

**PAGES
MISSING**

FEATURING:—NO WAR TAX ON TEA WANTED

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXIX

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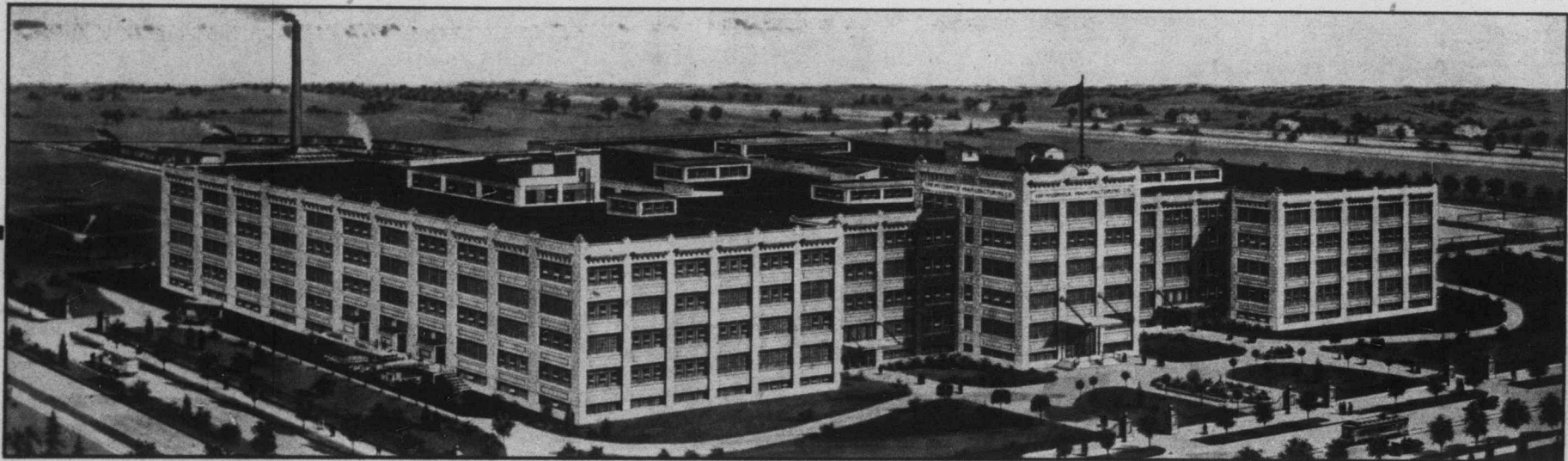
RETAIL DISPLAY

The Best Consumer Advertising



The modern grocery department of a general store in a typical Western Canadian town, that of Andrew Schaab, Wilkie, Saskatchewan

What bill-board, street car or newspaper advertising can compare in effectiveness with your actual goods attractively presented to the consumer in the retail store by intelligent and progressive grocers? The manufacturer who secures the active co-operation of the retailer has his distribution problems solved.



McCORMICK'S

**New, Snow-
White,
Sunshine
Biscuit and
Candy
Factory
at
London, Ont.**

HERE is a view of the largest, most modern and most sanitary factory of its kind in America,—the great new plant of McCormick's, London, Ont.

Every foot of its eight acres of floor space is flooded with sunlight. Electricity runs the whole factory. White is the color inside and out—in keeping with the purity of the products made.

With every possible facility and an efficient staff of loyal, contented employees, we will be able to deliver to your store better goods than ever, pure food products in every way worthy of America's premier biscuit and candy plant.

THE McCORMICK MFG. CO., LIMITED
London, Canada

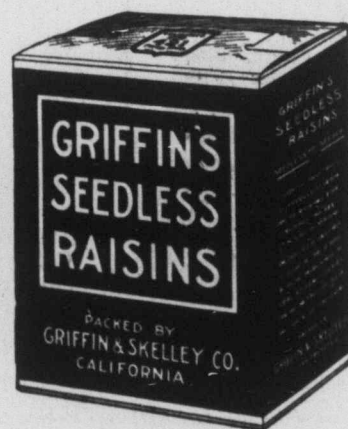
Branches: Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, St. John, N.B., Port Arthur

The Choicest California Produces

Once a customer tries Griffin & Skelley's Brand her purchases of seeded or seedless Raisins become a fixed habit. And so, once you push this favorite brand consistently sales become a definite factor — increasing every day.

California produces nothing better than the choice, fresh, full-flavored Griffin & Skelley Brands. Cash in on the favor they secured during the Christmas season by getting up an effective display to-day.

Arthur P. Tippet & Co.
AGENTS MONTREAL



ARCTIC

The Dominion Government, in encouraging the use of Fish in Canada last year, paid \$81,632 express charges.

Price

\$27 Net



This means that in the face of increasing cost of living, fish prices have been practically the same for many years. Fish to-day is the cheapest meat procurable. Handle fish—fresh, frozen and cured, and display them in the Arctic Fish Display Case—a real money maker, pays for itself in a very short time.

Order one to-day.

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases
TORONTO

HERE ARE A FEW OF McVitie & Price's BISCUITS

established favourites from the Old Country, which every grocer should stock

- | | |
|----------------------------|---|
| DIGESTIVE. | "The Premier Biscuit of Britain." Finest wholemeal. |
| SCOTTISH ABERNETHY. | The Scottish favourite. |
| ACADEMY CREAMS. | Rich cream-filled short-bread biscuit. |
| CREAMY CHOCOLATE. | Chocolate biscuit filled with cream. |
| OSBORNE. | The standard Old Country biscuit, delightful flavour. |
| RICH TEA. | Popular Scottish tea biscuit. |
| SMALL PETIT BEURRE. | Fine butter flavour. |
| CORONATION. | Rich shortcake. |
| BUNTY CREAMS. | Butterfly shape, cream sandwich, almond flavour. |
| BUTTERETTE. | Light short-eating cracker. |
| ROYAL SCOT. | Ideal tea or coffee biscuit. |

Recognized Official Agents in the following cities:—
Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

Don't Buy "An Electric Coffee Mill"
Buy a **COLES GUARANTEED
ELECTRIC MILL**



There's a tremendous difference—as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codrille Co., Winnipeg; Tedhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Newburn & Co., Calgary, Alta.



The Quickness—

with which Wonderful Soap thoroughly cleanses the most delicate fabrics reacts unmistakably on its sales. For years it has meant quick turnovers and good profits to grocers who push it consistently. Make up your window display of Wonderful Soap to-day.

Guelph Soap Co.

Guelph, Ont.

Just try one of the
delicious

E.D.S. Jams or Jellies

on your own table,
catch its subtle
flavor, its gratify-
ing goodness.

The unbounded
enthusiasm it is
sure to create will
tell favorably in
your sales for all
time.

E. D. Smith & Son
Limited
WINONA — ONTARIO

AGENTS:

NEWTON A. HILL	-	Toronto
W. H. DUNN	- - -	Montreal
MASON & HICKEY	-	Winnipeg
R. B. COLWELL	-	Halifax, N.S.
A. P. ARMSTRONG	-	Sydney, N.S.



Here's Real Achievement

The perfect production of
milk products for over 57
years has made

Borden's

famous the world over—a
name inseparable from
"Milk products of purest
quality." The Borden Lines
are more satisfactory to the
housewife for so many pur-
poses, it will pay you hand-
somerly to give them promi-
nence in your window dis-
plays. Be sure your stock
is kept complete.

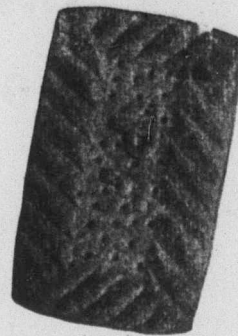
Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.



Peek Frean's Motto:
BISCUITS and BUSINESS
AS USUAL

Send for new Price List and
New Biscuits



AGENTS: BRITISH COLUMBIA—The W. H. Malkin Co., Ltd., Vancouver; ALBERTA,
MANITOBA, SASKATCHEWAN—Ruttan, Alderson & Lound, Fort Garry Court, Winnipeg;
ONTARIO—The Harry Horne Co., 309-311 King St. W., Toronto; OTTAWA AND EASTERN
CANADA—Frank L. Benedict & Co., Read Building, Montreal.

PEEK FREAN & CO., Limited
London, England

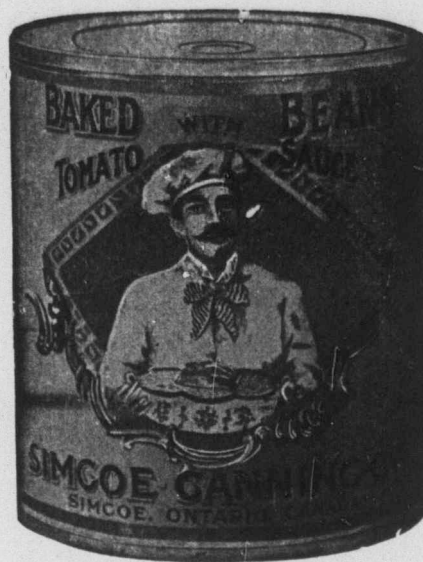
If you are now a distributor of

CHASE & SANBORN'S
High-Grade Coffees

you know the satisfaction they give; if you
are not, you can't learn too soon.

Chase & Sanborn, - Montreal
HIGH-GRADE COFFEES

Stocks speedily reduced, grocers incessantly re-ordering, and each new reorder increasing in size.



— that's the result of featuring the standard of quality and deliciousness—

Simcoe Baked Beans

They make excellent selling by the case.



Perfect Seal Fruit Jars

"Made in Canada"

The most popular fruit jar on the market—a fast seller with a good profit.

The "Perfect Seal" is a strong, square jar of clear white glass—practical and attractive.

Guaranteed in every respect.

Order from your wholesaler.

