAR.—Canada Sugar Refining Company announced a further decline of 30c per hundred in the price of sugar, making their selling basis now \$8.64 per hundred for extra granulated. Other refiners continued to quote on the basis of \$9.14 for St. Lawrence, \$9.04 for Atlantic, \$9.14 for Dominion, with Acadia still withdrawn from the market. Greater activity was reported in the raw sugar market during the week. During the last week of the year sales of some 60,000 bags of raw Cuban sugars were reported as having been made to the International Sugar Committee for December and January delivery at 4.985c per pound cost and freight, which is equal to 6.005c duty paid. The new price represented a slight advance over the previous sale owing to a slight advance in the cost of importation. Prices are evidently being figured very closely as is evident from the fact that figures are made on the

basis of three decimal places. Some four thousand tons of old crop sugar purchased for Sweden were released for distribution through the United States refiners' committee. With raw sugar commencing to be sold in greater volume to refiners in the U. S. it is expected there will be a more general resumption of operations in that country. With the freer movement of raw sugar the Canadian refiners will share in all probability to the same extent as the United States refiners, as the purchases of the new crop raws will be distributed on an equitable basis by the International Sugar Committee. There are now 70 centrals grinding in Cuba as compared with 48 at this time last year.

Atlantic extra granulated	9 04
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated
Can. Sugar Refinery, extra granulated	8 64
Do., No. 1 yellow	8 24
Dom. Sugar Refinery, extra granulated	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

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

Corn Syrup Has Been Reduced 1/2c Pound

Toronto.

MOLASSES, SYRUP.—Now that the embargo has been raised on the shipment of corn from the United States into Canada the prospect for getting supplies is a little more hopeful. Quality of the corn, however, is reported poor and this will interfere with the free milling and manufacture of the product. The price of bulk corn syrup declined 1/2c per pound, making the basis now 7c per pound in barrels. Two-pound tins have declined 50c per case, while 5-lb. and 10-lb. tins have declined 30c per case. There is a fairly good demand for the product.

Molasses held in a steady market, firm prices being maintained. Demand has been fairly good for the holiday baking trade.

Corn Syrup—

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

Cane Syrups—

Barrels and half barrels, second grade, lb.	0 06
Cases, 2-lb. tins, 2 doz. in case	5 30
5 75	

Molasses—

Fancy Barbadoes, barrels	0 90	0 92
Choice Barbadoes, barrels	0 80	0 82
West India, 1/2 bbls., gal.	0 55	0 58
West India, 10-gal. kegs	6 50
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	5 65
Tins, 2-lb., baking grade, case 2 doz.	3 00
West Indies, 1 1/2, 48s.	5 00
West Indies, 2s, 36s	4 00	4 25

Laundry Soaps And Sal Soda Again Advance

Toronto.

SOAP, SODA, CLEANSER.—The wholesale grocery trade showed more than a passing interest in the advance in laundry soaps during the week, which amounted to 60c per case and now makes the selling price \$6.75 per case. At the time of writing Surprise, Sunlight, Comfort and other lines, with the exception of Proctor & Gamble lines, had been advanced. There is a general shortage of fats and oils of all kinds and the market for soap is one exhibiting much strength. Sal soda is another of the lines to show an upward tendency, an advance of 25c per case having been recorded during the week. In cases it is now quoted at \$2 for full case and \$2.25 for broken cases. In bags sal soda is now quoted at \$1.75 per 100 pounds. An advance of 20c per case has also been made effective in the price of Old Dutch Cleanser, making the price now \$4 per case of four dozen.

Canned Goods Prices Maintained

Toronto.

CANNED GOODS.—In the face of a rather light demand for canned goods at this season of the year prices have nevertheless been firmly maintained. Lightness of supplies has operated to keep prices steady at high levels. Holiday demand for canned goods is not heavy but with the passing of the festive season demand is expected to get back into normal channels in the near future.

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

Salmon—

Sockeye, 1s, doz.	3 75	4 25
Sockeye, 1/2s, doz.	2 25	2 35
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. tins	2 25
Do., 1/2s, doz.	1 35
Pinks, 1-lb. tins	2 80	2 60
Do., 1/2s, doz.	1 35	1 50
Cohoos, 1/2-lb. tins	1 75	1 90
Cohoos, 1-lb. tins	3 45	3 60
Red springs, 1-lb. tins	3 15
White springs, 1s, dozen	2 25	2 35
Lobsters, 1/2-lb. doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 80	2 20
Tomatoes, 2 1/2s	2 50	2 75
Peas, standard	1 80	2 25

Peas, early June	1 87½	2 02½
Beans, golden wax, doz.	1 75	1 90
Beans, Midget, doz.		2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 35	2 50
Pumpkins, 2½s	1 80	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	3 00	3 25
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 75	1 90
Plums, Lombard, 2s	1 75	1 80
Plums, Green Gage		1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 15
Do., black currant, 16 oz.	2 90	3 05
Do., strawberry, 16 oz.	3 00	3 25
Peach, 16 oz.	2 35	2 85
Plum, 16 oz.	2 35	2 85
Raspberry, 4-lb. tin	0 77	0 83
Black currant, 4-lb. tin	0 74	0 77
Strawberry, 4-lb. tins	0 80	0 83
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 40
Black currants, doz.	3 45	3 45
Red currants, doz.	3 45	3 45
Raspberries, doz.	3 45	3 60
Strawberries	3 60	4 40

Dried Fruit Stocks Held Are Not Heavy

Toronto.
DRIED FRUIT.—Owing to the light arrivals of dried fruit from West Coast points stocks now held in this market are comparatively light. While some few cars of raisins and prunes reached the trade before the holiday period shipments into this market were stated to be not more than one-third those that usually reach this market by the new year. Evaporated apples are in light supply. Apricots and peaches are also still very light on spot stocks. Currants are getting within very narrow compass as the holiday demand made considerable inroads on stocks. Prices held unchanged during the week.

Apples, evaporated	0 24	0 24½
Apricots, unpitted		0 16½
Do., standard, 25s	0 24	0 25
Do., choice, 25s	0 27	0 28
Do., fancy, 25s		0 30
Candied Peels, American—		
Lemon	0 28	0 35
Orange	0 30	0 37
Citron	0 35	0 45
Currants—		
Filiatras, per lb.		
Australians, lb.	0 26	0 28
Dates—		
Excelsior, pkgs., 3 doz. in case	4 40	4 95
Dromedary dates, 3 doz. in case		6 00
Figs—		
Taps, lb.		
Malagas, lb.		
Cal., 6 oz., doz.		
Cal., 10 oz., doz.		
Prunes—		
30-40s, per lb., 25's, faced	0 17	0 18
40-50s, per lb., 25's, faced	0 15½	0 17
50-60s, per lb., 25's, faced	0 14	0 14½
60-70s, per lb., 25's, faced	0 12	0 14
70-80s, per lb., 25's, faced	0 11½	0 13½
80-90s, per lb., 25's, unfaced	0 11	0 12½
90-100s, per lb., 25's, faced	0 10½	0 11½
Peaches—		
Standard, 25-lb. box		0 15½
Choice, 25-lb. boxes	0 16½	0 18
Fancy, 25-lb. boxes		0 22
Raisins—		
California bleached, lb.	0 15	0 15½
Valencia, Cal.	0 07	0 10½
Valencia, Spanish		
Seeded, fancy, 1-lb. packets		0 12½
Seedless, 12-oz. packets	0 12	0 12½
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.	0 14½	0 15½

Inquiry For Tea Reported Fairly Good

Toronto.
TEAS.—Inquiry for tea is reported fairly good. There are fairly heavy stocks in the local market to take care of any requirements in this respect. The presence of heavy stocks of Java teas is tending to hold the market in an easy position. Wholesalers are positive in the expression of the belief that the future will likely see higher priced teas in this market. They point out that cost to import at the present time would be considerably in advance of selling prices on this market. When importers have to enter the market to stock up they will apparently have to pay higher prices.

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

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

Earthquake May Affect Some Coffees

Toronto.
COFFEE.—Owing to a recent earthquake in Guatemala coffee dealers in this market anticipate that some damage may have been done to the coffee crop in that locality. As to the extent of the loss, if any, nothing is known as yet in this city. The grade of coffee coming from that district is stated by coffee men to be of a high grade. Coffee held steady during the week both in the primary and local market. Dealers report the demand for coffee is increasing rapidly in Canada. Prices on cocoa and chicory were maintained during the week.

Coffee—		
Rogotas, lb.	0 28	0 30
Guatemala, lb.	0 24	0 25
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 16	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Consumption Of Spices In December Was Good

Toronto.
SPICES.—Dealers in spices report the consumption of spices during the month of December was very gratifying, in some instances being considerably ahead of the corresponding month last year. They are furthermore anticipating that there will not be the usual quiet period during the month of January, as there

was very little spasmodic buying for the purpose of stocking up during the closing weeks of the year. The demand was of a steady routine nature and the volume kept up well. Prices were maintained during the week.

		Per lb.
Allspice	0 16	0 18
Cassia	0 30	0 35
Cinnamon	0 40	0 60
Cayenne	0 30	0 35
Cloves	0 60	0 75
Ginger	0 25	0 35
Herbs — sage, thyme, parsley,		
mint, savory	0 40	0 50
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Paprika, lb.	0 35	0 45
Nutmega, selecta, whole, 100's		0 40
Do., 80's		0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 25	0 35
Caraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	0 70	0 75
American high test		
2-oz. packages, doz.	1 35	1 45
4-oz. packages, doz.		2 40
8-oz. tins, doz.		4 75
Tartarine, barrels, lb.		0 21
Do., kegs, lb.		0 23
Do., pails, lb.		0 25
Do., 4 oz., doz.		0 90
Do., 8 oz., doz.		1 75
Do., 16 oz., doz.		3 25

New Bordeaux Walnuts Higher

Toronto.
NUTS.—Prices on new-crop Bordeaux walnuts showed a higher range during the week and were quoted in some quarters at 25c to 26c per pound. Old crop walnuts were fairly well cleaned out during the holiday period, as stocks in the local market were not heavy and new crop had not reached this market in any considerable quantity for the holiday trade. There was a free movement of all kinds of nuts and prices were firmly maintained.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 22
Walnuts, Bordeaux	0 20	0 26
Walnuts, Grenobles, lb.		0 22
Walnuts, Manchurian, lb.		0 24
Filberts, lb.	0 19	0 22
Pecans, lb.	0 17	0 27
Peanuts, roasted, lb.	0 17	0 18
Brazil nuts, lb.	0 13½	0 17
Cocoanuts, per 100		7 50
Shelled—		
Almonds, lb.	0 44	0 48
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 60	0 65
Peanuts, Spanish, lb.		0 17
Do., Chinese, Japanese, lb.	0 15	0 16

Shipment Of Rice Expected This Week

Toronto.
RICE.—Wholesalers are expecting the arrival of a shipment of rice during the present week which has been delayed in transit about six weeks. Transportation situation in the United States has greatly hindered the movement of stocks. For some weeks past the demand for rice in the local market has not been heavy but an improvement is noted in some quarters recently and an improvement in consuming demand. The situation in tapioca holds firm owing to

the ocean freight situation from Singapore and Penang.

Texas, fancy, per 100 lbs.	10 50	12 50
Blue Rose Texas	10 00	10 50
Honduras, fancy, per 100 lbs.	9 00	0 12 1/2
Siam, fancy, per 100 lbs.	9 00	9 50
Siam, second, per 100 lbs.	8 00	9 00
Japans, fancy, per 100 lbs.	10 00	11 00
Japans, second, per 100 lbs.	9 50	10 00
Chinese XX, per 100 lbs.	8 00	9 00
Tapioca, per lb.	0 14	0 15

New Crop Lima Beans Continue To Come In

Toronto.

BEANS.—Recent arrivals of new-crop lima beans from California are now taking care of the requirements of the trade for this class of commodity. Distribution is being made in these beans, and consumption at the present time is fairly good. Other classes of beans are moving somewhat slowly, there being very few Ontario beans offered in the local market while Indian beans were also in comparatively light sale. Prices held unchanged.

Ontario, 1-lb. to 2-lb. pickers, bu.	8 40
Can. white kidney beans, bush.	5 75
Indians, per bush.	6 60
Yellow eyes, per bushel.	6 60
Japanese, per bush.	0 17
Limas, per pound	0 17 1/2

Reluctant To Take Contracts For Oats

Toronto.

PACKAGE GOODS.—Millers of rolled oats are reluctant to take contracts on the basis of present market price as the advance in bulk oats and the high price of milling oats has placed the market for package rolled oats in a very strong position. It is expected that permission will be granted by the Food Controller to increase the price but until this is done the mills are not seeking business. Prices on corn starch and starch held in steady market. A decline of 1c per pound was recorded in the price of corn starch and laundry starch. Celluloid starch declined 25c per case, making the price \$3.25, while enamel starch declined 30c per case to \$4.50. Potato flour advanced 3c per pound, and is now quoted at 18c per pound.

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

Limited Supplies Of Honey In Market

Toronto.

HONEY.—Supplies of honey in this market are very limited. Some of the wholesale houses retain light stocks for the benefit of their customers but the quantity is in no case large. Some buckwheat honey in 60-lb. pails is still available, the price quoted being 18c per pound. Nevada comb honey is available and is taking care of the demand for this commodity, although the supplies

of this brand of honey are not heavy. Demand for honey is seasonably good.