Specify "Perfect Seal."

Dominion Glass Company, Ltd.

Manufacturers

Montreal Toronto Hamilton Wallaceburg Redcliffe

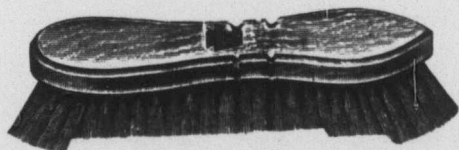


Prices for early Shipment:

Wine Measure.	
Pints . . .	\$ 7.00
Quarts . . .	7.50
1/2 Gallon . . .	10.75

} per gross.

Terms net. F.O.B.
Toronto, Wallaceburg and Montreal



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company
Limited

PORT ELGIN, ONTARIO

THE WAR AGAINST DUST

IN all the leading magazines we are telling the Canadian housewives everywhere that

I O C O LIQUID GLOSS

makes dusting easier, and cleans cleaner.

Ioco Liquid Gloss keeps the dust down, feeds the varnish, and leaves a clean, highly polished surface. It makes housecleaning twice as easy and twice as effective.

Put up in convenient sizes—half-pint, pint, quart, half-gallon and five-gallon lithographed tins; also in barrels and half barrels. Prices on request.

MADE IN CANADA

THE IMPERIAL OIL COMPANY, LIMITED

Toronto
Ottawa
Halifax
Montreal
Quebec
St. John



Winnipeg
Calgary
Regina
Vancouver
Edmonton
Saskatoon

BEWARE

of misleading labels



By handling "PURE GOLD" Spices, Extracts, Jelly Powder, and other lines of PURE GOLD BRAND the Grocer not only enhances his business reputation, but receives absolute protection against infringement of The Pure Food Law.

"PURE GOLD" goods are guaranteed free from adulteration of any nature.

"The memory of quality lingers when prices are forgotten."

**Pure Gold
Manufacturing Co.**
TORONTO

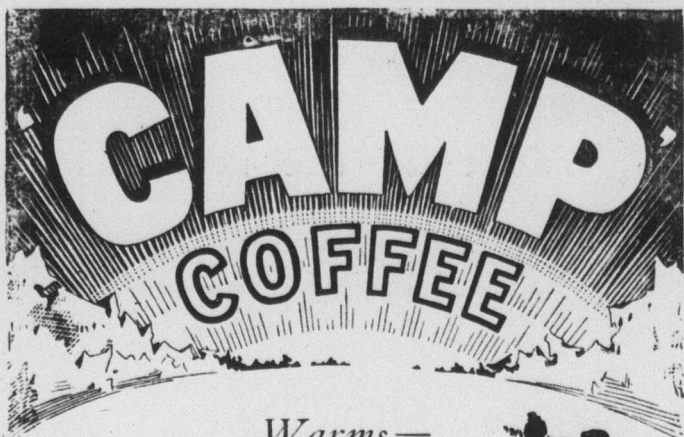
Watch for the New
Complete Price
List of



Lines

It comes out early in January, listing the whole of the "Sterling" Quality Lines, including the new Mustard Creams and Relishes. Virtually a complete guide to the best sales-producing pickles and relishes offered the Canadian trade. If your copy is delayed be sure to write and let us know.

T. A. Lytle Co., Limited
Sterling Road :- TORONTO



*Warms —
Refreshes —
Invigorates*

Easiest to make of all Coffees — most delightful of all when made. That's why so many specify—

**'CAMP'
COFFEE**

Replenish your stock, or get it into stock to-day.

R. Paterson & Sons, Coffee Specialists, Glasgow.

ROCK CITY LINES

are your safest and surest trade winners for 1915. No grocer has yet pushed the Rock City Lines without unusual success. Replenish your supply to-day.

**MASTER MASON
ROSE QUESNEL
KING GEORGE**

Order now

Rock City Tobacco Co.

LIMITED

Quebec, Que.



GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills

LIMITED

Oak Lake

Manitoba



COW BRAND BAKING SODA has been for years a "staple" with almost every grocer who carries high-class goods. Careful cooks insist on this famous, well-proven soda—Cow Brand. It puts the baking at its very best, gives full satisfaction to customer and dealer.

The demand is steadily growing. Are you supplying the demand?

Church & Dwight

LIMITED

Manufacturers

MONTREAL

How easy it is for a customer to change her grocer when you don't have

GIPSY Stove Gloss

Order from your Wholesaler.

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

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN" SALMON



**FINEST
BRITISH
COLUMBIA
SOCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

PACKED BY
**THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.**



**"Yes, Ma'am
WINDSOR
is the best
Table Salt
we handle
Made in Canada**

Cleave's CELEBRATED DEVONSHIRE CREAM Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive
5 cent lines.

AGENTS:
MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO—Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.
**JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND**



Here's Your Ultimate Closure—Anchor Caps

No manufacturer ever yet maintained the high popularity of his product when once its safety was doubted. Nothing forces back the tide of regular sales more quickly than poor keeping quality. So well have Anchor Caps won the unquestioned trust and confidence of users and dealers, Anchor Cap products invariably have the preference. Ultimately you will need Anchor Caps for your products to add "safety" to their "prestige." In the meantime other manufacturers will be laying the foundation of extensive sales among your own clientele with Anchor Caps. Wouldn't it be "good business" to write for the catalogue *to-day*—and decide *which style* is best suited to your product? Write NOW.

Anchor Cap & Closure Corporation of Canada LIMITED

Sudbury St. West, Foot of Dovercourt Road, TORONTO, CANADA

We Can Supplant German and Austrian Woodenware Specialties

If we know what you have been getting from this source in the past, and would be pleased to have suggestions from the wholesale and retail trade and to pay for samples they would submit of anything we could make here, in the hope of supplying a proper demand, of keeping our plant running in these unusual times, and especially to afford all the work possible to our employees during the coming winter.

All our standard products are stocked to render prompt shipment, and merchants are asked to provide a stock of "Cane's" wash-boards, pails and tubs against a sure demand that will be created this coming winter. More washings will be done at home for a time now than have been for some years. We are ready to supply you, are you ready to buy? Order from our wholesale.

THE WM. CANE & SONS CO., LIMITED

W. H. Escott Co., wholesale western representatives for Winnipeg, Regina, Calgary and Edmonton.
G. H. Gillespie, 392 Richmond St., London, Ont.

F. M. Baker, 27½ Front St. East, Toronto, Ont.
Wm. C. Christmas & Co., St. Nicholas Bldg., Montreal.
H. D. Marshall, 197 Sparks St., Ottawa,

W. S. Clawson & Co., South Wharf, St. John, N.B.
Pyke Bros., Halifax, N.S.
Oppenheimer Bros., Vancouver and Victoria, for British Columbia.

BEST INCORRODIBLE TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Limited

City Lead Works: Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London; Code A.B.C., 5th Edition

AGENTS: TORONTO, C. H. Anderson, 50 Front Street East
HALIFAX, Curren, Hart & Co., 45 Bedford Row
ST. JOHN, N.B., S. Norman Sancton

Make Every New Avenue COUNT

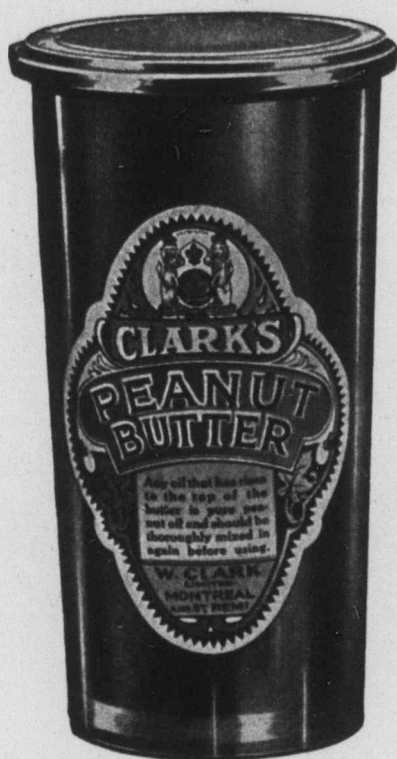
Make every new avenue of trade count for better profits during 1915. In the line of cigars you can do no better than push aggressively the most popular blend among Canadian smokers—7-20-4 CIGARS. Men who smoke 7-20-4 Cigars usually find smoking a harmless habit—but an irresistible one. Push 7-20-4 now.

Sherbrooke Cigar Co., Limited
SHERBROOKE, P. Q.

MADE IN CANADA

CLARK'S Peanut Butter

in $\frac{1}{4}$, $\frac{1}{2}$, and 1 sizes, also in 24 lb. pails.



The 24 lb. pails are money-makers for you, Mr. Grocer.

Keep in your refrigerator and it will cut solid like dairy butter.

It contains the nourishing and appetizing qualities of dairy butter and preserves or meat and makes delicious sandwiches.

Guaranteed to contain the finest peanuts only and to be absolutely pure.

**GET PRICES FROM YOUR JOBBER
OR WRITE US.**

W. CLARK, LIMITED, - MONTREAL

Sartan
BRAND
THE SIGN OF PURITY

NEW FALL FRUIT ARRIVING DAILY

New Valencias (In stock)
New Malaga Raisins
New Shelled Almonds
New Currants
New Sultanas
New California Prunes, Apricots, Peaches,
Raisins.

Our travelers have full information, or

'Phone No. 3595, 3596, 3597, 3598, 4656, 748; Night 'Phone, 1807.