Honey—

Clover, 5 and 10-lb. tins	0 21	0 23
60-lb. tins	0 20	0 21
Buckwheat, 60-lb. tins	0 18	0 18
Comb, No. 1, fancy, doz.	3 50	3 60
Do., No. 2, doz.	3 00	3 25
Jars, 7-oz., doz.	1 45	1 50
Do., 10-oz., doz.	2 40	2 10
Do., 12-oz., doz.	2 75	2 75
Do., 16-oz.	3 50	3 50
Maple Syrup—		
No. 1, gallon tins, 6 to case	12 60	12 60
No. 2, half gal. tins, 12 to case	14 20	14 20
No. 3, quart tins, 24 to case	15 55	15 55
No. 3, quart bottles, 12 to case	7 80	7 80
N.B.—Above are wine measure.		
Gallon tins, Imperial, 6 to case	13 50	13 50
5-gallon tins, Imperial, per tin	9 25	10 50
Barrels, 25 or 40 Imp. gals., gal.	2 00	2 00

Heavy Movement Of Box Apples For Holidays

Toronto.

FRUIT.—Dealers report there was a heavy movement of box apples during the holiday period which was largely induced through the scarcity of oranges. There was a plentiful supply of box apples and this naturally facilitated the movement of this line. While barrel apples are in good supply in this market they have not been finding ready sale, preference being given to the boxed variety. Jamaica grapefruit of 80 size was slightly easier in one quarter, being quoted 25c down at \$4. California navel oranges are being quoted from \$4.50 to \$6 per case according to the size. Fruit of all kinds in the market had a good sale for the holiday trade. Emperor grapes are getting fairly well cleaned up.

Apples—

Boxes, Spitzenberg	2 65
Jonathan, box	2 10
McIntosh Red, box	2 60
Rome Beauty, box	2 75
Black Bens, box	2 75
Ontario—	
Haldwits, No. 1, bbl.	6 00
Greenings, No. 1, bbl.	6 00
Kings, No. 1, bbl.	6 50
Northern Spys, tree runs	6 00
Mann, No. 1, bbl.	6 00
Do., No. 2, bbl.	5 00
Pewakee, No. 1, bbl.	5 00
Do., No. 2	4 50
Starks, No. 1, bbl.	5 50
Do., No. 2	4 75
Ben Davis, No. 1, bbl.	5 00
Do., No. 2, bbl.	4 50
Winter varieties, straight, No. 3	5 00
N.S. Blenheim, No. 1	5 50
Do., No. 2	5 00
Bananas, yellow, bunch	3 00
Cranberries, late Howe's	18 00
Grapefruit—	
Jamaica, 46s, case	3 50
Do., 54s, case	3 75
Do., 64s, 96s, case	4 00
Do., 80s	4 00
Florida, 36s, 46s, case	4 25
Do., 54s, 64s, 80s, 96s	4 50
Gray grapefruit, case	4 00
Oranges—	
California Navels—	
80, 96s, 100s, case	4 50
126s, case	5 00
150s, 176s, 200s, 216s	6 00
Mexican oranges, 126s to 250s.	3 25
Florida Oranges—	
96s, 126s, case	5 00
150s, 176s, 200s, 216s	5 75
Tangerines, half box	3 25
Navels, 96s to 126s	4 50
Lemons, Cal., case	8 00
Do., Messinas, box	7 00
Pears, Cal., box	4 25
Pineapples, Porto Rican, cs. 30-36s	6 00
Pomegranates, per box	3 50
Emperor grapes, keg	5 00
Do., clusters, in crates	2 60

Spanish Onions Quoted Down 50c

Toronto.

VEGETABLES.—Lower prices on Spanish onions were quoted during the week to the extent of 50c per large case, making the quotations from \$5 to \$5.50 per case. Recent arrivals in the New York market account for the easier tendency. California cauliflower again showed a higher tendency with the arrival of new shipments. Canadian cabbage in barrels is in firm market with supplies getting low, the Quebec market showing some signs of being depleted in the near future. Potatoes were slightly firmer in tone during the week. Some thirty cars of Prince Edward Island potatoes that recently arrived in this market are reported to have been greatly damaged by frost in transit, it being stated that about one-quarter of the shipment had to be thrown into the discard. These cars were poorly protected in the way of heat at the time they left the east coast.

Beets, bag	0 90	1 00
Brussel sprouts, quart	0 15	0 15
Cauliflower, Cal., case	4 50	4 50
Cabbage, Canadian, barrel	2 25	3 00
Carrots, bag	0 60	0 70
Celery, Ont., doz.	0 20	0 25
Do., Canadian, case	4 25	5 00
Lettuce leaf, doz. bunches	0 20	0 25
Lettuce, Cal., crate	3 75	3 75
Do., hampers, Boston	2 50	2 75
Canadian head lettuce, crate	3 00	4 00
Mushrooms, 4-lb. basket	3 00	3 00

Onions—

Spanish, crates	5 00	5 50
Spanish, half crates	2 75	3 00
Do., Canadian, 75-lb.	2 50	2 75
B.C. onions, 100-lb. bag	3 50	3 50
Do., green, doz., bunches	0 90	0 90

Potatoes—

New Ontario, bag	2 10	2 15
N.B. Delawares	2 25	2 40
P.E.I., bag	2 00	2 10
Sweet, hamper	2 75	2 75
Spinach, box	0 60	0 75

Tomatoes—

Hothouse, lb.	0 30	0 30
Parsnips, bag	1 00	1 25
Parsley, doz. bunches	0 90	0 90
Turnips, new, bag	0 50	0 65

Ontario Flour May Go Higher

Toronto.

FLOUR.—Millers of Ontario flour in some instances intimated that they were likely to advance the price to the extent of about 15c per barrel. It was pointed out that on the present basis of wheat they were entitled to such an increase. No announcement has been made by the Food Controller as to any change in the price of Manitoba flour. Belief is still strong in milling circles that such an increase will be permitted. Difficulty is now being experienced in getting supplies of milled products through from the Canadian West. One of the railway companies is reported to have placed an embargo on shipments for a period of five days and this has interfered with movement of stocks. A recent order on the part of the government did away with the practice of consigning shipments of flour and feeds to Cartier on Lake Superior. This point was used as a distributing centre and goods could be

sent forward and shipped from there after they were sold. Goods can only be shipped to destination from western points. Demand for flour is still maintained.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$11.50	\$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	\$10.30-\$10.35	\$10.50-\$10.55
Second patents	10.15	10.35

Transportation Again Hampering Shipments

Toronto.
MILLFEEDS.—Some of the large mills with western connections are finding it difficult to get shipments of mill-feeds to eastern markets owing to the difficult transportation situation. There is a shortage of cars in the first place and with spasmodic embargoes the situation is developing in much the same way that it did last winter. Recent severe weather and storms will tend further to restrict arrivals in the east. Prices held unchanged at the established price.

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

MANITOBA MARKETS

WINNIPEG, Dec. 26.—The usual holiday lull followed Christmas Day. Travellers were off the road, and retail business generally was quiet. Consequently wholesalers report that orders were not heavy, and were handled mostly by mail. Business during the past year, and especially Christmas business, has been good. There were some conditions which were hard to account for: for example, business in peel during the Christmas season was very disappointing. The demand was not nearly as heavy as usual. The demand for currants was curtailed on account of the high price, many people substituting seedless raisins. Business in nuts was not as heavy as in former years, and there will be some carried over. Labrador herring is arriving on this market, and the quality is good. An advance has gone into effect on vinegar. New prices range from 8c to 10c per gallon above present limits. Soaps and washing powders are very firm, as raw materials are continually advancing. Brooms are tending upwards, and high prices are looked for before spring.

Sugar Scarcity Still Felt In The West

Winnipeg.
SUGAR.—At the time of writing there has been no further change in the price of sugar beyond the decline of 20c per cwt. announced last week. The scarcity still exists, and there is not likely to be

Yellow Cornmeal Makes Big Advance

Toronto.
CEREALS.—Millers of cornmeal in some instances made an advance of over \$1 per bag on the price of this commodity during the week, in five-bag lots the selling price is now \$7.50 to \$7.60 in the instance noted. Shipments of corn coming forward from the United States are light in quantity and the quality is poor. Transportation difficulties are further restricting available supplies of corn. Bulk rolled oats continued in a strong position with advances recorded on the five-bag lot price made by the mills. Quotations in this quarter range from \$5.10 to \$5.25 per bag. Oatmeal advanced automatically with rolled oats. There is a free movement of pot and pearl barley.

	Five Bag Lots Delivered	Single Bag Lots F.o.b. Toronto
Barley, pearl, 98s.	\$6.50-\$7.00	\$7.00-\$8.00
Barley, pot, 98s.	4.75-4.85	5.50-5.75
Cornmeal, yellow, 98s.	7.50-7.60	6.75
Corn flour, 98s.	7.25-7.35	
Farina, 98s.	5.75-6.00	6.25-6.50
Graham flour, 98s.	5.40-5.50	5.50-6.00
Hominy grits, 98s.	7.35-7.45	
Hominy, pearl, 98s.	7.35-7.45	
Rolled oats, 90s.	5.10-5.25	4.85-5.25
Oatmeal, 98s.	5.60-5.75	5.40-6.25
Rolled wheat, 100-lb.		
bbl.	5.50-6.00	6.00-6.25
Wheatlets, 98s.	5.75-6.00	6.25-6.50
Peas, yellow, split.	9.50-10.00	10.50-11.00
Blue peas, lb.		0.10-0.13½

Above prices give range of quotations to the retail trade.

any big improvement until the turn of the year. However, the trade predict lower prices as soon as the new crop sugars are on the market.

No Decline Yet On Syrup Quotations

Winnipeg.
SYRUPS.—There is a better demand for all kinds of syrup, but no change in price yet. A decline in cane syrup was suggested to a representative of a refinery this week, but he pooh-pooed the idea, and he is probably right, as the demand is heavy, and a decline in sugar is unlikely to have any effect just now on syrup.

NEW ORLEANS MOLASSES.	
24 by 2 lb. tins	\$3 15
24 by 3 lb. tins	4 25
12 by 5 lb. tins	3 80
6 by 10 lb. tins	3 70
CORN SYRUP.	
Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	5 25
5-lb. tins, 1 doz. case, per case	5 65
10-lb. tins, ½ doz. case, per case	6 41
20-lb. tins, ¼ doz. case, per case	6 42
White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case	5 75
5-lb. tins, 1 doz. case, per case	6 15
10-lb. tins, ½ doz. case, per case	5 91
20-lb. tins, ¼ doz. case, per case	5 92
Barbadoes Molasses—	
In half barrels, per gal.	85-95
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	50-52
ROGERS SYRUP.	
24 by 2 lb. tins, case	5 25
12 by 5 lb. tins, case	6 15
6 by 10 lb. tins, case	5 75
3 by 20 lb. tins, case	5 60
12 by 3 lb. seal glass jars	4 20

Peel Sales Disappointing; Prunes Should Sell Well

Winnipeg.
DRIED FRUIT.—The demand for dried fruits, generally speaking, has good, and as they are a very cheap food, particularly prunes, there should be a good demand for them right along. There is no doubt about it, and the trade here express that view that the consumption of fruit will be heavy on account of prices. Evaporated apples continue to sell at a prohibitive figure, and although this line is now in the delicacy class, there is a certain quantity moving. Business in peel has been very disappointing. It is hard to say what people did for this line during the Christmas season, but there was not nearly the quantity bought. The result is that there will be considerable carry over. Demand for currants on account of the high price was curtailed, people apparently substituting seedless raisins.

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

Late Peanuts Have Affected Xmas Business

Winnipeg.
NUTS.—Business during the Christmas season was not as big as in former years. Peanuts were scarce on account of the late season in Virginia, and Christmas shipments arriving for Christmas were too late.

NUTS.	
Almonds—	
California, sack lots, lb.	0 22
Brasils—	
Large washed, sack lots, lb.	0 16
Filberts—	
Barcelonas, sack lots, lb.	0 17½
Sicily, sack lots, lb.	0 17½
Walnuts—	
Large Manchurian, sack lots, lb.	0 16%
Marbots, sack lots, lb.	0 15
California No. 1 soft shell, lb.	0 29
Pecans—	
Polished, bbls. of 200 lbs., lb.	0 19%
Peanuts—	
Virginia Extras, roasted, sack about 100 lbs.	0 15%
Virginia Jumbos, roasted, sack about 100 lbs., lb.	0 17
Green, 2 cents per lb. less.	
Mixed Nuts—	
Five varieties, 100-lb. sacks	0 12

Jobbers Report A Weaker Bean Market

Winnipeg.

BEANS.—Jobbers report a weaker market on white beans. They also report dried peas, both whole and split, very scarce.

Barley—	
Pearl, 98-lb. bags, per bag.....	7 75
Pearl, 49-lb. bags, per bag.....	3 90
Pot, 98-lb. bags, per bag.....	5 50
Pot, 49-lb. bags, per bag.....	2 80
Pot, 24-lb. bags, per bag.....	1 45

Beans—	
Lima, large, about 80-lb. bags, per lb..	0 17½
Lima, small, 100-lb. bags, per lb.....	0 14
Fancy white, bushel.....	5 90
Peas—	
Split, 98-lb. bags, per bag.....	10 85
Whole, yellow, soup, 2 bu. bags, bu...	5 00

Retailers Advised To Stock Up On Jams

Winnipeg.

JAMS.—Jobbers here advise the trade to keep up their stocks of jams, both pure and apple-filled, stating that there is every likelihood of a scarcity before spring.

Falling Off In Demand For Canned Goods

Winnipeg.

CANNED GOODS.—Jobbers report very small demand for all lines of canned goods.

Good Tomatoes Wanted; Oranges May Be \$6.50

Winnipeg.

FRUIT AND VEGETABLES.—A lot of imported stuff arrived this week, and was quoted at pretty high figures. Imported shalots, \$1 doz.; new beets, \$1.25; carrots, \$1.25; Boston head lettuce, \$2 doz.; sweet potatoes, \$5.50 per hamper. Alberta potatoes are offered at \$1.25 and Ashcroft at \$1.50. There is a fair demand, but weather of the past week made shipping very risky. California tomatoes are selling at \$3 per 4 doz. crate, and Florida tomatoes at \$9 per 6-basket crate. There is a good demand for first-class tomatoes, but those arriving are not the best. Oranges were up to \$6 last week, and were likely to go to \$6.50, as they are very scarce. Bananas reached 7c, the reason for this advance being that importers cannot get cars, also the fact that the United States Government has been taking boats from this route. Imported parsley is on the market at \$1 per doz.

Cabbage, lb.....	0 04
Cauliflower, Cal., doz.....	2 25
Celery, Cal., crate 100 lbs.....	7 00
Potatoes, new.....	1 10
Potatoes, sweet, hamper.....	5 50
Carrots, cwt.....	2 50
Turnips, cwt.....	1 50
Head lettuce, Boston, doz.....	2 00
Head lettuce, Cal., doz.....	1 00
Tomatoes, Cal., 4-bkt. crate.....	3 00
Tomatoes, Florida, 6-bkt. crate.....	9 00
Onions, Valencias, large case.....	7 00
Onions, yellow and red, cwt.....	3 50
Parsley, imported, doz.....	1 00
Parsley, home grown, doz.....	0 40
Peppers, green, imported, bu. bkt.....	2 50
Parasnips, bag.....	4 00

Fruits—	
Apples, Nova Scotia, bbl.....	6 25
Apples, Wash. Jonathans, box.....	2 25
Apples, McIntosh Reds, B.C., box.....	2 80
Apples, Spies, No. 1, \$3; No. 2, \$2.75; No. 3.....	2 50
Apples, Wagners.....	2 25
Oranges.....	6 00
Oranges, Navel, new seasons.....	5 00
Pomegranates, case.....	5 00
Lemons.....	9 50
Bananas, lb.....	0 07
Pears, D'Anjou, crate.....	4 25
Pears, Winternellis.....	3 25
Grapes, drums.....	5 50
Grapefruit, Florida, case.....	5 00

Railway Embargo May Affect Flour Shipments

Winnipeg.

FLOUR AND FEEDS.—First patents is still quoted at \$11. Buying of flour continues freely, and all millers are considerably behind with their shipments. The railways have threatened to embargo the movement of all stuff East, lasting for five or six days, which will throw a hardship on the mills and Eastern buyers. The excuse given by the railways is that their lines are congested in the East owing to weather conditions and lack of motive power. Rolled Oats—The fight between the various mills goes on, and prices quoted vary from \$3.75 to \$4.50 for 80's. The reason given for this price war between the mills is that one mill entered this territory and sold the jobbers at a pretty low figure, making it difficult for the other mills to get business. Cornmeal is still standing around \$6.15 for 98's. Feeds—The new prices announced last week are still quoted, and the mills report demand still in excess of the supply. Millers point out that any movement to substitute barley flour for wheat flour will make a shortage in barley for cattle feed purposes.

Flour—	
Best patents.....	11 00
Bakers.....	10 50
Clears.....	9 90
XXXX.....	8 90
Cereals—	
Rolled oats, 80's.....	4 50
Rolled oats, pkgs., family size.....	4 75
Cornmeal, 98's.....	6 15
Oatmeal, 98's.....	5 20
Feeds—	
Bran, per ton.....	34 00
Shorts, per ton.....	38 00

PRODUCE AND PROVISIONS

(Continued from page 47.)

unchanged, and there is only a fair demand.

Hams—	
Light, lb.....	0 32
Medium, per lb.....	0 30
Heavy, per lb.....	0 28
Bacon—	
Breakfast, per lb.....	0 34
Breakfast, select, lb.....	0 39
Backs, regular.....	0 42
Backs, select.....	0 45
Dry Salt Meats—	
Long clear bacon, light.....	0 27
Backs.....	0 31
Barrelled Pork—	
Mess pork, bbl.....	48 00
Lard, Pure—	
Tierces.....	0 27
20s.....	5 80
Cases, 5s.....	17 03
Cases, 3s.....	17 10
Lard, Compound—	
Tierces.....	0 23
Tubs, 50s, net.....	11 63
Pails, 20s, net.....	4 90
Fresh Eggs—	
No. 1 candled.....	0 40
Select.....	0 45

Cheese—	
Ontario, large fresh.....	0 24
Manitoba, large fresh.....	0 24½
Butter—	
Fresh made creamery, No. 1 cartons.....	0 45
Fresh made creamery, No. 2.....	0 44
Dairy, prints.....	0 40
Dairy, tubs.....	0 38
Margarine—	
No. 1.....	0 32
No. 2.....	0 30
No. 3.....	0 27

Margarine Arrives; Best Grade Selling 34c

Winnipeg.

MARGARINE.—Supplies of margarine arrived here last week-end, and were placed on the market, the best grade bringing around 34c.

Finnan Haddie 17c; Scarcity Of Lake Fish

Winnipeg.

FISH AND POULTRY.—Frozen salmon is still quoted at 23c, but some houses have not very much to offer. There is a good supply of halibut, however. Cod is perhaps a little easier, selling at 11c. Lake fish, such as whitefish, pickerel, jacks, have been scarce, but this week there should be plenty on the market. Some houses are quoting as high as \$2.25 per box on kippers. Finnan haddie has gone up, and is offering as high as 17c. Price on salt lake herring varies, some quotations being \$5 and others \$6.50 for half-barrels.

Pickrel, frozen, cleaned.....	0 12
Haddock, frozen.....	0 10
Salmon, frozen.....	0 23
Halibut, frozen.....	0 20
Cod, frozen.....	0 11
Kippers, boxes.....	2 00
Bloaters, boxes.....	2 00
Lake trout.....	0 17
Mackerel, frozen.....	0 15
Finnan haddie, lb.....	0 15
Salt herrings, new, ½ bbl.....	7 25
Salt herrings, 20-lb. pails.....	1 85
Smelts, Pacific Coast.....	0 12
Smelts, extra.....	0 23
Smelts, Western.....	0 13
Lake herring, salt, ½ bbls.....	5 00
Lake herring, frozen, 5 sack lots.....	4 25
Brook trout, frozen.....	0 35
Sea herring.....	0 07½
Goldeyes.....	0 05
Smoked goldeyes, doz.....	0 70
Poultry—	
Roasting chickens, lb.....	0 22
Fowl, lb.....	0 19
Domestic ducks.....	0 24
Turkeys.....	0 28

GRANDMERE GROCERY DAMAGED BY FIRE

The grocery and butcher store of Edmund Dogan, Grandmere, Que., was damaged by fire on Monday afternoon last. The fire started in the cellar, and before it could be controlled had done damage estimated at \$12,000.

SOUTHERN RICE PRODUCTION IN UNITED STATES

This estimate, made by the Rice Millers' Association, for the season 1917-1918, is based upon actual bags, for the States of Louisiana, Texas and Arkansas. Louisiana, 506,399 acres, 4,256,812 bags. Texas, 233,909 acres, 1,529,393 bags. Total crop Arkansas, 144,699 acres, 1,589,442 bags.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Dec. 31.—Shorts and bran have dropped \$5 a ton on this market, and it is generally believed that this presages an advance in flour within the course of the next week or so. Old Dutch cleanser and Gold soap have both advanced 40c a case. All starches are down 1c a pound, while corn syrup is down 20c to 30c a case. Potato flour is showing an increase of 3c a pound. Siam rice has advanced to 8c a pound. New Bordeaux shelled walnuts have just arrived on this market. No new-laid eggs are offering, and storage are moving freely at \$13.25 per case. Holiday trade in all quarters is reported to have been of an exceptionally satisfactory nature.

CALGARY:

Beans, small Burmah, lb.	0 11
Flour, No. 1 patents, 98s, per bbl.	11 00
Molasses, extra fancy, gal.	0 95
Rolled oats, 80s.	4 35
Rice, Siam, cwt.	8 00
Rice, China, per mat, No. 1.	4 25
Do., No. 2.	3 85
Tapioca, lb.	0 14 1/2
Sago, lb.	0 14 1/2
Sugar, pure cane, granulated, cwt.	10 20
Cheese, No. 1 Ontario, large.	0 25
Butter, creamery, lb.	0 45
Do., dairy, lb.	0 40
Lard, pure, 3s, per case.	16 20
Eggs, No. 1 storage, case.	13 25
Candied peel, lemon, lb.	0 30
Tomatoes, 2 1/2s, standard case.	4 75
Corn, 2s, standard case.	5 15
Peas, 2s, standard case.	4 00
Apples, gals., Ontario, case.	3 50
Strawberries, 2s, Ontario, case.	6 20
Raspberries, 2s, Ontario, case.	6 20
Apples, evaporated, 50s, lb.	0 23 1/2
Apricots, evaporated, lb.	0 26 1/2
Peaches, evaporated, lb.	0 15 1/2
Peaches, 2s, Ontario, case.	4 75
Lemons, case.	9 50
Salmon, pink, tall, case.	8 50
Salmon, Sockeye, tall, case.	15 00
Do., halves.
Potatoes, per ton.	40 00
Navel oranges, case.	6 25

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., Dec. 31.—Following the holiday season there has been a decided quietness in the trade. There was a good supply of poultry for the Christmas season, and it moved out well. Cheese has advanced again to 25 1/2c, while lard has gone to \$16.90, an advance of 60c. Eggs have gone up another 2c, and are now selling for 46c. There has been a general advance in all kinds of laundry soaps, the advances ranging from 35c to 60c a case. Syrups and starch show a slight decline. Shelled walnuts have ad-

vanced 10c. Old Dutch cleanser is now \$4, an advance of 40c a case.

REGINA—

Beans, small white Japan, bu.	6 75
Beans, Lima, per lb.	0 19 1/2
Flour, No. 1 pats., 98s, per bbl.	11 20
Molasses, extra fancy, gal.	0 70
Rolled oats, bails.	4 50
Rice, Siam, cwt.	8 40
Sago and tapioca, lb.	0 15 1/2
Sugar, pure cane, gran., cwt.	9 99
Cheese, No. 1 Ontario, large.	0 25 1/2
Butter, creamery, lb.	0 43
Lard, pure, 3s, per case.	16 90
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new-laid.	0 46
Pineapples, case.	5 75
Tomatoes, 3s, standard case.	5 25
Corn, 2s, standard case.	4 60
Peas, 2s, standard case.	4 20
Apples, gal., Ontario.	2 60
Apples, evaporated, per lb.	0 19 1/2
Strawberries, 2s, Ont., case.	6 30
Raspberries, 2s, Ont., case.	6 30
Peaches, 2s, Ontario, case.	4 30
Plums, 2s, case.	3 40
Salmon, finest sockeye, tall, case.	15 50
Salmon, pink, tall, case.	9 00
Pork, American clear, per bbl.	40 75
Bacon, breakfast.	0 27
Bacon, roll.	0 22
Potatoes, per bush.	1 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Dec. 31.—The trade following the Christmas week has been comparatively light, and there are very few changes to be noted in the list of commodities. Molasses shows a tendency toward higher prices, advancing a cent a gallon. British Columbia white beans are selling at \$9.50. Oranges show a pronounced advance, selling at \$6 to \$7.50.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 55
Ontario.	11 95
Cornmeal, gran., bbls.	14 00
Cornmeal, ordinary, bags.	4 75
Molasses, extra fancy, gal.	0 80
Rolled oats, bbl.	11 50
Beans, yellow-eyed.	10 00
Beans, California white.	10 00
Rice, Siam, cwt.	8 50
Sago and tapioca, lb.	0 17
Sugar—
Standard granulated.	9 15
No. 1 yellow.	8 65
Paris lumps.	10 50
Cheese, N.B., twins.	0 24
Eggs, new-laid.	0 50
Eggs, case.	0 44
Breakfast bacon.	0 34
Butter, creamery, per lb.	0 42
Butter, dairy, per lb.	0 40
Butter, tub.	0 38
Margarine.	0 40
Lard, pure, lb.	0 31
Lard, compound.	0 24 1/2
American clear pork.	67 00
Beef, corned, lb.	4 25
Tomatoes, 3s, standard, case.	5 10
Raspberries, 2s, Ont., case.	5 40
Peaches, 2s, Ontario, case.	4 30
Corn, 2s, standard case.	4 80
Peas, standard, case.	4 00
Apples, gals., N.B., doz.	4 00
Strawberries, 2s, Ont., case.	5 00
Pork and beans, case.	4 00

Salmon, Chums.	8 00	8 50
Sardines, domestic, case.	6 75
Cream tartar.	0 75	0 76
Currants, lb.	0 76
Raisins, choice, lb.	0 12 1/2	0 12 1/2
Raisins, fancy, lb.	0 12 1/2	0 13
Raisins, seedless, lb.	0 15
Prunes, 90-100, lb.	0 11	0 11 1/2
Candied peel, citron.	0 39	0 40
Candied peel, orange and lemon.	0 32	0 33
Apples, N.S., bbl.	2 50	5 50
Potatoes—
New, native, barrel.	4 00
Onions, Canadian, 75 lbs.	2 90	3 00
Lemons, Cal. Messina, case.	9 00	10 00
Oranges, California, case.	6 00	7 50
Grapefruit, case.	5 00	6 00

THE COMING YEAR A YEAR OF PROMISE

(Continued from page 20.)

When this plant is producing, we will have abundant stocks."

Speaking from the standpoint of fruit and produce merchants, White & McCort, Toronto, express the opinion that business has been good during the year. Supplies have been fairly good, although transportation has been very unsatisfactory, and, of course, the disastrous frost that overtook Florida caused a shortage in Florida fruit and vegetables.

In lines that are more or less luxuries there does not seem to have been any falling off in the demand, and prices have maintained a very high standard throughout the season.

There is every indication of the coming year being as prosperous in their line as this year, and, in fact, it looks a little more encouraging now that the United States Government is going to control the various railroads, transportation being one of the greatest difficulties that the fruit men have had to contend with during the last year or two.