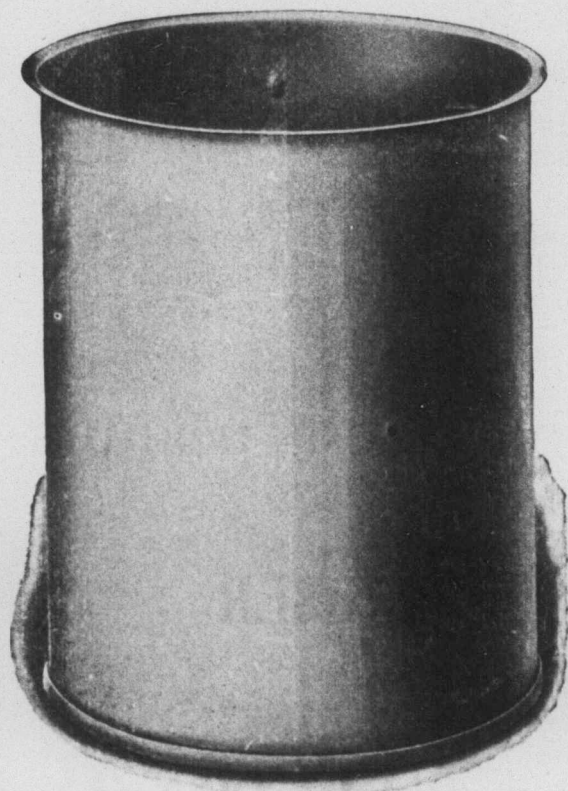
BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON

SYMINGTON'S
(Regd. Trade Mark.)
COFFEE ESSENCE
PEEDS SALES




Brings delight to the busy housewife. So quickly and easily prepared, so delicious—One bottle makes 40 cups. A splendid seller and profit-maker. Your wholesaler can supply you.

Thos. Symington & Co., London and Edinburgh
Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company
LIMITED

NIAGARA FALLS, ONTARIO

1915

The practice of handling only the best quality saves the merchant both trouble and worry and it holds trade.

St. Lawrence Granulated

is the best sugar made in Canada.

Evaporated Apples

WE PACK CHOICE THREE-
POUND PACKAGES FOR
FINE FAMILY TRADE.

O. E. Robinson & Co.
Ingersoll, Ontario

**A store convenience — costs
little — gives big service**



THE MCGREGOR PAPER BAG HOLDER.

Holds every size bag from $\frac{1}{4}$ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
THE O. P. MCGREGOR PAPER CO., LIMITED,
411 Spadina Ave., Toronto.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and
sizes

Metal Bottle Capsules—any
size, color or stamping

Collapsible Tubes—plain or
colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal

Toronto

Winnipeg

Vancouver

TEA

Are you buying to the best advantage?
If not, start the new year right and send
your enquiries to the old established house.
Samples and quotations cheerfully given.

Jno. Duncan & Co.

Established 1866

MONTREAL



RETAILERS!! You will find

That the result of the new Maple Law now in effect will be a great increase in the consumption of Maple Syrup and Sugar. This means more business for you. Pure Maple will have unprecedented popularity. You are absolutely secure against the penalty of the law and will give your customers the best satisfaction by selling

"PRIDE OF CANADA"

(The Virgin Syrup Never Adulterated)

It has always been absolutely pure and up to Government standard. We guarantee and stand behind every ounce. Get in touch with us.

Maple Tree Producers' Assoc., Limited, Wellington St., Montreal

AGENTS:—W. L. Mackenzie & Co., Winnipeg; Oppenheimer Bros., Vancouver; S. H. P. Mackenzie, 32 Church Street, Toronto; Canadian Maple Products Co., Limited, 1 Endell Street, Long Acre, London, W.C., England.



In our Classified Columns on page 59, there is almost sure to be a proposition which will interest you.

You should use our Condensed Ad. page for making your wants known. Whether it be a partner, clerk or salesman required, or a buyer for your business, or if you have bought a cheese-cutter or a showcase, etc., and want to sell your old one, you will find Canadian Grocer's Classified page most productive of replies.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

**Two Good Agencies Wanted for
CITY OF OTTAWA**
(best of references)

Martin M. Walsh
Care Canadian Grocer

"We are large buyers of Sun-dried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."

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

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents
and Importers

309-11 King W., Toronto, Can.

We can place your goods on the market successfully.

(Correspond with us.)

W. G. PATRICK & CO.
Limited.

Manufacturers' Agents
and Importers.

51-53 Wellington St. W., Toronto

HENRI DE LEEUW

28 Front Street E. TORONTO

I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

WESTERN PROVINCES.

GEORGE E. MEASAM

Wholesale Grocery Broker
and
Manufacturers' Agent.

Splendid warehouse space. Cold Storage in connection.

P. O. BOX 1721,

Edmonton - - - - - Alberta.

Central Saskatchewan

ALFRED TAYLOR, Manufacturers' Agent
259 Second Ave. S., Saskatoon

I am open for one or two additional agencies in 1915! What have you? Sugars, Jams, Tea (expert) preferred. Formerly representing A. Macdonald Co., Limited; Glebe Sugar Refining Co., Limited; Halton's, Limited; Pembina Coal Co., Limited. Headquarters and Storage, Saskatoon, Sask.

**H. P. PENNOCK & CO.,
Limited**

Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG.

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

**W. H. Escott Co.,
LIMITED**

Wholesale
Grocery Brokers and
Manufacturers' Agents

Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents.

WINNIPEG - - - - - MAN.

Domestic and Foreign Agencies
Solicited.

FRANK H. WILEY

Manufacturers' Agent
Groceries and Heavy Chemicals
Enquiries solicited for shipment from Spot
stock Winnipeg or for Import.
757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND, Ltd.
COMMISSION BROKERS

Representing Canadian and British
Houses

Agencies Solicited
WINNIPEG. - - - - - MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.

Manufacturers' Agents and Commission Brokers.

We have our own warehouse and track-
age. Shipments stored and distributed.
Can give special attention to a few
good agencies.

857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.

ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS

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

QUEBEC.

W. J. McAULEY

Commission Broker

Flour, Feed, Grains, Potatoes.

We are open for a good agency in food-
stuff line, calling on the retail trade.

512 Board of Trade Bldg., Montreal

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.

PRICE, \$2.00.

ALL ORDERS PAYABLE
IN ADVANCE

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

You can talk across the Continent for
two cents per word with a want ad.
in this paper.

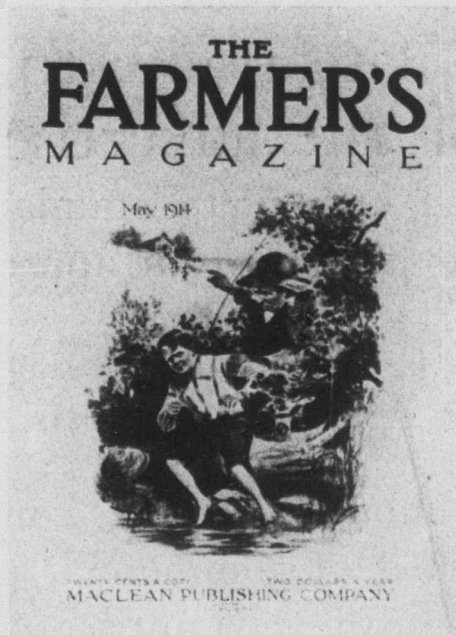
This Answers Your Gift Problem

Whether you are selecting a holiday gift or a birthday gift you aim to pick something appropriate and which will be appreciated. It is not easy to do so. Subscriptions to magazines always prove appropriate gifts. And besides, it saves you the worries of shopping.



Gift 1.
A year's subscription to MacLean's Magazine is a most suitable gift for any man, business or professional, for the mother, the son or daughter, or the whole family.

Gift 2.
A year's subscription for The Farmer's Magazine will prove a very appropriate gift for anyone connected with agriculture, from the woman with the little flower garden to the big farmer, or your parents or family on the old homestead.



No other gift will be more welcome than a year's subscription to either of the above magazines. The monthly arrival of the magazine will prove a pleasant reminder of the donor's thoughtfulness.

The MacLean Publishing Company, Limited

143-153 University Avenue

TORONTO, ONTARIO

Fill in the enclosed form and mail it to us; a beautiful card in colors will be sent, along with first number announcing the donor of the gift.

The price of single subscriptions is \$2 per year. Three subscriptions for \$5.

Don't overlook mailing the form to us at once.

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

Please send a copy of the magazine stated to each of the following for one year commencing with the current Number, along with one of your special announcement cards. Herewith is Dollars to pay for the same.

Full name of one to whom the subscription is to be given.	Address.	Publication to be sent. MacLean's or Farmer's.

Name of Donor _____

Address _____

BUSINESS LOGIC!

ADVERTISING is intended to stimulate trade; to establish a connection for the advertiser and make his name well known; to standardize his product and educate the public to an appreciation of its advantages.

¶ If advertising is useful in times of peace, should it not be just as helpful in times of war?

¶ Should not the connection established during a period of commercial prosperity be maintained, even strengthened, until prosperity returns?

¶ Should not the process of familiarizing and educating go on?

¶ If not, why not?

¶ Changes are taking place in the industrial life of Canada. New businesses are coming into existence, some encouraged by the unusual conditions—others undaunted by them. New markets are being opened up. The industrial map of Canada, like the geographical map of Europe, is changing.

¶ The persistent advertiser will keep in touch with his old friends and meet the newcomers. During times of war he will get his share of business and when the war is over his prestige will have been strengthened and his connection enlarged. He will have lost nothing and gained much.

A "MELAGAMA" 1915

Mr. Merchant:—

Among your resolutions this year why not make a tea and coffee resolution: "Resolved that I will increase my tea and coffee department by handling that tea and coffee which means more complete success to my business than any other, namely,

MELAGAMA Tea and Coffee"

"PACKED IN CANADA"

You will not regret it. We guarantee our products. 42 years established —
Exclusively tea and coffee.

MINTO BROS., LTD.

Toronto, Ont.