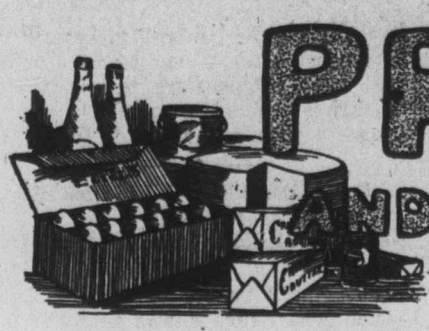
The Sarnia Barrel Works, Sarnia, Ont., report a very successful year.

"We have had a very satisfactory year in so far as volume of business is concerned," writes the manager of the company, "which we believe will make up for somewhat smaller profits owing to increased cost of production.

"Owing to the greatly increased cost of bags and boxes, we find much more inquiry for barrels.

"We have found payments very satisfactory this year. We look for an increased demand for our packages during the next year."

A. T. Brown, of E. Pullen, waste paper handlers, Toronto, writes of conditions not too satisfactory. "We do not consider business conditions better just now than they were this time last year, and we are unable to predict what the forthcoming year will bring in the way of trade. Speaking generally, at the moment there is very little business being done in our line and so long as this condition obtains prices will remain low."



PRODUCE AND PROVISIONS

Customers Want Machine-Sliced Meat Grocery Stores in Oshawa, Ont., Compelled to Instal Up-to-date Machine—Meat Department on Display.

THE meat slicer is admittedly an important adjunct in the provision department of the modern grocery store. Grocers of experience whose businesses are located amid varying conditions and classes of trade are unanimous that the meat slicing machine is one of the most valuable assets to the meat department of their stores.

The grocers of Oshawa, Ont., are of this type, and cannot speak in terms too high in regard to meat slicing machines. All the foremost grocery stores in the town are provided with a slicer in their meat departments and it is significant that customers in this particular town are very careful to see that the meat they get is cut by the slicing machine.

When the first meat slicer was established in a grocery store in Oshawa, about four years ago, it was found that customers flocked to that store to purchase their meat. The word was soon passed around that the new machine gave more slices for the money, even if there was really no more meat in the pound delivered from the machine as compared with that cut by hand.

The pound of bacon from the machine looked bigger, but at any rate it was apparent that slices cut by the machine represented a step toward economy, and hence the interest on the part of the townspeople. As time went on it became more necessary than ever for all other dealers in the town to equip with a slicer if they cared about keeping their customers. The result is that all the foremost grocery stores in the town are now provided with this up-to-date feature.

For a long time it was an interesting race between the grocery stores and the chief local meat store which refused to instal a meat slicer. Within the past few months the desire to enforce economy has been too strong and even the meat store has been constrained to adopt the more up-to-date method of meat slicing.

H. A. Ross, grocer, has his meat department located right near the entrance door and believes that much of his large meat trade is due to the fact that he does his utmost to keep the department ever before the customers.

Two years ago Mr. Ross installed a meat slicer and he is confident that the machine has helped a lot to develop business in this department. Mr. Ross says the slicer is most economical owing to the fact that slices cut by it are more uniform in thickness. Customers get more slices per pound of bacon and it is generally found that a slice cut by the machine will go very nearly as far as that cut by hand. Mr. Ross states that he could not do without his meat slicing machine now.

Mr. Beaton of the Beaton Grocery, Oshawa, states that townspeople will go out of their way to purchase sliced meat at a store where a slicer is installed. Mr. Beaton is confident that the slicer has done much to increase in his meat department and that customers appreciate the apparent desire of grocers to instal up-to-date devices. The elimination of waste is the outstanding feature in favor of the slicing machine. Mr. Beaton follows the plan of training one clerk to use the machine and letting that clerk do all the cutting. There is a knack in cutting and Mr. Beaton finds it to his advantage to let one person look after the operation. Of course the clerk has other duties apart from cutting meat.

J. S. Kyle, grocer, has established his meat department at the entrance door of his store, and is confident that this is a big advantage. Mr. Kyle believes that to see his slicing machine in operation is the best advertisement for the sale of meats in his store, and for this reason he has installed his slicer at the front end of the meat counter where it can readily be seen through the store window. Mr. Kyle purchased his meat slicer about four years ago and is confident that the machine increased his business in the meat department almost immediately.

MARKETERIA IDEA

A Further Elaboration of the Serve Self System

The quest of Philadelphia economists to find methods for cutting down food prices has called attention to the "Marketeria" and a pioneer establishment of

that type in Lockport, N. Y., is being studied as a model. As the scheme was described in a recent issue of the "Grocery World," the "Marketeria" is operated as follows: "A customer enters the store through a turnstile, the purpose of which is merely to register the number of persons who enter the store each day. Here the customer helps herself to a tray which looks very much like a long pan with two handles on it, or, if she prefers, a regulation market basket. There is no charge for this pan, which is simply a convenience for gathering up the items the housewife selects. If on the other hand she wishes to use a basket in which to carry her goods home she is charged four cents for it, which amount she receives on returning it.

"Shelves are indexed alphabetically beginning with 'A' as one enters the store, and on these shelves one finds the commodities beginning with the particular initial letter, for instance, under 'A' there are ammonia, asparagus, apricots, etc. A low partition divides the store. A customer walks down one side and up the other, selecting goods she desires as she goes.

"When she has finished with the letters 'X Y Z' she finds herself at the cashier's desk, where she takes her purchases out of the pan or basket and the cashier checks the items and collects the amount.

"If the customer has been using a pan on which to collect the groceries she proceeds to the front of the store, where a large shelf is placed for the accommodation of those desiring to wrap their packages, paper and string being provided for this purchase. When this has been done the customer returns the pan to the cashier's desk; if a basket is used she does not bother.

WESTERN MERCHANTS WILL CO-OPERATE WITH FOOD CONTROLLER

With reference to the report of the committee of wholesalers who visited Ottawa a short time ago, local wholesalers communicated with in the main were well satisfied with the report, and desire to co-operate to the fullest extent in the development of a system which will result in an equitable distribution of all food products without hoarding and at a fair profit.

Canada's Fortune in Fisheries

Some Particulars Regarding This Important Asset—How the Fisheries Are Distributed

THE fisheries of the three Maritime Provinces are worth \$13,000,000 to \$15,000,000 annually. Nova Scotia's fishery production every year is worth from \$7,000,000 to \$10,000,000 and the New Brunswick fisheries yield approximately \$4,000,000 annually. The Prince Edward Island fisheries always add from \$1,000,000 to \$1,250,000 to the wealth of that province.

The fisheries of the Maritime Provinces average from one-third to one-half of the total fishery output of Canada, being equalled only by the Province of British Columbia. The inland provinces produce a considerable quantity of fresh water fish, which help to swell the total values of the Canadian fishing industries.

The lobster industry is one of the biggest departments of the Nova Scotia fisheries, this with Finnan haddies, halibut and mackerel, making up the chief products of the Maritime fishing industries. Fish canneries are numerous in Nova Scotia and New Brunswick, their products being shipped to all parts of the world. They give employment to a large number of hands during the canning seasons and are among the biggest industrial enterprises of these provinces.

It is no exaggeration to state that Canada possesses the most extensive fisheries in the world. Abundant supplies of all the principal commercial food fish, including lobsters, herring, mackerel, sardines, haddock, cod, hake and pollock are caught in Canadian territorial water, especially along the Atlantic coast, while British Columbia supplies a big percentage of the salmon catch of the continent. The coast line of the Atlantic provinces from the Bay of Fundy to the Straits of Belle Isle, without taking into account the lesser bays and indentations, measures over 5,000 miles; and along this great stretch are to be found innumerable natural harbors and coves, in many of which valuable fish are taken in considerable quantities with little effort.

The fisheries may be divided into two distinct classes; the deep-sea and the inshore or coastal fisheries. The deep-sea fishery is pursued in vessels of from 40 to 100 tons, carrying crews of from 12 to 20 men. The fishing grounds worked are on the several banks, which lie from 20 to 90 miles off the Canadian coast. The style of fishing is that of "trawling" by hook-and-line. The varieties are principally cod, haddock, hake, pollock and halibut.

The inshore or coastal fishery is carried on in small boats with crews of from two to three men; also in a class of small vessels with crews of from four to seven men. The means of capture employed by boat fishermen are gill-nets, hooks and lines. The commercial food fishes taken inshore are the cod, hake, haddock, pollock, halibut, herring, mack-

erel, alewife, shad, smelt, flounder and sardine.

The Lobster Fishing

The most extensive lobster fishery known is carried on along the whole of the eastern shore of Canada. The most extensive canneries of the Maritime Province include the lobster, sardine and Finnan haddie industries. New Brunswick is noted chiefly for its sardine canneries, while Nova Scotia has some of the biggest lobster and Finnan haddie canneries.

HONEY MUST BE STORED IN A DRY PLACE. SOME HINTS ON HANDLING.

In selling honey the retail grocer and his customers may encounter some difficulties through lack of knowledge of storing and handling this product. Housewives usually put the honey in the cellar for safekeeping, probably the worst possible place, honey absorbs moisture from the atmosphere and will become thin and in time sour. Comb honey kept in a damp place will be hurt in appearance as well as quality. A practical rule is to keep honey in any place where salt remains dry. If honey has granulated or candied, put the can containing it in a larger vessel holding water no hotter than the hand can be borne in. If the water is too hot there is danger of spoiling the color and ruining the flavor of the honey. The can of honey should be supported on a block of wood in the vessel of water, so that the heat from the stove will not be too intense.

WESTERN OPINION ON MARGARINE

Regina, Sask., Dec. 31.—Margarine is expected on the local market shortly. Orders have gone forward and replies indicate that shipments are already on their way to serve this territory. Wholesalers are unable to see why the Canadian government should prohibit the sale of coloring matter with margarine, particularly in view of the fact that this is allowed south of the border, and the result is a much more attractive article of food. Housewives do the coloring themselves. It is pointed out that as this is a dairying country, it could not seriously hurt the dairy industry, and as margarine is now sold, it should be put up in as attractive manner as possible. In view of the fact that packers are able to turn out a product of natural coloring, there is danger of their being able to control the trade. The United States, it is reported, is considering the question of permitting the coloring of margarine. The government is being memorialized to allow the sale and use of coloring matter.

While it is the general impression that margarine is not going to meet with a large sale, wholesalers believe that in the larger centres particularly it will become a popular article of food.

CANADA'S FINE FISHERIES RECORD

Nearly 4 Millions Increase Over Last Year

The annual report of the Fisheries Branch just issued shows that the total value of Canada's fisheries output during the past year was \$39,208,378, an increase of \$3,347,670 over that for the previous year. The sea fisheries were valued at \$34,386,013, and the inland fisheries \$4,822,365. The British Columbia catch headed the list with a value of \$14,637,346, the figures for the other provinces being: Nova Scotia, \$10,092,902; New Brunswick, \$5,656,859; Quebec, \$2,991,624; Ontario, \$2,658,993; Manitoba, \$1,344,179; Saskatchewan, \$231,946; Alberta, \$144,317, and Yukon, \$60,210.

As usual, the salmon catch was more valuable than any other, amounting to \$10,882,431. Lobsters were caught to the value of \$5,508,054; cod, \$5,449,964; herring, \$3,050,421; and halibut, \$2,263,573.

U. S. GOVERNMENT SETS SALMON PRICE

The United States Government has set a maximum quotation price for Alaska salmon as follows:—

Red salmon	\$2.35
Medium red salmon.....	2.25
Pink salmon	1.65
Chum salmon.....	1.60

Packers of salmon in other districts than Alaska where packing costs are higher, who are asking more than figures above noted, must be prepared to prove that prices asked afford no more than a reasonable profit.

It is to be remembered that this is an F. O. B. price Alaska, and that provision must therefore be made for freight charges, and the conditions of handling such as brokerage, discounts and general handling expenses. Taking these things into consideration it does not seem that Canadian prices to the trade are far off the mark.

WHERE KNOWLEDGE IS NEEDED

A man who was travelling in the Northwest stopped at a cabin in the mountains and asked for directions.

The old woman who informed him as to the road was inclined to talk, not having seen a stranger in the district for a while.

He had quite a chat with her telling her great stories about the wonders he had seen in the world outside.

Finally he stopped to let her get a word in edgeways.

She looked at him with awe in her expression.

"Stranger," she said, "Ef I knowed as much as you do, I'd go somewheres and settle down, and start a little grocery."

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

THE feature of the week has perhaps been the firmer feeling in the market for creamery butter. This firmness applies to both fresh-made creamery and storage creamery butter. There was an uneasiness in the market for a time over the possible effect of the presence of heavy stocks of margarine. This doubt has been cleared up now that prices have advanced. Fresh-made creamery butter is inclined to be feedy in taste and this has perhaps sent the demand to storage creamery butter in greater volume. Eggs were in firmer undertone during the week as the result of a higher tendency in the United States market. New-laid eggs were reported in better supply for a short while but the recent severe weather is expected to have a retarding effect on production. Manufacturers of shortening have been unable as yet to get supplies of cottonseed oil from the United States and the situation in this commodity shows no signs of improvement. Arrivals of poultry were light during the week and buyers raised their paying prices in some quarters on ducks and hens. Stocks were fairly well cleaned up as a result of the holiday demand. There was a firmer tone in meats and prices showed an upward tendency on hams, plain backs and bacon.

continues to be a very strong undertone to price maintenance. Turkeys are higher than they have ever been at this season of the year, some affirm, but an average volume of business has been effected. If the severe weather continues, there will be difficulty in making shipments of live poultry, but for this a better demand is anticipated than for the dressed article.

Poultry—	Dressed
Old fowls	0 23 0 25
Chickens, crate-fattened	0 23 0 30
Roasting chickens	0 26 0 28
Young ducks	0 27 0 28
Turkeys (old toms), lb.	0 29 0 34
Turkeys (young)	0 35
Geese	0 23 0 24

Storage Eggs Firmer; Great Dearth New-Laid

Montreal.
EGGS.—The feature of the week in the egg situation is the increasing scarcity of new-laid. Poultry men state that they are not getting as many this year as usual and this is explained from the fact that many pullets were hatched very late. The storage stock is very firm and for this there is a constantly increasing demand. Stocks of the same are very good here and dealers state that they are able to get what they require promptly. The Chicago market is holding firmly and prices there are quoted around 37½c. Future prices for the storage stock will follow, to some extent, the ruling prices at U. S. points, dealers here affirm.