Figure It Out For Yourself--

and you'll find the extracts that only require a much smaller amount and yet give better flavoring are the kind your customers are going to use more generally and **continue** to use. One of the main features of Jonas' Extracts is that they require so little to give excellent flavoring, last much longer and give more satisfying results. For forty-five years they have made friends with housewives, and to-day are the standard of excellence. Stock up—NOW.

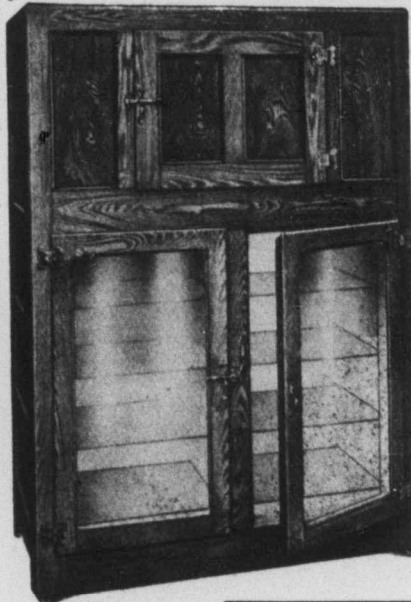
HENRI JONAS & CO.

MONTREAL, QUE.

ESTABLISHED 1870

Excess Value—

Nothing expresses such a safe and profitable investment as a Eureka Refrigerator. Nowhere can you secure so many valuable, exclusive features in a single refrigerator. The Eureka earns you dividends from the day it is installed; performs greater service; costs less to maintain. The majority of grocers and butchers have preferred the Eureka above all others for thirty years.



Could such a prestige-building investment be better suited than to your store? Write for free catalogue to-day.

**Eureka
Refrigerator
Company**

Limited

31 Brock Ave.

TORONTO



KEEN'S SOAPFORD BLUE

Appreciated and preferred all over the civilized world, wherever the cleanest and whitest washing is desired. The grocer who suggests KEEN'S pays a distinct compliment to his own good judgment, for KEEN'S is the acknowledged favorite wherever washing is done.

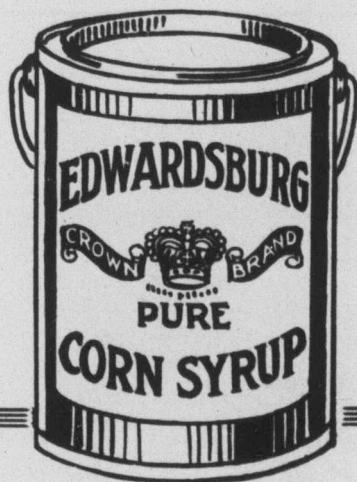
Your nearest wholesaler is ready to supply you.

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL

30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA



— made
in Canada

**CROWN
BRAND
CORN
SYRUP**

**Business as Usual
But No Extravagance**

That's the keynote of business to-day—no extravagance! And that same fact offers you the best opportunity that could be desired to increase your sales in CROWN BRAND CORN SYRUP. A food that goes far and costs little.

The Canada Starch Co., Limited

Manufacturers of the Famous Edwardsburg Brands

Montreal Cardinal Brantford Fort William

CANADIAN GROCER

VOL. XXIX

JANUARY 8, 1915

No. 2

A Tea War-Tax Would be Burden to Poor

And it Would be a Great Burden to the Retailer Who Has to Explain to the Masses All Such Advances—Tea is the Staple Beverage of the Poor—Follows Bread and Butter in Importance.

THE Canadian parliament is due to reopen for operations early in February. What of this tea war-tax we have heard so many rumors about?

Canadian Grocer takes the ground that there should be no tax on tea. Tea, as we pointed out some weeks ago, is the universal beverage of Canada—it is the beverage of the poor man—and it should not be taxed. People who have little money with which to secure life's necessities, who cannot afford even the ordinary staples which every family with any means at all consumes, are known to spend a portion of that little on getting tea with which to warm and stimulate the body. Tea comes next to bread and butter.

Then again if the people should be burdened with a tea tax, who would have to bear the brunt of the increased price of five or ten cents per pound as the case may be?

The answer is, the retail dealer.

At the time of the last advance caused by the cessation of shipping, higher marine insurance, and higher exchange, who was it who had to make the great bulk of the explanations? Who was it who had to answer the often unreasonable questions about the soaring cost of living; how long would it last and where will it end? Who is it who always bears the brunt of any advance in price of staple foods and who must simply have the patience of a Job in an endeavor to impart knowledge into the minds of people who cannot or will not be convinced?

It is the RETAILER every time.

The retailer doesn't want any tax on such a staple article as tea. No dealer objects to the government raising money to meet the exigencies of the times caused by the pugnacious aspirations of the military of Prussia, but he believes there are other ways to

get this extra money rather than taxing a staple of staples. In the United States the government is after increased revenue just as are the authorities at Ottawa. But Washington officials did not strike very much at the tables of the poor man in seeking out that revenue. They have gone after the man who can afford to pay it. The money wanted is secured from the following sources:

BANKERS, MOVIES,
PAWNBROKERS, PERFUMES,
BROKERS, COSMETICS,
THEATRES, STEAMSHIP TICKETS,
CIRCUSES, PARLOR CAR TICKETS,
SLEEPERS (Railway).

It will be observed that collecting revenue in the above way is getting it from the people who, generally speaking, can afford it, and not from the man who is struggling along to make ends meet until the dark clouds on the horizon roll away. It may be that the government authorities are hoping to collect a large revenue at one sweep by taxing tea—probably to have in their estimation the minimum amount of trouble. But that is not the way the matter should be looked at—there are the feelings of the masses to be taken into consideration, and if this is done there will be no tax on the national beverage.

The retailer has assuredly enough trouble on his hands at present without the additional one of another rise in the price of tea. There may, of course, be some who are looking and anxious for a tea tax because it may be of pecuniary advantage to them. But they are in the great minority. The retailers, together with the majority of the people, are opposed to it, as they know that the necessary revenue can readily be secured by other means which will not burden the man who is not in a position to hold up under the burden.

Customers Purchase Service as Well as Goods

This is the Way an Ottawa Grocer Looks at a Business Transaction—The Service is What Brings Them Back—Importance of Team Work Emphasized—Do the Public Read Advertisements?—A Grocer for Almost Four Decades.

Written for Canadian Grocer by Geo. Mundy.

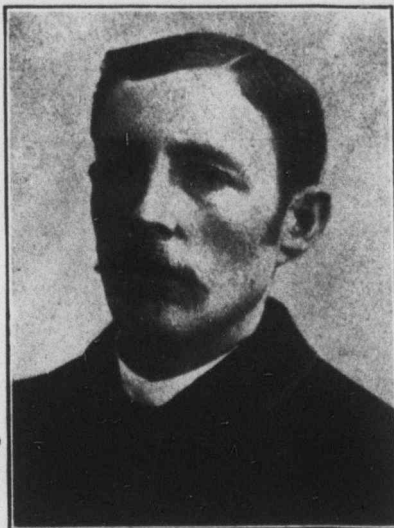
TO build up a large and profitable business it is necessary to have a solid, sure foundation on which to begin. The good Book's admonition about building on sand was never more applicable than in present day business life when opposition is so keen. To build such a business it is necessary to have a little more energy, brain power and personality than the average man possesses; particularly does this apply when the founder starts with a very limited amount of capital and experience. Business methods are constantly changing—changing with the times. Competition is ever growing keener. To keep not only up with, but ahead of the ever advancing times, to keep one's nose to the grindstone of ordinary routine, as it were, and at the same time to develop the initiative necessary to stay a little in advance of our competitors and to keep the wheels of business in a smooth easy running condition—these are some of the requirements of the modern business man. These are some of the achievements of John Bambrick and to which his large grocery business in Ottawa attests.

Credit to the Staff.

Asked as to the secret of his advancement since starting in the grocery business in 1878, Mr. Bambrick stated that his motto has always been "service." That it has proven a good motto one only has to stand in his store and watch the seemingly never ending stream of people entering and leaving.

"Service has always been the keynote of my store," he said to the writer. The king pin as it were of my business. I have always taken this view and my customers leave their money with me. They should be able to buy not only the goods called for but my services, as well as those of my whole staff. I have always regarded this as a matter of justice."

Mr. Bambrick gives his staff as much credit for the building up of his present business as he takes himself. To get a clerk to take the same amount of interest in another man's business as he would in his own, may of course be a little too much to expect. Still with proper treatment wonders can be accomplished. This is one phase of business to which Mr. Bambrick has given careful and unremitting study and effort.



JOHN BAMBRICK, Ottawa, Ont.,
Who has spent 36 years in business in the
Capital City. Cut is from a picture
taken some years ago.

When a merchant can keep young men employed in the grocery business—which is usually admitted to be about as unattractive to the average romantic youth as a saw horse to a hobo—from youth to middle age, something Mr. Bambrick has done in several cases, there must be a reason. He looks on his men with pride. He takes a friendly interest in them and in their success. He does not regard them as mere automatons, but he has made them salesmen. They are one of the mainstays of his business success and he treats them as such.

Canadian Grocer Reader for 28 Years.

To train a staff who will sell over and above the actual demand has been one of Mr. Bambrick's most serious problems. As he very aptly stated, "Some are born salesmen, some have to be educated, and some either cannot or will not be anything more than order receivers. This latter class, is, I am thankful to say, largely in the minority. I watch their records very closely and thus am able to use each man according to his record. There is no guesswork, and no favorite." Mr. Bambrick believes in making everything connected with his business pay dividends. "That is one reason," he remarked, "why I have taken Canadian Grocer for 28 years. It has always paid big dividends."

Asked as to his attitude on store con-

ferences he stated that in his opinion they were a splendid thing. Not only were they of assistance to the younger members of the staff but very often gave the older ones pointers on the selling or manufacturing of different lines. Not only that, but it fostered a spirit of good will and kept the various members pulling together.