Eggs—	
New-laid (specials)	0 65 0 70
Selects	0 45 0 47
No. 1's	0 42 0 44
No. 2's	0 40 0 41

Winter-Made Cheese; Supply Is Limited

Montreal.
CHEESE.—There is a fair demand for cheese from the retail dealers and this is being well met. Of the winter-made variety there is a limited supply, but stocks are ample for present needs. The Cheese Commission is still shipping supplies forward as called for in contracts taken some months ago. At the present rate of delivery this will soon be pretty well absorbed ere a great while. Prices are maintained as follows:

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

Margarine Goes Up 1½c And Is Selling Well

Montreal.
MARGARINE.—Enquiry by CANADIAN GROCER the past week, has elicited the fact that margarine has met with a good response upon the part of consumers. This appears to be general and repeat orders have been received from those who have been using it on their tables. It seems desirable, from

Live Hog Price Holds; Cured Meats Quieter

Montreal.
PROVISIONS.—In sympathy with a strong price maintenance for supplies in the live stock market, the tone of live hog prices continues firm. There have been no new quotations, but with very light offerings and continued cold weather interference in the matter of deliveries, prices will be likely to hold firmly. It may be said that the demand for dressed hogs is fairly light. This is always the case when the buying public is more interested in the holiday lines such as poultry and other meats. The cured meat market is quiet and this is explained in the fact of fresh poultry being popular and selling in greater volume. No changes in the cured lines are recorded.

Hogs, dressed—	
60-90 lbs.	26 00 26 50
Over 90 lbs.	24 00 25 00
Hogs, live	19 00 19 25
Hams—	
Medium, per lb.	0 30 0 31
Large, per lb.	0 29 0 29½
Backs—	
Plain	0 39 0 40
Boneless, per lb.	0 41 0 42
Bacon—	
Breakfast, per lb.	0 38 0 42
Roll, per lb.	0 28 0 30
Dry Salt Meats—	
Long clear bacon, ton lots....	0 26 0 27
Long clear bacon, small lots...	0 26½ 0 27½
Fat backs, lb.	0 25 0 26
Cooked Meats—	
Hams, boiled, per lb.	0 42 0 44
Hams, roast, per lb.	0 46
Shoulders, boiled, per lb.	0 37½ 0 38½
Shoulders, roast, per lb.	0 38 0 38½

Big Demand Lowered Stocks Of Pure Lard

Montreal.
LARD.—The holiday activity, which has characterized several lines, has been very noticeable in the demand for pure lard. Thus, stocks have become appreciably less, and some jobbers state that

the supplies are limited with them, and it is not improbable that this is a general condition. The markets have a firm undertone and while no changes have been recorded it is stated that the firm tone will remain while stocks are thus depleted. The following quotations apply to the various packages and quantities:—

Lard, Pure—	
Tierces, 400 lbs., per lb.	0 28 0 28½
Tubs, 60 lbs.	0 28½ 0 29
Pails	0 28½ 0 29½
Bricks, 1 lb., per lb.	0 29½ 0 30

Shortening Sales Fair; But Stocks Limited

Montreal.
SHORTENING.—Some movement is recorded in shortening, and prices are firmly maintained owing to the rather small delivery of cottonseed oil. The condition of limited deliveries of oil, some jobbers hope, may soon be improved, but to date there has been a decided shortage. The condition of trade for this commodity is characterized, for the most part, by demand for actual present requirements.

Shortening—	
Tierces, 400 lbs., per lb.	0 24½ 0 25½
Tubs, 50 lbs.	0 24½ 0 25½
Pails, 20 lbs., per lb.	0 23½ 0 25
Bricks, 1 lb., per lb.	0 25½ 0 26½

Poultry Markets Firm; New Year Demand Fair

Montreal.
POULTRY.—There has been a better demand for poultry among jobbers than was looked for, as affecting the New Year's requirements. It is certain that the high prices have served to curtail sales. Notwithstanding this, the receipts of poultry have been rather light and jobbers have been very well satisfied with the volume of business, all things considered. There has been and

the enquiries made, for table use, and many will be making it replace butter from now on. The manufacturers have now overcome the shortage to a marked degree and are making deliveries much more promptly. One retail dealer told CANADIAN GROCER that he had sold 30 pounds the first day he had it on sale, and that he could have sold nearly a hundred pounds had it been possible to procure it. An advance of one and one-half cents per pound has been made in the price, and quotations are as follows:

Margarine—

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

Butter Market Is Firm; Storage Creamery Up

Montreal.

BUTTER.—The butter market is very firm this week. Sales have been maintained fairly well, and the advance is recorded of one cent per pound for storage creamery. Sales to retailers are in small lots, for the most part, as many are trying margarine out and are uncertain as to the extent of sales for this will develop. Many purchases were made by the jobbers last fall at rather high prices, and this has meant that, even at present prices, profits are less than usually obtained. Little has come to hand of fresh made dairy, but what stock is offered has been picked up readily and sells promptly.

Butter—

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

Oysters Higher In The Producing Centres

Montreal.

FISH.—There has been just a fair demand for fish the past week. This is accounted for by the greater demand for strictly holiday lines of choice meats and poultry. Now that the holidays are past, it is expected that the demand for salted and cured fish will be very active, and sales will improve again. Dealers state that prospects are good, and outside retailers have already sent in some nice orders for shipment this week. The excessively cold weather will probably affect delivery from points East, of certain varieties of fresh fish. There is a tendency to lower prices for picked fish, while such frozen lines as halibut, salmon, mackerel and herring will probably be somewhat higher than at present. The severely cold and stormy weather has had the effect of increasing prices at producing points, of oysters and lobsters, oysters being about 25 per cent. higher. Lobsters are up 5c to 45c lb.; cod steak is firmer, while frozen smelts are up to 20c and 24c. Fresh haddock and market cod are also a little higher.

SMOKED FISH.

Haddies	0 14	0 15
Haddies, fillet	0 17	0 18
Smoked herrings (med.), per box	0 20	

Bloaters, per box 60/100	1 50
Kippers, per box 40/50	2 40

SALTED AND PICKLED FISH

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

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 45
Prawns, lb.	0 30
Shrimps, lb.	0 28
Scallops	4 00

FRESH FROZEN SEA FISH.

Halibut	21	22
Haddock, lb.	0 7½	8
Mackerel	0 12½	13
Cod steak, fancy, lb.	0 9½	10
Cod—Toms	4 25	4 50
Salmon, Red	19	20
Salmon, pale	14½	15
Salmon, Gaspe		26

FRESH FROZEN LAKE FISH

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

Oysters—

Ordinary, gal.	2 25
Malpeque oysters, choice, bbl.	11 00
Malpeque oysters (med.) bbl.	10 00
Cape Cod shell oysters, bbl.	11 00
Clams (med.), per bbl.	9 00

FRESH FISH

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

Medium Hams and Salt Meat Up

Toronto.

PROVISIONS.—There was a firmer tendency in the market for medium weight hams and prices ruled 1c higher in certain quarters, the range being from 31c to 33c per pound. Dry salt meats also showed a firmer tendency and prices ruled ½c to 1c per pound higher on long clear bacon, quotations ranging from 27c to 28c per pound. There was a movement upward from the lower levels on barrel pork, mess pork in barrels being quoted from \$53 to \$55 per barrel, short cut backs at \$57 to \$60 per barrel and pickled rolls at \$53 to \$55 per barrel. Lower quotations on barrel pork represent an advance of \$1 during the week. There was a fair number of live hogs arrived and prices during the first part of the week were inclined slightly lower. Buyers were offering \$17.50 for fed and watered hogs. Demand for meats during the holiday season is not as heavy as at other times when less poultry is being consumed.

Hams—

Medium	0 30	0 33
Large, per lb.	0 27	0 29
Backs—		
Plain	0 38½	0 42

Boneless, per lb.	0 42	0 47½
Bacon—		
Breakfast, per lb.	0 36½	0 39
Roll, per lb.	0 30	0 32
Wiltshire (smoked sides), lb.		0 35
Dry Salt Meats—		
Long clear bacon, lb.	0 27	0 28½
Fat backs		
Cooked Meats—		
Ham, boiled, per lb.	0 42	0 46
Hams, roast, per lb.	0 44½	0 46
Shoulders, roast, per lb.		
Barrel Pork—		
Mess pork, 200 lbs.	53 00	55 00
Short cut backs, bbl., 200 lbs.	57 00	60 00
Pickled rolls, bbl., 200 lbs.	53 00	55 00
Hogs—		
Dressed, abattoir killed	24 50	25 50
Live, off cars	17 75	18 25
Live, fed and watered	17 50	18 00
Live, f.o.b.	16 75	17 25

Margarine Reported To Be Moving Fast

Toronto.

MARGARINE.—Wholesale commission houses report an excellent sale for margarine since there has been an abundance of supplies available. One concern alone brought forward three carloads of this commodity within a week's time. Interest seems general on the part of wholesale grocers and retailers. As to whether this will be a permanent demand remains to be seen. At any rate for the first stocking up on the part of retailers there has been a good demand. As to whether the consumer is taking to it as readily it is a little early to know. Canadian made product has been in the market in abundance and with the free shipment from the United States there has been plenty of margarine to look after the needs of the trade. Prices held unchanged from those announced at the opening of the market.

Margarine—

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

Cottonseed Oil Supplies Very Light

Toronto.

SHORTENING.—There have been practically no arrivals of cottonseed oil during the week and manufacturers of shortening find their operations restricted on this account. Some manufacturers still have light stocks of shortening for sale but others again are out of the market entirely and are quoting only on the basis of having stock to deliver. There are intimations that a little cottonseed oil may be released by the United States Government during this month, but there is nothing definite as to the quantity. Trading is naturally greatly restricted in this commodity owing to the situation that prevails with respect to raw materials. Prices held unchanged.

Shortening, tierces, 400 lbs., lb. 0 24½ 0 25¼
In 60-lb. tubs, ¼c per lb. higher than tierces; pails, ¼c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.

Demand For Lard Quiet After Holiday

Toronto.

LARD.—Demand for pure lard has been less during the past week than during the period immediately preceding

the holidays. This is a natural condition that is expected at this time of the year. Consumers are not using quite as much now that their Christmas and New Year's baking has been completed. With the short supplies of shortening, however, it is expected the demand for pure lard will keep up better during the first two or three weeks in January than the normal demand at this season of the year. Prices held unchanged. Stocks of lard in wholesalers' hands are stated not to be heavy.

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

**Butter Advances
2c Per Pound In Week**

Toronto.
BUTTER.—There was a firm situation in butter during the week and prices advanced 2c. per pound on creamery butter for both storage and fresh made varieties. While fresh-made creamery butter is scarce the upward movement seemed justified. The advance in storage creamery butter came as somewhat of a surprise, however, in the face of the advent of margarine. It was thought for a time that the presence of margarine might have a depressing effect on storage creamery butter. There was an uneasiness in the market for a time but with the advance recorded much of the doubt that prevailed has been dispelled. There is a lot of feedy butter in the market at the present time and this is having the effect of putting firmness into the market for really first-class tasting butter. The presence of this feedy butter has perhaps sent the demand to storage creamery in preference to fresh made creamery that was somewhat doubtful in taste.

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

**Slight Increase In
Production of New-Laid**

Toronto.
EGGS.—Commission houses report a slight increase in the production of new-laid eggs but assert that with the recent cold weather they look for a reduction of supplies again. Such cold weather is very unusual as not since 1871 has there been such a cold December. There is a firm market for eggs in the United States, prices having advanced in the Chicago market to the extent of 5c. In the local market there was a firm tone as a result of this condition and prices ruled at 70c for strictly new-laid, 48c for select storage eggs and at 45c for No. 1 storage eggs. Stocks of eggs are reported to be getting down to normal for this season of the year.

Eggs—

New-laid, in cartons.....	0 70
Storage selects, ex-cartons.....	0 48
Storage, No. 1, ex-cartons.....	0 45

**Do Not Look For
Change In Cheese**

Toronto.
CHEESE.—Although there has been an agitation on foot through the various farmers' associations to have the price of cheese increased in order that the cheese factories may be able to pay more money for their milk, there is no indication that anything is going to result from this agitation. Commission men have about made up their mind that the Cheese Purchasing Commission is not likely to revise its paying price in the upward direction. Quotations hold unchanged.

Cheese—

New, large.....	0 22½ 0 23½
Old, large.....	0 24 0 24½
Stilton (new).....	0 25 0 27
Twins, ¼c lb. higher than large cheese. Trip-lets ¼c lb. higher than large cheese.	