"Advertising," said this Ottawa dealer, "is another factor that no wide awake merchant can afford to overlook. Although I am not what is called a good advertiser, still I know its value and if I can get my business in such a shape as to be able to take advantage of it properly, I certainly intended to do more of it."

Mr. Bambrick smiled reminiscently. "Last spring I put in an extremely large order of eggs purchased in Western Ontario, and of course I had to find some method of getting them off my hands at once. I ran a double column ad. in one of our local papers offering them at a small reduction in price, yet one which gave me a remarkably handsome profit on the lot.

"The result—The store was simply swamped with orders. Deliveries were disorganized and the staff overworked from morning till night trying to get those egg orders filled. Although it undoubtedly opened up new accounts, still with my present accommodation, I have been a little afraid to try it again on such a large scale.

Gives the Travelers Good Hearing.

This man is a believer in cultivating the friendship of the travelers calling on him. Whenever it is possible he gets them down to the store after business hours and with plenty of time at his disposal goes over business conditions as the men of the road find them. "I find them about as good a barometer on trade conditions as it is possible to get. I use them as friends and expect the same treatment," he stated.

Price ticketing is a phase of the business Mr. Bambrick pays special attention to. As a matter of fact he attends to that part himself. Attractive price cards, he stated, are great business pullers.

To get any idea of the magnitude of the output one has to take a trip through

(Continued on page 32.)

Old Country Apprentice in Business in Quebec

Another Who Had to Cut Out and Weigh Sugar in the Old Days
Tells of His Experiences—Anecdote on Late King Edward—The
Knowledge That Apprenticeship Gave.

Written for Canadian Grocer by A. Parr, Lachine, Que.

A FEW days ago I heard a young fellow bemoaning his hard lot as a grocer's clerk, and I fell to comparing the lot of the grocers of to-day with that of an "assistant"—as we were called—at the time I was learning the trade in the Old Country. Those were the days of the breaking up of the "sugar loaf" and then of cutting it to a size that could be used on the table; and also the weighing up and wrapping of nearly all the different commodities that we have in various size packages nowadays.

Well do I remember the first day at the "shop" of Mark Hilton, of Newmarket, Cambridgeshire, England. I wore one of his aprons, and as I was just a slip of a lad, and he was a man of about 190 lb., the effect may be better imagined than described.

I was soon initiated into the rudiments, which in those days seemed to be principally the weighing up—already referred to—even to the half ounces of "shag" and the "pen'orths of twist"; the cutting of the salt into "stones, halves, and quarters"; the picking over of raisins and currants—although we had a machine later on for the latter. I remember one time while "bagging" raisins—"plums," we called them—that just as the "guvnor" came into the warehouse, one of the men engaged in "bagging" in some way released his hold, and about fourteen pounds of "off stalk Valencias" shot with considerable force into his face, to our no small amusement, but not to his. My employer was one of the old time grocers, a man who had "served his time" as an apprentice, and knew the business from the ground up, blending his own teas, and being thoroughly conversant with—if I may call it so—the "habitat" of everything he sold. I used to dread hearing "you lads are wanted in the office," as it meant what was really a lecture on business principles generally, and as applied to the grocery business in particular, and it usually ended up with a little talk as to where goods came from, how they were prepared, was such a thing grown or manufactured, and so on. He was practical and tried to make us the same.

Hickory Nuts Sold to Customers.

How different from the all-too-common conception of a grocer (?) to-day, that

is, a man who can buy a case of goods for so much and sell it for so much more, and there it seems to end. Little or nothing is known of the goods many grocers handle apart from the cost and selling price. Last May a case came under my notice where a grocer sold some hickory nuts for nutmegs and allspice for whole pepper.

Newmarket being, I suppose, the chief racing town in the Old Country, we always had large numbers of the "aristocracy" there during the race weeks, and also members of the Royal Family, the late King Edward being a frequent visitor. There are many stories told illustrating his kindness and good nature; for instance, one day a local character, "Tiffy Tibbets," approached him and raising his hat, said, "Good morning, Mr. Prince of Wales." The Prince laughingly acknowledged the salutation and Tiffy went on to say "he knew a good thing for such and such a race," and "he wanted to have a 'bit on' with you, Mr. Prince of Wales." The Prince replied: "Well, if it wins see me afterwards." Surely enough, the "good thing" won, and Tiffy, finding the Prince again in the paddock, exclaimed, "What did I tell you, Mr. Prince of Wales," and was rewarded with a "quid" for the tip.

Provision Business in Those Days.

There seemed to be more to learn in the provision part of the business in those days than now. The different kinds of cheese, the Cheddar, Glo'sters, American—so called—the Dutch and the "skull-bones," the small Goudas, and then the Stiltons. Well do I remember having to turn the new Cheddars every

Some weeks ago an article appeared in Canadian Grocer giving the apprenticeship experience of an Old Country grocer. Later another account was presented, and now this article represents the third of an interesting series. Mr. Parr's recollections of earlier days in the business in England will not only prove informative to Old Countrymen who are in the business in Canada to-day, but to Canadian dealers and clerks who are interested in methods of the trade in other countries. Further experiences of old-time grocers would be appreciated.—The Editor.

day, which was no light job, as they averaged about eighty pounds each; and the wrapping of the new Stiltons in old army blankets to help them to ripen quickly. And then the different butters, the Normandy, Irish, the Danish, as well as our local "fresh butter."

Speaking of the cheese reminds me of a written order we received one day from a well-to-do farmer's wife. She wanted 1 lb. "corkemoler" cheese, nice and blue. Tuesday being the market day we were always very busy with putting up parcels for the "carriers" from the villages near by, and what a babel of tongues there always seemed to be that day. But what an opportunity it gave us to put into practice one of the little sayings of W. B. Shepperd, with whom I was after leaving Mr. Hilton. "Never lose patience with a customer," he used to say; "everyone that comes in should be looked upon as a probable customer, and must be treated accordingly." But the country people were slow and trying, especially on the rush days referred to.

We were highly amused one Tuesday when a man approached the "guvnor" and in the broadest Cambridgeshire dialect, said: "Here's a little owd maid," at the same time proffering him a pint bottle, with some light brown liquid in it. It was a new one to the "guvnor," for he exclaimed: "What do I want with a maid?" But what the farmer meant was "mead," a highly intoxicating drink made from honey.

Hard Work Not Wasted.

I am afraid I have wandered away from what I started to tell you about, but reminiscences come crowding in, and it seems as if the whole thing happened but yesterday. But I feel the many tiring hours at the weighing up and wrapping, etc., were not wasted, as I have found the knowledge and experience gained there often stand me in good stead since, and that the principles of honesty in all dealings, and attention to the needs of customers, combined with cleanliness of both store and personnel, go a long way toward building up a business satisfactory to all concerned. May I, in conclusion, relate a little story which I can vouch for as being absolutely correct. "Tiffy Tebbitt," already referred to, had just returned home after

(Continued on page 24.)

Look at Your Store from Customers' Viewpoint

Then Ask Yourself How Displays and Methods Could Be Improved Upon—System in Operation and Knowledge of the Goods Emphasized—A Word on Watching Credits Successfully.

Written for Canadian Grocer by A. W. Ellingson, with Andrew Schaab, Wilkie, Sask.

IN giving my views to readers of Canadian Grocer on increasing the business of a retail store, I would first place particular stress on two words:

SYSTEM, KNOWLEDGE.

The above words must work hand in hand. Without one of these prime factors the other is at a loss. So we must think, study and put our ideas into action. Furthermore, we must have a broad knowledge of our business. We must be in a position to know the actual facts concerning our business. I venture to state that there are a number of retail merchants to-day, who are not in a position to know how they stand regarding the facts of their business. A progressive merchant to-day knows how much merchandise he has bought for the year. He keeps a proper set of books to know business facts. He keeps proper accounts of all facts.

A small retailer might believe it is not so important to keep records of "facts." But he should know how his business stands as well as the large department stores do. We must have knowledge in order to be successful to-day in business.

What Lack of System Means.

Again, we must have what we call "System." Without System we are at a loss. Instead of a profit at the end of a year it will be a loss, and in time it comes to "An Assignment." Small things make big things, and it's true, you'll admit. A good motto for a store force to have is this:

A Place for Everything.
Everything in its Place.

Have this motto before you in the store, as well as in the warehouse. Keep your reserve stock in its proper place, and have that special place always for each and every item, and you will not have to look through your whole warehouse to see how many boxes you have of yeast cakes, etc. You will not be re-ordering when you have enough in stock. Have a special place for hammers, nails, saws, and you will always know where to find them, even in the dark.

Do not be afraid to advertise your store. Without a doubt advertising pays. It tells the public what your store has to sell. It's a great trade puller. Be honest about your advertising; live up to every word you say in your ads. In advertising, many a small

STORE PRECEDES THE RAILWAY.

The store of Andrew Schaab shown on front cover was established on a homestead 2 miles from Wilkie before the railways came along. C. J. Lagan was the founder. The size of the store then was only 16 ft. by 20 ft., but a good business was done nevertheless. When Wilkie was opened out, Mr. Lagan moved there and built a new store 28 by 76 feet with full basement and second storey. In 1910 he sold to Andrew Schaab, who to-day is conducting the business and who carries a complete line of general merchandise including millinery. The establishment is known as the "Quality Store." Mr. Schaab believes that it has been due to the fact that quality goods are sold that the business has grown to large proportions. He is also a firm believer in advertising, is careful with his credits and his buying.

merchant to-day speaks about the merchandise he has, but fails to quote prices for fear his competitor will undersell him in price. Here is where I say strongly: Get out of this rut and be alive with quotations on your goods. This is very important to the public. Never mind about the other fellow. Let him do the worrying.

Window Dressing and Interior Displays.