**Arrival Of Poultry
Light; Prices Up**

Toronto.
POULTRY.—Poultry dealers report that arrivals of poultry during the past week have been light. The severe weather has in all probability kept poultry raisers indoors except where it was absolutely necessary to stir abroad. There has been a good demand for poultry during the holiday season and commission men in some quarters were disposed to raise the price they were willing to pay. Dressed ducks were increased to 25c in one quarter, representing an increase of 1c in the price being paid by dealers at Toronto. Live hens over 5 lbs. in weight were quoted as high as 22c in some quarters, while dressed hens in same weight were quoted as high as 23c per pound. Prices to the retail trade were accordingly advanced on hens and ducks, making the range on the former as high as 27c and on ducks up to 30c. There were a few turkeys carried over from the Christmas trade. Geese were well cleaned up, while ducks and chickens were in good demand and were well cleaned up.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks.....	\$0 14-0 18	\$0 16-0 25
Geese.....	0 16-0 18	0 22-0 23
Turkeys.....	0 22-0 27	0 32-0 38
Roosters.....	0 17-0 18	0 17-0 18
Hens, over 5 lbs.....	0 18-0 22	0 22-0 23
Hens, under 5 lbs.....	0 13-0 13	0 16-0 20
Chickens, 4 lbs. and up.....	0 19-0 20	0 23-0 25
Chickens, under 4 lbs.....	0 17-0 17	0 21-0 22
Squabs, dozen.....	4 50

Prices quoted to retail trade:

Hens.....	0 13-0 16	0 20-0 27
Ducks.....	0 18-0 22	0 22-0 30
Chickens.....	0 16-0 18	0 23-0 28
Turkeys.....	0 22-0 27	0 30-0 38
Geese.....	0 17-0 19	0 23-0 27

**Retailers Find
Demand For Fish Keen**

Toronto.
FISH, OYSTERS.—Wholesale fish dealers assert that there has been much greater interest in the selling of fish on the part of retail butchers and provision men. The demand from the consumer has been keen and they have been led to take on the line in many instances as a result of this insistent inquiry. White

spring salmon were in firmer market during the week and were quoted 1c per pound higher. Haddock of frozen variety was slightly easier, as was also frozen market cod. Frozen mackerel was quoted down at 9c per pound. Pickled herring in kegs was quoted from \$5 to \$5.50. Winter caught whitefish was down 2c per pound. There has been a good demand for oysters during the holiday period and fish has also been moving freely. Transportation difficulties are causing a scarcity of supplies to a certain extent. There is an increased demand noted for pickled fish.

SMOKED FISH.

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

PICKLED AND DRIED FISH.

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

FRESH FROZEN SEA FISH

Halibut, frozen.....	0 20 0 21
Salmon, Qualla, lb.....	0 13 0 15
Do., red spring.....	0 05 0 23
Do., Cohoe.....	0 05 0 20
Do., White, spring.....	0 14 0 14½
Haddock, fancy, lb.....	0 08 0 10
Herrings, frozen.....	0 05 0 06
Steak, cod, fancy, lb.....	0 09 0 11
Haddock, heads on, lb.....	0 08 0 10
Cod, market, heads on, lb.....	0 08 0 10
Mackerel, frozen, lb.....	0 09 0 10
Flounders, frozen.....	0 08 0 10

FRESH FROZEN LAKE FISH

Herring, Lake Superior, bags, lb.....	0 05
Herring, Lake Erie, pan frozen.....	0 07 0 08
Herring, pickled, keg 100 lbs.....	5 00 5 50
Pike, lb.....	0 12 0 13
Whitefish, frozen.....	0 12 0 13
Trout, lb., frozen.....	0 15 0 16
Mullets, frozen, lb.....	0 06 0 06
Yellow pickerel, frozen, lb.....	0 12½ 0 13
Oysters, per gal.....	2 50 3 25
Blue points, bbl.....	11 00
Malpeque, bbl.....	12 00 15 00
Shell oysters, bbl.....	10 00
Shrimps—	
No. 1, cans.....	1 60
No. 2, cans.....	3 10
No. 4, cans.....	6 00

**Easier Hog Market
Expected After Jan. 1**

Winnipeg.
PRODUCE AND PROVISIONS.—The hog market is stronger as a result of light receipts for the holiday week. At the time of writing the market was standing at 18c. An easier feeling is expected around the first of the year when the heavier runs commence. All provisions are firm, with a good demand for all products. There is a firmer feeling due to storage stocks being gradually used and to a rapid advance in the American market. Before spring eggs come on it is expected we shall see much higher levels. On Friday last the Chicago market advanced as high as 41c. Butter—The market generally is unchanged, and prospects are that it will remain firm, even with margarine underselling. Margarine arrived in Winnipeg some days ago. The regular run of stock dairy butter is down to 30c, and unless there is an outlet to export a further decline may be expected. Cheese—Prices are

(Continued on page 41.)

Jersey Farm Sausage

A pure pork sausage that will appeal to those customers who look for something superior.

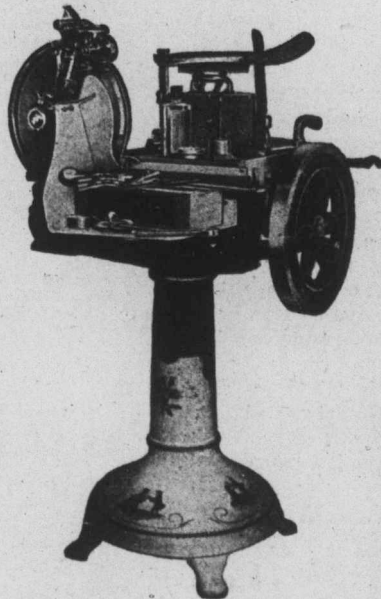
Maciver Bros. Co., Toronto

VAN BERKEL SLICING MACHINE

"Made in the Empire, London, Eng."

Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.



The W. A. Freeman Company, Ltd.
HAMILTON, CANADA

Margarine

will not entirely take the place of Butter, but it will fill the long-felt want of something cheaper. We will be able to supply you with the very best. Send your orders for the first shipment now.

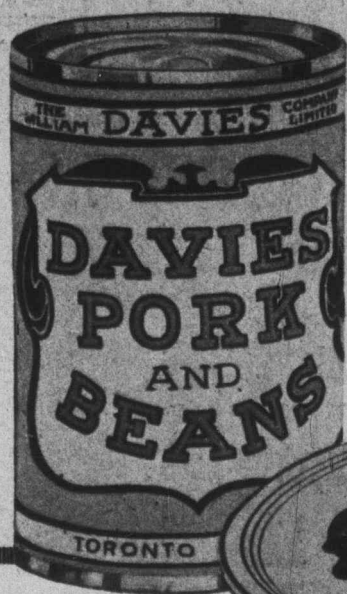
F. W. FEARMAN CO.
LIMITED
HAMILTON

A Satisfied Customer the Best Advertisement

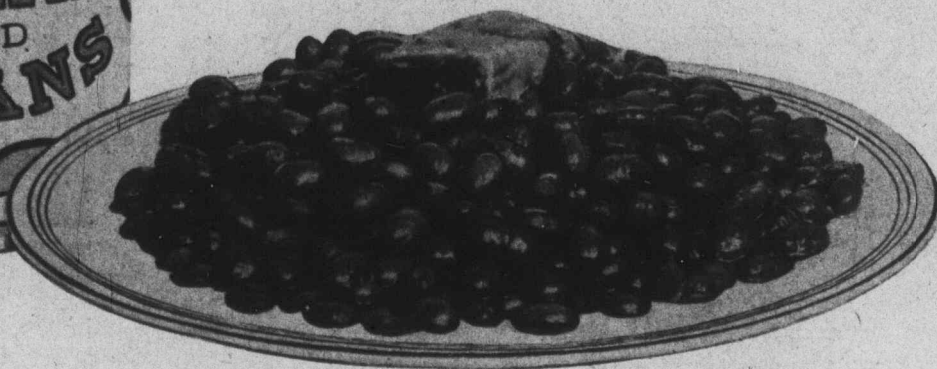
We are pleased to inform you that we are simply delighted with your CANADIAN GROCER.

It is certainly most interesting, and your market reports are about as reliable as they can be. In fact, we do not see how we could do without it now, and the best proof we can give you that we really appreciate your paper is in subscribing to another one of your trade papers, HARDWARE AND METAL, which you will please send along with CANADIAN GROCER.

P. PAUL & CO.,
Duncan Station, Que.



FINE!



“Easy to Sell—but Hard to Beat!”

ILLUSTRATING a bright, quick seller, that's making a name for itself. Something good and appetising—something nourishing and inexpensive—something that will move off your shelves in double-quick time and bring you quick profits and a welcome stream of “repeats.”

Here's the line you want to stock! For a tempting, wholesome article of food at low cost, nothing meets the demand like—

DAVIES Pork and Beans

A real quality product — prepared from choice, whole, hand-picked beans—put up in attractively labelled tins—selling at a reasonable price.

No chance of a product like this falling asleep on the counter! Here's a bright, on-the-job, wide-awake seller that's bound to bring you profit. Order to-day.

Sold in 1s (11 oz.), 1½s (16 oz.) and 2s (20 oz.) Tins—Plain and with Tomato Sauce

THE **DAVIES** COMPANY LIMITED

TORONTO

MONTREAL

WINNIPEG

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

Sea Food Sellers



Grocers in every community are finding the quality sea foods known as Brunswick Brand unusually saleable and particularly profitable.

Come-back sales are the big feature of Brunswick Brand lines. Their delicious, good qualities appeal to all lovers of high-class sea foods.

Be sure you are well stocked. Replenish your supplies from the following:

1/4 Oil Sardines
 1/4 Mustard Sardines
 Finnan Haddies
 (Oval and Round Tins)
 Kipperd Herring
 Herring in Tomato Sauce
 Clams

Connors Bros., Limited
Black's Harbor, N.B.

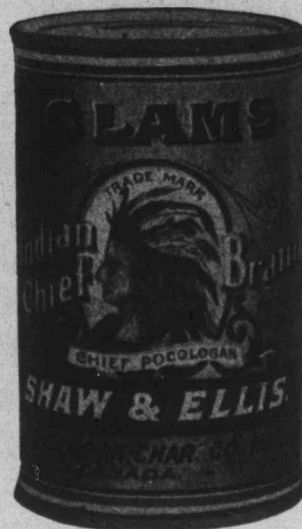
Economical, Wholesome and Easily Prepared

INDIAN CHIEF BRAND CLAMS

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

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

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



Packed by

SHAW & ELLIS

Pocologan, N.B.

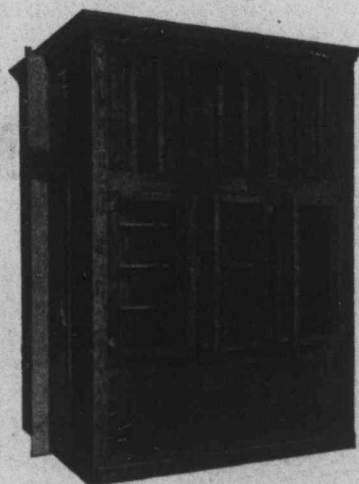
RESOLVE

now, at the beginning of the year, to give your meat department every chance of success by installing the

Eureka Refrigerator

Whatever the size of your store we can fit you up with a suitable Eureka. The better security and better display it will give you will win you bigger business. Catalog and full particulars on request without obligation.

Write or phone.



Eureka Refrigerator Co., Ltd.

11 COLBORNE ST., TORONTO

Phone Main 566

Cashmere Hosiery Up Hundred Per Cent

Knitted goods have advanced from 35% to 100% for 1918 buying. Mr. General Merchant, would it help you in your dry goods buying to know accurately when goods are likely to advance, and what the advance will be?

Then this will interest you: In December issue of DRY GOODS REVIEW it was definitely stated in plain print that:—

- (1) "Knitted goods will exhibit tremendous advances."
- (2) "Some lines will show an increase of 100 per cent."
- (3) "The average increase will be about 30 per cent."

These statements appeared in the Knitted Goods section of DRY GOODS REVIEW. You won't wonder then that T. S. Church, Arnprior, Ont., writes: "DRY GOODS REVIEW is worth ten times its price, especially in buying," or that Ashwell Ltd., Chilliwack, B.C., write: "We more than save a year's subscription with each issue through the market reports we receive in DRY GOODS REVIEW."

HOW EATON'S TRAIN THEIR SALES STAFF

A sales-girl's patience gave out and she pouted. "Never mind it then," snapped the customer, and was gone with a frown. "This won't do," thought an all-seeing executive. Now thousands of customers are saying "How easy it is to get things in Eaton's! The staff are so quick, and so obliging." Customers will say that of your store if you use the method Eaton's used. It's in January issue of DRY GOODS REVIEW—the story of Eaton's classes in salesmanship told by a staff writer who attended them. Every pointer of value is given. Every pointer given has produced appreciable cash results when applied. Why not get the benefit for your business?

GETTING A MOVE ON SLOW-SELLING SHOES

In this article in DRY GOODS REVIEW for January you will find a complete account of how one firm managed their shoe department. It describes how records are kept, how sales are effected, and especially how slow-moving lines are helped along the path to profits.

These interesting articles are only three out of the immense list of contents of the January Spring number of DRY GOODS REVIEW. Just run over these titles:

What Would John Wannamaker Do?

Searchlights into business corners, by John C. Kirkwood.

Installing Co-operative Delivery

Latest facts about a system that may become compulsory in Canada.

The Returned Goods Evil.

Competing with the Mail Order House.

How to Write a Good Show Card.

How to Lay Out an Advertisement.

Cutting the Wrapping Paper Bill.

Latest Market Information giving comparative prices of a year ago and a condensed summary of leading market events; also market trend in dress fabrics, men's wear, footwear, knitted goods, fancy goods, ready-to-wear, millinery, furs, housefurnishings, etc., a complete market service as good for its lines of merchandise as you find for other lines in CANADIAN GROCER.

THERE'S MONEY FOR YOU IN DRY GOODS REVIEW

Mr. General Merchant, if you are buying and selling any of the lines mentioned above, here is a paper which will help you make your dry goods department bring you more money. It will help you make your whole business grow. Invest two dollars—the subscription price for twelve months—in DRY GOODS REVIEW, and by this time next year your investment will have netted you a hundred times your outlay. Add your own business energy to the knowledge DRY GOODS REVIEW will bring you, and multiply that return by ten.

Put this to the test. Fill up this coupon now.

January issue comes out on 10th of month. Get your copy early.

C.G. 1-18

MACLEAN PUBLISHING CO.,

143-153 University Avenue, Toronto.

..... 1918

Enter my name as a subscriber to DRY GOODS REVIEW, beginning with the January Spring Number. I will send the amount of annual subscription—two dollars—on receipt of bill.

Name.....

Address.....

(Mail Coupon in an open envelope with a One Cent Stamp)

Furnivall's

FINE
FRUIT
PURE JAM

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

Be assured when you sell Furnivall's Fine Fruit Pure Jam you win her unstinted approval and a continuance of her patronage.

Moreover, there's a decent profit for you on every sale.

FURNIVALL-NEW, Limited
Hamilton, Canada

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS

FOR FAMILY TRADE

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

R. E. BOYD & COMPANY

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

DONALD H. BAIN CO.

AGENTS FOR THE CANADIAN NORTH-WEST

We manufacture the highest grade

Canning Boxes

in Canada.

Write for Prices.

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

STOP THE WASTE!



ALL STEEL
CLIMAX
FIREPROOF

Baling Press

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

Climax Baler Co.
Hamilton, Ont.

MELROSE'S TEAS

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

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

ANDW. MELROSE & CO.

Tea Merchants to the King
EDINBURGH, SCOTLAND

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



Have No Hesitation

in choosing

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

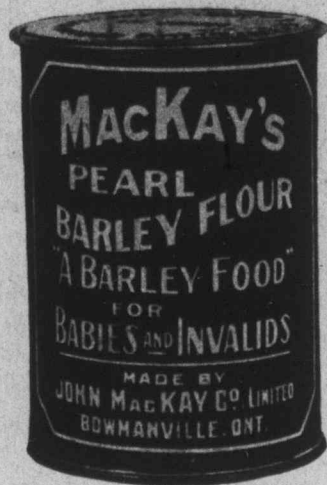
SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

Display this
It's a sure seller

"THE REAL MacKAY"



**MacKay's
Pearl
Barley
Flour**

—a delightful and highly nutritious Barley Food.

For Infants, Invalids and Aged People it is particularly suitable. The nursing mother's best friend.

Can be easily prepared. Barley Flour gives soups and gravies a delicious flavor.

Get stocked now and note what satisfaction this line will give.

John MacKay Co., Limited

BOWMANVILLE, ONT.

Only Exclusive Pot and Pearl Barley Mill in Canada.

Growing in popularity

The fact that Wonderful Soap cleanses the most delicate fabric quickly and thoroughly without injuring it in the slightest is a selling point worth emphasizing. Show this popular soap constantly. Its neat red label will attract attention.

Guelph Soap Co.

Guelph, Ont



This is another
member of the
**Bull Dog
Family**

Bull Dog Laundry Blue is produced under the same exacting chemical supervision that has made the Bull Dog Brand the mark of better quality in cleansing mediums.

You can recommend Bull Dog Laundry Blue knowing that its quality will bear out our statements.

Repeat sales are certain with the Bull Dog lines. Get stocked.

**The John B. Paine Co.
Limited**

Toronto - Winnipeg



When customers ask for "Blue," or "Washing Blue," or "Laundry Blue" give

**OCEAN
BLUE**

and you will be on the safe side. They cannot buy, and you cannot sell, a better.

Order from your Wholesaler.

HARGREAVES (CANADA) 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 W., Vancouver, B.C.



There's Always a Demand for Articles of Real Merit

You never hesitate to buy what you know will sell. Whatever there is a demand for, there is money in supplying. Many grocers are making extra profits every day, from their sales of

Sunset Soap Dyes

an article of real merit which women are ready to buy, because these wonderful home dyes provide them the way to re-color old materials at small cost, and little trouble.

Unlike old-style dyes, Sunset Soap Dyes are cleanly to use, do not stain the hands nor ruin utensils. The colors are brilliant and lasting. These dyes retail at a popular price and give you a liberal margin of profit. You can order with confidence, for they are quick sellers.

For prices and trade discounts write—

Canadian Distributors:

HAROLD F. RITCHIE & COMPANY

LIMITED

TORONTO : ONTARIO

Manufactured by

SUNSET SOAP DYE CO., Inc.

NEW ROCHELLE, NEW YORK

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

BAKING POWDER.

ROYAL BAKING POWDER.

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

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

JAMS.

DOMINION CANNERS, LTD.

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

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

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles.

	Per doz.
½ Pts. Delhi Epicure	\$1 75
¼ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

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

"AYLMER" PURE ORANGE MARMALADE.

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

BLUE.

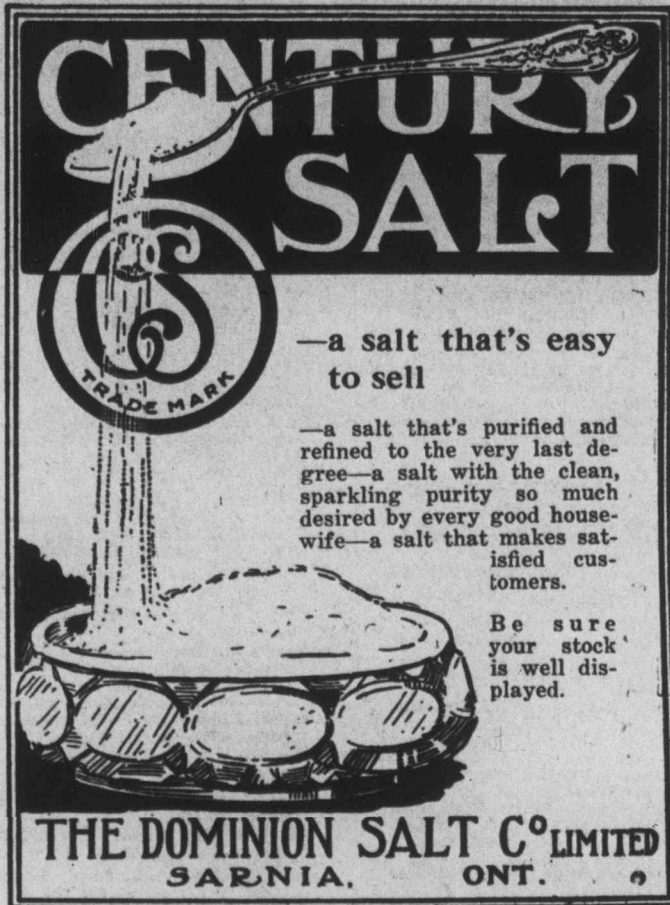
Keen's Oxford, per lb.	0 17½
In cases 12—12 lb. boxes to case	0 17

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

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

(Unsweetened Chocolate)

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



CENTURY SALT

—a salt that's easy to sell

—a salt that's purified and refined to the very last degree—a salt with the clean, sparkling purity so much desired by every good housewife—a salt that makes satisfied customers.

Be sure your stock is well displayed.

THE DOMINION SALT CO. LIMITED
SARNIA, ONT.

What Three Canadian Brothers Fighting in France Write to Their Parents

From letters of three brothers fighting in France

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

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

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

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

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

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

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

Delicious without milk—relieves fatigue and tired nerves.

SUCCESS COMES THROUGH KNOWLEDGE

TO know all about your business means more profits and bigger business.

THE GROCERS' ENCYCLOPEDIA

was compiled by specialists who spent years of toil and spared no expense to make it worthy of a permanent place on your desk.

For information on practically every article handled by the grocery trade is given in such a manner that it is never forgotten. Contains a complete food dictionary in five languages: English, French, German, Italian and Swedish.

SEND FOR A COPY TO-DAY

It cost \$50,000 to produce and contains 748 pages on 1200 subjects, with 500 illustrations, 80 full-page color plates, printed on heavy calendered paper, and bound in strong buckram to withstand hard usage. The cost is comparatively small for such a comprehensive volume.

ONLY \$10.50, ALL CHARGES PREPAID

Send Your Order to

MacLean Publishing Co., Book Dept., **143-153 University Avenue**
Toronto, Canada

Sell these two

There is always a demand for them. And the margin of profit on each sale makes a little display always worth while.

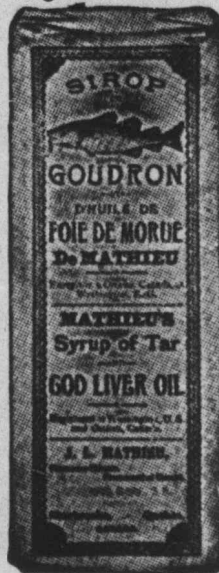


Mathieu's "Nervine Powders" and "Syrup of Tar"

can be safely recommended to every customer. They are dependable remedies and will give perfect satisfaction.

J. L. Mathieu Co.
Proprietors

Sherbrooke Quebec



LICORICE

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

National Licorice Company
MONTREAL, CAN.

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

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

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

YUBA BRAND

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

BORDEN MILK CO., LTD. CONDENSED MILK

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

EVAPORATED MILK

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

CONDENSED COFFEE

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

GELATINE

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

W. CLARK, LIMITED MONTREAL

- Assorted meats, 1s, *\$4.25.
Compressed Corn Beef—½s, *\$2.90; 1s, *\$4.25; 2s, \$9; 6s, \$34.75; 14s, *\$75.
Lunch Ham—1s, *\$4.25; 2s, \$8.
Ready Lunch Beef—1s, *\$4.25; 2s, \$9.
English Brawn—½s, \$2.50; 1s, \$3.50; 2s, \$3.50.
Boneless Pigs' Feet—½s, \$2.50; 1s, \$3.50; 2s, \$3.50.
Roast Beef—½s, \$2.90; 1s, \$4; 2s, *\$3.85; 6s, \$34.75.
Boiled Beef—1s, \$4; 2s, \$3.85; 6s, \$34.75.
Jellied Veal—½s, \$2.90; 1s, \$4.25; 2s, \$9.
Corned Beef Hash—½s, \$3; 1s, \$3.50; 2s, \$3.50.
Beefsteak and Onions—½s, \$2.90; 1s, \$4.25; 2s, \$3.50.
Cambridge Sausage, 1s, \$4; 2s, \$8.
Lamb's Tongues, ½s, \$2.25; 1s, \$3.35; 4s, \$20.
Sliced Smoked Beef, tins, ½s, \$2.25; 1s, \$3.35; 4s, \$20.
Sliced Smoked Beef, glass, ½s, \$1.75; ¼s, \$2.75; 1s, \$3.50.
Tongue, Ham and Veal Pate, ½s, \$1.95.
Ham and Veal Pate—½s, \$1.95.
Potted and Devilled Meats, tins—Beef Ham, Tongue, Veal, Game, Beef, Meats Assorted, ¼s, 70c; ½s, \$1.95.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison, ¼s, \$2.

- Ox Tongues, tins, ¼s, \$3.75; 1s, \$7.50; 1½s, \$12; 2s, \$16.50; 2½s, \$17.50; 3s, \$19.00; 3½s, \$20.50; 6s, \$45.00.

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

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

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

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

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

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

- Pork and Beans, Tomato Sauce, blue label), Tails, 1s, \$1.25; 1½s, \$1.85; 2s, \$2; 3s tails, \$3.20; 3s flat, \$2.90.

- Individuals, 95c doz.

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

- Vegetarian Baked Beans, Tomato Sauce, 2s, tails, \$2.

- Clark's Chateau Chicken Soup, \$1.75.

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

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

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

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

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

- Canadian Boiled Dinner, 1s, \$2.50.

- English Plum Puddings, 1s, 2s.

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

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

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

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

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

- Roast Mutton—1s, 2s, 6s.

- Boiled Mutton—1s, 2s, 6s.

- Cooked Tripe—1s, \$2.50; 2s, \$4.25.

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

- Stewed Kidney—1s, \$4.00; 2s, \$7.00.

- Minceed Collops—½s, \$2.00; 1s, \$3.25; 2s, \$4.00.

- Sausage Meat—1s, \$3.50; 2s, \$5.50.

- Jellied Hocks—2s, \$3.00; 6s, \$25.00.

- Irish Stew—1s, \$3.50; 2s, \$5.50.

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

- Lunch Tongue—½s, 1s, 2s.

- Tongue, Lunch—1s.

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

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

- Smoked Geneva Sausage—½s, \$1.95.

- Pate de Foie—½s, 65c; ¼s, \$1.30.

- Lunch Tongue, in glass, 1s.

- Mince meat, in glass—1s, \$3.25.

- Briquet Beef, in glass—1s.

- Chicken Breasts, in glass—1s.

MUSTARD:

COLMAN'S OR KEEN'S

- Per doz. tins
D. S. F., ¼-lb. \$ 1 85
D. S. F., ¼-lb. 3 50
D. S. F., 1-lb. 6 80
F. D., ¼-lb. 1 15
Per jar
Durham, 4-lb. jar, each..... 1 90
Durham, 1-lb. jar, each..... 0 37

Anything to Sell?

SUPPOSE you want to sell—or buy—a grocery business, and want to find a buyer—or a seller, how will you go about it?

The chances are that the man you want to get in touch with is now in the grocery business, or is known to a friend in the grocery business. If this is true, a good place to look for the man you want to find is some grocery store some place in Canada.

Now there is only one newspaper in all Canada that goes into as many as 5,000 good grocery stores—CANADIAN GROCER. The long and the short of it is—Advertise your desire in CANADIAN GROCER—2 cents a word.

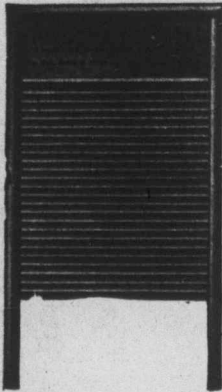
Boil down your advertisement to the brevity of a telegram, but make it say all that the other man wants it to say. And keep it in the paper until it hooks the man or men you are angling for.

What's a dollar or two to spend to sell or buy a business?

CANADIAN GROCER
143-153 UNIVERSITY AVENUE, TORONTO

Bigger profits for you and better service for your customers

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



means to you

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

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

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

Retails at 20c.

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

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

Confection-
ery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags



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

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.

Department G

247-255 CARLAW AVE., TORONTO, CAN.

JELL-O
GENESEE PURE FOOD CO.