Window dressing to-day is an important factor. It is necessary that windows be changed often. A window well dressed catches the eye and makes more sales.

Stand at the front of the store, just as if you were an interested customer. Glance at the surroundings. Size up your displays, see where improvements could be made, where new displays could be made. See if your stock looks tidy. If a new man took your place to-morrow he would stop to see where he could improve the store. Do the same every day. Show cards are a great help for sales.

Remember the public prefers to shop at a store where there are attractive displays and where cleanliness abides. Be

courteous to your trade. Always have a pleasant greeting for each and every customer. Suggest different items that might be wanted. It increases sales. Be prompt in deliveries. See that parcels are delivered without errors occurring. Be sure you are right, then go ahead. **Wholesalers Should Carry the Stocks.**

Buying is quite a problem to-day. To know how to buy right is what we should know. Some overload with stock, enough to last for three months or more.

Let your wholesaler carry the stock for you. Buy little and buy often. It makes meeting your drafts easier. It keeps your credit in better standing to be able to pay drafts when due. I suggest that every merchant take a trade paper and read it. Many interesting ideas can be gained, and you can watch the markets and be posted.

Re Credits. Give credit only to those whom by experience you know to be entitled to credit. If you do not get the cash, the other store does, and be positive that you know how to figure profits.

DRUMMERS' SNACK GIVE TO RELIEF FUNDS.

The Drummers' Snack Club of Ontario held its semi-annual meeting in Toronto on the afternoon of December 29. Routine business was attended to, including the appointment of the various committees to look after the work of the summer outing at Georgetown. The dates for this have been set for the last Friday and Saturday in July. Instead of holding the annual Christmas dinner this season the club donated \$50 to the Belgian Relief Fund and \$25 to the Red Cross Fund, the money to be sent through the Georgetown committees looking after that section of these two funds.

OLD COUNTRY APPRENTICE.

(Continued from page 23.)

his first and only trip to London, and was asked "how he liked it." "Lunnon, Lunnon!" he scornfully exclaimed, "give me old England." And after I have compared the conditions existing at the time that I was a young fellow, in the trade in the Old Country with those of to-day, here in Canada, let me change "Tibby's" remark a little and say, "Give me Canada."

The Food Exhibit as a Stimulant to Sales

Brandon, Man., Firm Get Good Business From This Method—
Much Pleased With it From An Advertising Standpoint —
Demonstrators Employed to Serve Light Refreshments and Show
Samples of the Goods on Display.

THE big department stores in the large cities are not the only ones to exhibit foods, although perhaps in these stores this method of advertising is conducted on a more extensive basis than elsewhere.

The accompanying illustration shows what is being done in a store in Brandon, which deals exclusively in groceries. Sutherland & Robertson, proprietors of the store in question, after considering the matter carefully, came to the conclusion that a food exhibit, would be something new to the buying public of Brandon and at the same time would tend to interest them, more particularly in their store and goods. The result was the exhibit, and demonstrations of a number of lines of goods, stocked in this store.

The firm secured the services of a capable demonstrator who served tea, biscuits and cake, the latter being made from different lines of goods shown in the exhibit, such as baking powder, extracts, flour, butter substitutes, etc.

In referring to the results from the exhibit, Sutherland & Robertson, say that they were excellent, the sales resulting being beyond their expectations, and when the demonstration was concluded they were firmly convinced that advertising along these lines certainly pays. Those who visited the Canadian National Exhibi-

tion at Toronto, will notice a resemblance, between the exhibit shown here and those made by the manufacturers at the big Exposition. The only difference is that in this exhibit, a great many lines are shown, whereas in the displays of manufacturers at the large Exhibition, only their own products are presented to the passing public. In this display, among other lines, will be seen: tea, canned goods, catsup, pickles, flour, olives, butter substitutes, fruit in glass jars, baking powders and biscuits.

Just at the present time it is necessary to stir up more than the ordinary interest among the people else sales will not come up to expectations. In times like these people who have the money — and there are plenty of them — will be inclined to hang on to it as long as possible. There must be some inducement or other to get them to loosen up their purse strings and Sutherland and Robertson adopted the exhibit method to attain at least part of their aim.

Anyone walking past food exhibits in the large department stores will readily agree that they have a great attraction for the women folk—and in so far as groceries are concerned the women constitute the great bulk of the buyers. There is surely a fascination in the attractive exhibit.



This illustration shows how a Brandon, Man., firm recently interested the people of that city in their goods and store.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto.

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-149 University Ave.; Telephone Main 7324. Winnipeg—34 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 6074 Stonely Island Ave. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England. Subscription: Canada, \$2.00; United States, \$2.50. Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, JANUARY 8, 1915

The Immoral Secret Rebate.

IT is dishonest as well as illegal to give secret commissions. Every traveler on the road knows this but nevertheless there is many a 50-cent piece or a dollar slipped into the hand of a buyer as a bribe to get the order. It is difficult to conceive how a retailer who aims to conduct his business on straight, honorable and above-board principles can stoop to such petty devices to defeat his competitors. It is difficult too to understand how the traveling salesman can be party to a deal that involves his good name and reputation.

There is little if any difference between the motives of such a dealer and such a traveler. The one accepts the secret commission, which is nothing short of a bribe, because he is anxious to either undersell his competitor or make an extra "tainted" profit. The other not only admits his inability as a salesman when he has to give the rebate to get the business, but if he offers a secret rebate to a merchant he is breaking a contract made by his house with a manufacturer—and a man who breaks contracts to get an advantage over his fellow men is a detriment to business morality.

Without doubt there are instances when the house is a party to this sort of illegal and dishonorable deal. Travelers may in certain cases be able to cover up their misdeeds by including the rebates in their expense accounts but this is not always the case. It is to be hoped that there are few houses who would countenance this brand of business dealing, but it is an undisputed fact that it exists and that it is more widespread than appears on the surface.

Nineteen hundred and fifteen has now dawned upon us. It is an old-time custom that good resolutions should begin with the first of the New Year. Where secret commissions have been practised in the past, resolve to stamp them out from now on. Clear the retail atmosphere of this immoral habit. No man can be true to himself—to his better nature—if he either offers or accepts an underhand rebate.

The Situation in Flour.

DESPITE the fact that there has been a small domestic call for flour since the stampede, following the war-scare, subsided in September, prices have been well maintained. During November and December millers found trade quiet, both from the standpoint of domestic and foreign demand. It looked as if the people of Canada had purchased about all the flour they required during the rush period. Those who didn't were evidently buying on the hand to mouth basis; also foreign call was light because as the millers pointed out "Canadian prices were out of line for export." In other words our prices were too high.

In the face of these conditions one would naturally think that we would have seen cheaper flour. But such was not the case. What was the reason?

Flour maintained its strength because of the fact that wheat was so much in demand and the prices held or advanced.

To determine the future of flour is to foretell what will happen to wheat. This is a difficult proposition. Under certain eventualities, wheat may decline while under others, it will probably adopt an opposite course. Given favorable weather in the West, next year will see a greatly increased production. Then again the war has effectively cut off the Russian supply from the rest of the world by the closing of the Baltic and the Dardanelles. This has helped to firm the outside markets and at the same time has lowered prices of breadstuffs in Russia. In view too of the blockade of Germany and Austria supplies from outside countries have been checked which has tended to ease the world's price of wheat, but the net result has been an advance.

Should production in Canada and the United States be much greater than usual, and should the Baltic and Dardanelles be opened to Russian grain, one would naturally expect to see an easing in price. On the other hand should the war come to an end in the autumn, it is natural to expect that there would

be a shortage in wheat production in the European countries engaged in the war, and that there would be a considerable demand from Germany and Austria. This would have the tendency to elevate prices. The future of wheat and flour therefore depends on certain conditions which cannot be gauged with any degree of certainty just now.

As to immediate prospects, there do not appear on the surface any lower quotations. While Germany and Austria are not buying much outside grain, yet on the other hand Russia is not exporting, and there is developing a good export demand for our wheat.

(Since writing the above, flour has advanced 40 to 50 cents per barrel in the big centres.)

Olive and Salad Oil Adulteration.

ONE resolution that every retailer should make at this the beginning of the year is a decision to have absolute knowledge of the kind and quality of the goods carried. A bulletin has just reached Canadian Grocer from the Chief Analyst's bureau of the Inland Revenue Department on Olive Oil and Salad Oil, which indicates that a number of retailers will likely have to stand police court cases and pay fines for having oils in their possession which were considered as adulterated by the government authorities.

The percentage of adulterations was not large in this case—being some 11 out of 113 samples—but it demonstrates the necessity of the retailer being absolutely sure of what he is buying and selling in order that government inspectors may not be feared at any time.

The analysis of olive oil and salad oil which has recently been completed showed that out of 113 samples collected, 85 represented pure olive oil, 16 cotton seed oil and were declared as such, 11 were adulterated under the act and one was declared doubtful.

Chief Analyst A. McGill in dealing with the analysis states that an Order in Council, dated March 28, 1912, defines Olive Oil and Cotton Seed Oil, as these articles are sold for food purposes. "There is no question," he says, "of the wholesomeness of Cotton Seed Oil when properly refined, and it may be sold either by itself or in a mixture with Olive Oil, provided that the label plainly declares its presence.

"The substitution of Cotton Seed Oil for Olive Oil without declaration, constitutes adulteration under Section 3 (b) of the Act, which states as follows: "Food shall be deemed to be adulterated within the meaning of this Act, if any inferior or cheaper substance has been substituted wholly or in part for the article."

"The experience of our inspectors shows that Olive Oil is coming more and more into use in Canada, and the purchaser of a Salad Oil usually understands that he is buying Olive Oil. I am informed that the trade recognizes the terms *Salad Oil* and *Union Salad Oil* as distinguishing between Olive Oil and Cotton Seed Oil. It is probable that the word *Union* has regard to the United States as a source of the article, rather than to a mixture of oils, since the Southern United States is the chief producer of Cotton products. It is usual for Olive Oil to be labelled in French or Italian, since France and Italy are among the chief producers of Olive Oil, and appear to furnish most of that supplied to Canada. Recognizing these facts it gives cause for suspicion when

we find Cotton Seed Oil carrying French labels and purporting to have a French origin. Not only does it suggest purposeful deception, but it makes us suspicious that the name of the manufacturer may be wholly fictitious. I think it not unreasonable that we should be in a position to require wholesale dealers to prove the *bona fide* character of information stated or implied on labels of the kind referred to, *i.e.*, where the fact that a label states or implies a foreign origin amounts to a claim for quality in the goods. Salad Oil is such a case, but Wines, Brandies, Gins, Liqueurs, etc., offer opportunities for similar deception."

West Adopts Sane Policy.

MANY evidences that the Western Canada farmer is going in for mixed farming have been presented recently in Canadian Grocer. Statistics showing the advances made in the past thirty-three years in cattle and swine give strong additional testimony of the tendencies of Western times. Here are the figures for cattle:

	1914.	1911.	1901.	1891.	1881.
Manitoba	408,302	435,113	349,886	235,696	60,281
Saskatchewan ...	679,060	633,612	*591,739	*231,827	*12,872
Alberta	812,100	649,850			
Br. Columbia ...	134,793	139,183	125,002	126,919	80,451
Totals	2,034,255	1,857,758	1,066,627	594,442	153,604

*Northwest Territories.

These figures demonstrate them since 1901—fourteen years—the growth in cattle has been doubled, while since 1881 it has been thirteen-fold.

In swine the following statistics are even more interesting:

	1914.	1911.	1901.	1891.	1881.
Manitoba	286,276	188,416	126,450	54,177	17,358
Saskatchewan ...	864,703	286,295	*73,916	*16,283	*2,775
Alberta	897,123	237,510			
Brit. Columbia...	39,031	33,604	41,419	30,764	16,841
Totals	2,077,133	745,825	241,794	101,224	36,974

*Northwest Territories.

It will be seen that during the year 1911 the production of hogs amounted to less than a million animals, while last year the figures were beyond the two million mark. Since 1901—fourteen years ago—the advance has been nine-fold and since 1881 more than fifty-fold.

With advances made also in poultry and egg raising the Canadian West is now on a sound and sure footing in so far as mixed farming is concerned. In the past the Western farmer has been content to grow wheat alone, but now he finds that he must put back into the soil something in return for the wheat and he has gone into mixed farming. In future, therefore, we shall see a strong, steady growth in the West rather than spurts here and there. The West has come into its own.

1915 RESOLUTIONS OF A LIVE WIRE.

My success depends on the amount of goods my clerks and I sell above the actual demand—therefore I will be a salesman and not a slot-machine. My clerks are going to SELL GOODS in 1915 and not simply accept orders.—A.L.W.

Canada's Trade Position on a Better Basis

Ratio of Exports to Imports Rising—Balance Against Canada Diminishing Rapidly — Increasing Export of Farm Produce, Except Cereals—Exportable Surplus of Farm Produce in 1915 Has Much to do With the Future.

OUR Dominion trade returns, according to The Financial Post, show that for the aggregate external business we had a total for the fiscal year ending March 31st, 1914, of \$1,129,744,725 of which \$478,997,928 was in exports and \$650,746,797 in imports. The ratio of exports to imports was 73.00. In 1912 it was 56.38 and in 1913, 56.83. In 1910 it was 76.91. The tendency at present time is for the ratio to steadily advance. This tendency has been looked for and we depend upon its being maintained in order to put Canada on a better basis, commercially and financially speaking.

The trade returns issued by the Dominion Government merely takes us to the end of March, 1914. Since then the monthly returns issued show that the ratio of exports to imports has improved steadily and at the present time the balance is steadily diminishing. If Canada had had normal luck in the matter of field crops during the year the adverse balance would in all likelihood have disappeared, and given normal weather during 1915 there seems little doubt that the trade balance will be considerably in favor of Canada. That is, of course, in so far as domestic exports and imports are concerned. The excess of imports over exports will not be sufficient to meet the expense incurred on Canada's behalf independent of the Empire.

Our 1915 Trade.

Let us consider the per capita trade of Canada. During the fiscal year of 1914 the per capita export of Canada amounted to \$65. For the balance of 1914 up to the end of October the exports aggregated approximately 52.50 per capita. The de-

crease is due almost entirely to the falling off of the exportation of wheat and other cereals. That is explained by the partial failure of our crops in the West. On the other hand farm products in the form of produce of animals have steadily increased. The United States market been opened and farmers in Canada are taking advantage of it. What they have done in this respect so far is but an indication of what is likely to be done in the immediate future.

While our exports per capita receded slightly in the later months of 1914 our imports receded in much greater ratio. For instance, in 1913 our imports aggregated \$90 per head and in 1914, that is the fiscal year of 1914, they fell to \$76 per capita. During the later months of 1914 they dropped to \$65 per capita and the tendency is to further contract in this respect.

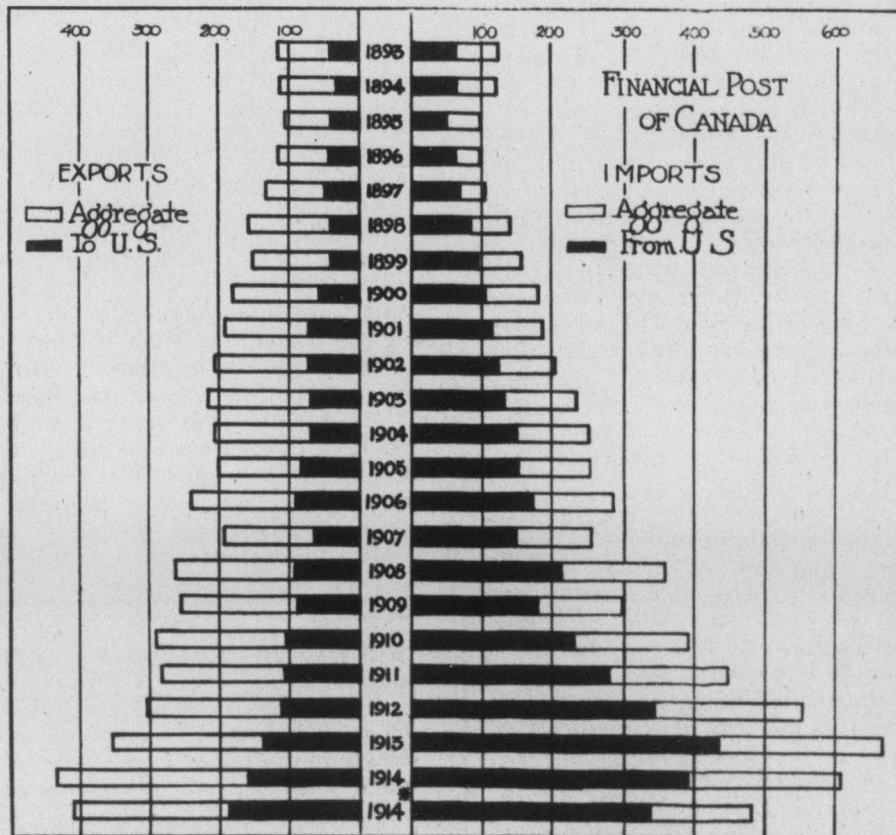
Exports to U.S. Increase.

The diagram accompanying this article showing the exports and imports of Canada shows the growth in the case of each and the proportion of our trade

with the United States. It will be noted that our exports to the United States have steadily increased. And during the later months of 1914 they continued to increase. This is an interesting tendency and one which will convince our creditors of the ability of Canada to produce. Some lack of confidence in this respect has been manifest abroad and it remains for Canada to show, and no doubt she will do so, that for every dollar she has borrowed she can produce wealth to liquidate the debt. With the market opened to us in the United States it will be noted that from 1912 up to the present time the advance in the amount of exported wealth to the United States has increased from \$104,115,823 in 1911 to \$163,372,690 in 1914. If we gauge the entire fiscal year ending March, 1915, by the exports for the first eight months of the fiscal year in 1914 the exports to the United States will be on a still greater scale. This tendency is of very great importance to us in view of the fact that we will have to seek capital in the United States. From the diagram published it will be seen that exports from Canada to

the United States form a steadily increasing ratio of total Canadian exports.

Charges that the railroads suffer from fraudulent claims of eggs damaged in transit were brought against large egg handlers by the New York Central Railroad Company in its inquiry of the butter and egg business in New York State last week. The attorney for the railroads said that claims were sometimes made against the roads for eggs which were in a decayed state weeks before shipment. A list of overcharges, extortion and fraud by many egg dealers were alleged.



*Estimated on basis of returns for the first eight months of current fiscal year. The figures at the top represent millions of dollars.

Majority Figure Profits on the Selling Price

In Symposium of Opinions of Retailers Only Few Use Invoice Cost as Basis—Poor Business Many Say to Figure Expenses on One Thing and Profits on Another—Total Cost Would be Correct Basis But It is Never Absolutely Known.

Written from replies of Canadian Dealers.

HOW do you figure your profits?

Do you base them on your invoice cost or on your selling price.

There are prominent men in the trade who go so far as to say that every year, a great many retail failures occur because of the fact that profits are not figured properly. Many calculate their expenses on their turnover, yet when it comes to profits they are figured on invoice cost. It can be readily seen that such mathematics are bound to lead one astray. At the end of the year, when the annual statement is drawn up, he is sure to have less money than he anticipated. That is not good business. If one is to err, he should err on the right side, and figuring expenses on one basis and profits on another, does not make one worth more than he thinks he is worth.