Assorted case, 4 dozen.....\$ 3 60
Lemon, 2 dozen 1 80
Orange, 2 dozen 1 80
Raspberry, 2 dozen 1 80
Strawberry, 2 dozen 1 80
Chocolate, 2 dozen 1 80
Peach, 2 dozen 1 80
Cherry, 2 dozen 1 80
Vanilla, 2 dozen 1 80
Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS.

Assorted case, 2 dozen.....\$ 2 50
Chocolate, 2 dozen 2 50
Vanilla, 2 dozen 2 50
Strawberry, 2 dozen 2 50
Lemon, 2 dozen 2 50
Unflavored, 2 dozen 2 50

Weight, 11 lbs. to case. Freight rate, 2d class.

KLIM

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

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

Laundry Starches—

Boxes	Cents
40 lbs. Canada Laundry10½
40 lbs., 1 lb. pkg., White Gloss11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons11½
100-lb. kegs, No. 1 White...	.11
200-lb. bbls., No. 1 White..	.11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs..	.12
48 lbs., Silver Gloss, in 6-lb. tin canisters13½
36 lbs. Silver Gloss, in 6-lb. draw lid boxes13½
100 lbs., kegs, Silver Gloss, large crystals11½
40 lbs., Benson's Enamel, (cold water), per case...	3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.15
Celluloid, 45 cartons, case..	4.80

Culinary Starch.

40 lbs., W. T. Benson & Co.'s Celebrated Prepared12
40 lbs. Canada Pure Corn.. .11 (20 lb. boxes ¼c higher).

BRANTFORD STARCH

Ontario and Quebec.

Laundry Starches—

Canada Laundry	0.10½
Boxes about 40 lbs.....	0.10½

Acme Gloss Starch—

1-lb. cartons, boxes of 40 lbs. 0.11	
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs. 0.11½	
Barrels, 200 lbs.	0.11
Kegs, 100 lbs.	0.11

Lily White Gloss—

1-lb. fancy carton cases, 30 lbs.	0.12
8 in case	0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case...	0.13½
Kegs, extra large crystals, 100 lbs.	0.11½
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3.50

Celluloid Starches—

Boxes containing 45 cartons, per case	4.50
---	------

Culinary Starches—

Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs. 0.11
Brantford Prepared Corn—
1-lb. pkts., boxes of 40 lbs. 0.12
"Crystal Maize" Corn Starch—
1-lb. pkts., boxes of 40 lbs. 0.12
(20-lb. boxes ¼c higher than 40's)

SYRUP

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

Perfect Seal Jars, 3 lbs., 1 doz. in case\$4.75
2-lb. tins, 2 doz. in case.... 5.15
5-lb. tins, 1 doz. in case.... 5.50
10-lb. tins, ½ doz. in case.. 5.25
20-lb. tins, ¼ doz. in case.. 5.20
(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs..... 0.07½
Half bbls., about 350 lbs... 0.07½
¼ bbls., about 175 lbs.... 0.08
2-gal. wooden pails, 25 lbs. 2.65
3-gal. wooden pails, 28½ lbs. 3.75
5-gal. wooden pails, 65 lbs. 5.85

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case....\$5.65
5-lb. tins, 1 doz. in case.... 6.00
10-lb. tins, ½ doz. in case. 5.75
20-lb. tins, ¼ doz. in case. 5.70

ST. LAWRENCE SUGAR REFINING CO.

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

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

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

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

NUGGET POLISHES

Doz.

Polish, Black, Tan, Toney
Red and Dark Brown..... .90
Card Outfits, Black and Tan. 3.80
Metal Outfits, Black and Tan. 4.50
Creams, Black and Tan 1.25
White Cleaner 1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 1-14s, lb.....	\$ 0 65
Bobs, ¼s	0 64
Currency, 1-9s	0 62
Stag Bar, 7½s, boxes 6 lbs. 0 61	
Pay Roll, thick bars, 1-10s..	0 80
Pay Roll, plug, 9s, 20s 12 and 6 lb. caddies	0 70
Shamrock 8½s, ½ cads., 10½ lbs., boxes 3½	0 70
Great West Pouches, 10s, 3-lb. boxes, ½ and 1-lb. lunch boxes	0 80
Forest and Stream, tins, 12s, 2 lb. cartons	0 98
Forest and Stream, ¼s, ½s and 1-lb. tins	0 95
Forest and Stream, 1-lb. as binders	1 15
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, ½ butts, 10 lb. boxes.....	0 74
Derby 8s, ½ butts, 8 lb. boxes	0 70
Golden Rod, 8s.....	0 64
Ivy, 8s, ½ butts, 9 lb. boxes	0 64
Old Virginia, 10s	0 87
Fig Leaf, 8s.....	0 64
Old Kentucky (bars), 6s....	0 80
Queen's Navy (bars), 7½s, ½ butts, 8½ lb. boxes....	0 72
Walnut, 8s	0 70

WHITE & CO., LIMITED

WHOLESALE FRUITS AND FISH

IMPORTANT ANNOUNCEMENT

Mail Orders—Owing to the infrequent train service and difficulty in travellers making connections we are withdrawing most of our travellers for the winter months, retaining them here with us to look after your wants personally, thereby giving you improved service. We ask your assistance by mailing orders to us each week when the best selection will be given you and prompt despatch.

FRUITS

We offer complete stocks of Oranges, *Celery*, Cauliflower, Lemons, Apples (Boxes and Barrels), Onions, *Bananas*, etc. All fresh from the Southern markets. The largest and best assorted stocks to choose from.

FISH AND OYSTERS

All the best lines of smoked, frozen, pickled or salted. Try our quality Oysters and Home Cured Ciscoes, Qualla Salmon; all fresh goods.

WHITE & CO., LIMITED, TORONTO

Branch at Hamilton

The Great Mail Order House

Let us handle your fruit re- quirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

“RETAIL ADVERTISING— COMPLETE”

By

Frank Farrington

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

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

“Retail Advertising—Complete” contains much information and many ideas.

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

MacLean Publishing Co., Ltd.
(Technical Book Dept.)

143-153 University Ave. - Toronto, Ont.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



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



Can you afford not to sell MARSH'S?

Here's a seller, a customer - pleaser and a profit-maker with a quality that appeals to the most discriminating.

You have everything to gain by becoming a steady dealer in Marsh's Grape Juice. Begin to-day.

The Marsh Grape Juice Company
Niagara Falls - Ontario

Agents—
MacLaren Imperial Cheese Co., Ltd.
Toronto, Ontario

Rose & Laflamme, Ltd.
Montreal, Que.

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Wanted

CLASSIFIED ADVERTISING

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

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

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

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

BUSINESS FOR SALE

GOOD GROCERY, FLOUR AND FEED BUSINESS, stock and buildings, in thriving town; reasons for selling, ill health; apply Box 619, Tottenham, Ont.

PATENT MEDICINE BUSINESS MANUFACTURING a staple proprietary article of merit, with big prospects; has been on the market for years and advertised. This is a good opportunity, and a few hundred dollars will finance; present owner retiring. Full particulars by applying to Box 267, Canadian Grocer.

AGENTS WANTED

TRAVELLERS—GOOD SIDE LINE, SOLICIT from merchants, accounts for us to collect. Reliable agency. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in **CANADIAN GROCER** may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

POSITION WANTED

BUTTERMAKER WITH MANY YEARS' EXPERIENCE in manufacturing of oleo, both animal and vegetable, wants position with first-class concern. Address Box 266, Canadian Grocer.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

POSITION WANTED

A CLERK NEEDS A GOOD POSITION WITH good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

WANTED TO BUY

WANTED — A USED BOWSER OIL TANK for kerosene, self-measuring. Shaw & Ellis, Pocologan, N.B.

POSITION VACANT

MR. CLERK, YOU WANT TO BETTER yourself. You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

FIXTURES FOR SALE.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 113 Sumach St., Toronto.

YOU MAY BE ENLARGING YOUR STORE and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.

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

Buyers' Guide

FOR SALE

Fresh Dressed Poultry
Selected Fresh and Storage Eggs
Choice Creamery Butter, Shortening.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.
THE SARNIA BARREL WORKS, SARNIA, ONT.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
1/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

Canada Leaf Tobacco FOR SALE

CROPS OF 1914 AND 1915

50,000 lbs. of Burley, thoroughly processed, free from sand, neither musty nor mouldy, guaranteed, sent to any part of Canada C.O.D. Prices from 15c to 25c per pound F.O.B. cars here. Wrapped in hands of 1 lb. each. Covered with thin paper, when requested. This is the only lot in Essex County not sold. Write

Lewis Wigle, Leamington, Ont.


SPOT CASH

FOR
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SHIP AT ONCE
**INDEPENDENT METAL
COMPANY, Limited**
175 King St. East
TORONTO

Long Distance Phone, Main 2378

OAKLEY'S
KNIFE
POLISH



JOHN OAKLEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:

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

HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.
We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers **Ho-Mayde Products Co.** ^{Local Agents} **O. & J. Jones**
TORONTO WINNIPEG

KINDLY MENTION THIS
PAPER WHEN WRITING
ADVERTISERS

LARGEST CANADIAN DEALER

ADEL
760

**WASTE
PAPER**

E. PULLAN TORONTO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

We are now located in our new and
more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

What about those bad book debts?

Why not authorize us to
get your money?

We can do it. We've
got an organization big
enough to guarantee suc-
cess, no matter where
your place of business
is situated.

Write now for Special
Forms. Mailed you on
request.

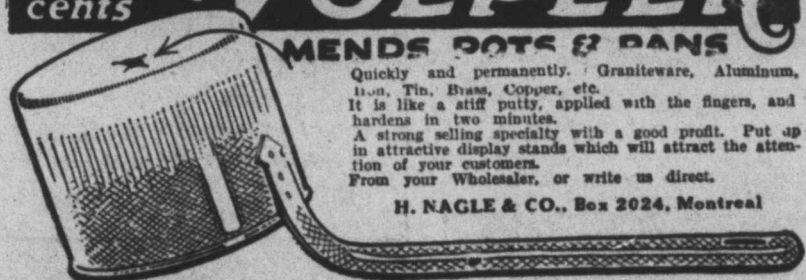
The Nagle Mercantile Agency
Westmount, (Montreal)

Trade Papers are
Pioneers of Busi-
ness Expansion

15
cents

VOLPEEK

MENDS DOTS & DANDS



Quickly and permanently. Graniteware, Aluminum,
Iron, Tin, Brass, Copper, etc.
It is like a stiff putty, applied with the fingers, and
hardens in two minutes.

A strong selling specialty with a good profit. Put up
in attractive display stands which will attract the atten-
tion of your customers.

From your Wholesaler, or write us direct.

H. NAGLE & CO., Box 2024, Montreal

Canadian Grocers Order **PURITY FLOUR**

By the Carload Because they Know That Purity
Is a Sure "Repeater"

It is the experience of all grocers that the housewife who tries one sack of Purity Flour invariably comes back for more.

"Purity" is a widely advertised, trade-marked staple of unquestioned goodness and purity—an "all-purpose," high grade flour for every baking need.

Sales are constantly increasing and thousands of appreciative dealers throughout Canada have found in Purity Flour an infallible medium for building up a steady and profitable flour trade. It will do the same for you. Remember—"Purity" pays!



Western Canada Flour Mills Company, Limited

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

The Submarine Menace

necessitates the prohibition
of export of all foodstuffs
from the United Kingdom.

SPRATT'S DOG CAKES

*Poultry Foods, Canary
and Parrot Mixtures*

pending the removal of
the embargo, can be ob-
tained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited,
24-25, Fenchurch Street, E.C. 3.

Twines
and
Wrapping Paper

BROOMS

First Cars 1917

Broom Corn

At Hand

*Quality Goods
may always
be had by order-
ing our brands.*

Walter Woods & Co.
HAMILTON and WINNIPEG

Wooden Ware
Willow Ware
Brushes

Macdonald-Chapman

LIMITED

1918

We are out to make the year 1918 another record-breaker for our business, and will help you do the same for yours, if you give us the opportunity, by mailing us **all** your orders.

Macdonald-Chapman, Ltd. (and connections) show an increase in sales for the year just passed, of approximately **Two Million Five Hundred Thousand Dollars (\$2,500,000.00)**.

This is satisfactory, but we are after a bigger increase for 1918. Every million we add to our turnover reduces our cost of doing business, and increases the saving we can show our customers.

Read Our Price Lists (Nett Prices)

Beginning with the issue of our Price List, January 5th, 1918, all prices quoted will be nett F.O.B. Cars Winnipeg, any discounts shown in list being deducted when goods are invoiced. Our 4% discount plan (off non-combine goods) for prompt 30-day payment, brought good results and showed you a big saving. We are going to go even one better than this, and show you a greater saving, but are going to quote all prices nett, rather than quote face prices subject to a discount at the end of 30 days, as we think you will find it much more convenient, when comparing our prices with others, to have nett prices for the purpose of comparison.

No Charge for Cartage

Beginning this year, we have discontinued charging cartage on country shipments from our warehouse to the freight sheds.

All prices quoted in our Price Lists and Circulars in future will be nett F.O.B. Cars, Winnipeg.

We are the first Wholesale Grocery House in Winnipeg to deliver all goods free F.O.B. Cars. It means on our part the annual absorption of a large sum for cartage charges, but we know the trade will appreciate our efforts to protect their interest, and this step means another big saving for our customers.

No Charge for Packing, Boxes or Bags

We make no charge for boxes or bags. Another innovation that means an additional saving to you.

For 1918

Practice

**E
C
O
N
O
M
Y**

expensive travellers eliminated.

cartage charges absorbed.

orders shipped promptly.

no charge for boxes or bags.

only quality goods shipped.

mail us all your orders.

you will save money, and oblige.

Yours very truly,

Macdonald-Chapman, Ltd.

Wholesale Grocers

WINNIPEG.