Sometime ago Canadian Grocer, wrote a number of dealers in various parts of the country, for their methods of figuring profits. The question was also asked, why they figured their profits the way they do. The answers are of great value to others dealers, as they elaborate on a subject of vast interest.

Majority Favor Selling Price as Basis.

Out of 25 replies, sixteen state that they figure their profits on the selling price, and the remaining nine on either the invoice cost or the cost plus the expense of getting the goods into the store.

Let us analyze the reasons given by dealers for figuring on the selling price.

A firm in Nelson, B.C., figure their profits on the selling price for this reason, "Because the expenses and all other items in connection with the business are figured from the sales end, and because it is the best safeguard that we know of, to stop guesswork."

NOT THE WAY HIS ANCESTORS DID.

"I figure my profits on the selling price," says a Western Ontario merchant, "not because I was taught that way, but because when I figure out the average profit, it will not be likely to cheat me. When I want to get the average profit on an invoice, I figure out how much the goods will sell for, and then see how much per cent. it shows on the selling. If it does not show 20% I go over it to see what item will have to be raised, or to see where the trouble is that it is not where it should be. In going over a grocery invoice, I found the profit on sales was only 18%, and in looking it over there was a lot of sugar, so I left the sugar out and the profit showed 27%. As we do not expect a regular profit on sugar I did not change any prices.

"My dry goods invoices will generally show 30% or more profit, patent medicines, etc., 33% and higher, hardware 50% and as high as 70%. In figuring profits at the end of each month I take the sales at say \$1,453; profit at 20% on sales \$290; expenses \$145; net profit \$145. In figuring this way I find I am not figuring too high any way you take it and it leaves a margin in my favor."

A Calgary retailer writes: "We figure profits on the selling price, because we consider if you figure your profits as so many cents on each dollar taken in, you will have a better grasp of your business."

An Edmonton firm says: "All operating expenses are based on selling. In fact it is the only possible way, and therefore we figure our profits on the selling price as well."

A Prince Albert, Sask. firm, figure their profits on the selling price, because expenses are figured that way. "Knowing the exact amount of percentage it takes for expenses," they say, "it is easier to arrive at what profit we have made by figuring on the selling price."

Always Make Some Margin.

A firm in Broadview, Sask., writes:—"Our profits are figured on the selling price. We mark our goods with the invoice cost, and also with what we call our cost. That is the cost to us of the goods as we sell them. This takes in the expenses of all kinds, including salaries, fuel, lights, rent and all other overhead charges. In this way we never sell goods without making some little profit. Under this arrangement any clerk can

look at an article and see the lowest possible price at which it can be sold, whereas before adopting this principle, we think the tendency was for clerks to make cuts, and sell at prices below the proper line."

"We figure our profits on the selling price," writes a Winnipeg, Manitoba firm, "because expenses are almost always figured on the turnover, which is the selling price, and because the sales records are usually more correctly kept by the average merchant than purchase records."

A St. Mary's Ont. retailer, figures his profits on the selling price, for this reason

"Because we have the sales before us, and it is so easy to make the selling staff understand this, and we do not disclose our cost to them."

"I figure my profits on the selling price," writes a Hamilton, Ont. grocer, "because it is more simple. The selling price is always known whereas the cost is not—that is the total cost. Also a good percentage on the selling price will yield more profit than it will on the cost. Therefore, the margin will be more ample. Again the percentage of overhead expenses, must necessarily be calculated on the total turnover, and profit figured on a different basis is bound to make a discrepancy, which causes confusion."

The reply of a Dresden, Ont. merchant, is as follows: "We figure on the selling price, for the reason that it is the most simple and profits on monthly or yearly sales are easily determined. It appears to us the height of absurdity to waste time and effort by such a clumsy method as figuring on the cost price."

Invoice Cost Not the Real Cost.

"Because the invoice cost price is not the exact price, we figure our profits on the sale price," states a Toronto

grocer on Gladstone avenue. "The real cost of goods," he adds, "must be somewhere between the cost and the selling price, and as this real cost is never known it ought to be figured on the nearest figures known, which are the selling price."

A dealer in Morriston, Ont., says that he figures on the selling price for the reason that he figures his percentage of expenses on that basis. He knows his turnover every night but he points out he does not know the total cost of the goods which are sold during the day.

"It is necessary to add the cost of selling to the invoice cost," writes a dealer in Thomasburg, Ont., "before the total cost can be secured. As this figure is very difficult to arrive at, we figure our profits on our selling price."

For the same reason a dealer in North Hatley, Que., calculates his profit margin on the selling price rather than on the cost.

"I believe it is proper to figure profits on the selling price," says a St. John, N.B. grocer, "because the exact cost of an article is never known. Also for the reason that expenses are figured on the turnover, and it would not be proper to figure profits on one thing and expenses on another."

Those Who Figure the Other Way.

Some of the reasons presented by those who figure their profits on their invoice cost, are not any too clear. For instance, one firm writes as follows—"We figure profits on the cost price, because we make it a point to make a certain percentage on all things sold." This is ambiguous because those merchants who figure on the selling price, aim to do exactly the same thing. Here is a reason from another merchant: "I figure profits on invoice cost, because in doing so, I have made some money, and can add on a margin for the loss on vegetables and things perishable."

Another dealer points out that he figures his profits on his invoice cost, plus the delivered cost, laid down at the store. A British Columbia dealer states that he figures his profits on his invoice cost. This is the reason he presents:—"We have always added a certain percentage to the cost of goods, this percentage differing according to the kinds of the goods." An Ontario retailer figures on the invoice cost, because he says, it is the basis he has to work from. Another western retailer basis his profits on his invoice cost, plus the freight and the estimated overhead expenses for selling. He basis this at 15½ per cent. His reasons for figuring on the cost price are, because the goods deteriorate in value, and do not always bring the price marked.

An Alberta retailer, figures from the cost, because he says the cost price rep-

A HANDY FIGURING METHOD.

A Quebec dealer writes:

"Answering your inquiry relative to figuring out profits, I claim that it is far better to add the per cent. of profit on the selling price, and for the following reasons:

"1st. Since the percentage cost of doing business is calculated from the total sales, that is, from the amount of business done, it is obviously better to compute the margin in the same way, because one will see more clearly what margin he must set to pay the cost of doing business and leave a profit, and will be on the safe side if he figures his profits with the same diminishing figures he uses to make out the percentage of expenses.

"2nd. On a reduction sale, when an article has been marked at 20 per cent. advance, it can be reduced 20 per cent. on the marked price without losing on the invoice cost, which is not the case when the profits are figured on invoice cost price. The same may apply to appropriations.

"3rd. The percentage added this way is more quickly found. Thus, I think it easier to find invoice price plus 20 per cent. of selling price on \$3.20 by multiplying \$3.20 by 100 and dividing the result by 50.

"For abbreviation, I simply drop the last cipher and divide 32 by 8, which gives me four dollars. Thus, one can figure out percentage without the use of a pencil. If 25 per cent. on selling price is wanted, multiply cost price by 2 and divide the result by 15. If 30 per cent., divide cost price by 7, bearing in mind not to alter the value of the digits as to their respective places.

$$\begin{array}{r}
 15 \\
 20\% \text{ on } \$1.50 = \frac{\quad}{8} = \$1.87\frac{1}{2}. \\
 25\% \text{ on } \$1.50 = \frac{15 \times 2}{15} = 30 \div 15 = \$2. \\
 30\% \text{ on } \$1.50 = \frac{\quad}{7} = \$2.14 \frac{2}{7}.
 \end{array}$$

"I find this method handy and use a pencil only for something like this:

$$\begin{array}{r}
 .055 \times 2 \\
 25\% \text{ on } .05\frac{1}{2} \text{ cents} = \frac{\quad}{15} \\
 = .071\frac{1}{3}.
 \end{array}$$

resents his outlay, the same as money deposited in the bank for interest, and secondly because it has been the custom in practically all businesses in the past.

There you have the methods of a number of retailers. Summing them up, one can only come to these conclusions: First, that figuring profits on the cost and expenses on the turnover, make a man worth less money at the end of the year, than he thinks he is worth. Second, that while the correct method may be to figure on the cost, one never knows the actual cost of the goods by the time they reach the consumer, and that, therefore, the safest plan is to figure on the selling price or turnover.



WHOLESALE REPLY TO RETAILERS.

St. John, N.B., Jan. 5.—(Special).—At the last general meeting of the Grocers' Section of the St. John branch of the Retail Merchants' Association of Canada, the matter of wholesale houses selling to other than retail stores was dealt with. As previously announced in Canadian Grocer, a letter had been sent to twenty-two wholesale grocers, and replies were received and read from the principal wholesalers. The majority of these letters expressed the desire of the wholesale grocers to meet a committee of the retail grocers to discuss this grievance. A committee of seven was appointed and the secretary was instructed to arrange a meeting to take place on or before Jan. 11, 1915.

It was decided to have the next regular meeting on Jan. 12, as the annual meeting for the election of officers, etc.

The membership roll shows that over seven-tenths of the grocers in the city are already members and the work of enrolling is still proceeding.



MIXED CARLOADS AT SAME RATES.

Final judgment of the Railway Commission in the matter of the proposed cancellation of the mixed carload rates on groceries and liquors and other products to the Canadian West has been given. The cancellation has been forbidden until further notice. The order of the commission is as follows:—

"Upon hearing the matter at the sittings of the board held in Toronto, December 12, the Toronto Board of Trade, the Montreal Board of Trade, the Hamilton Board of Trade, and other parties interested, and upon reading the submissions filed;

"It is ordered that the proposed cancellation of the said arrangements be, and is hereby, suspended until further order of the board."

Holdover in California Dried Fruit Not Large

Season of 1915 Ushered in With Stocks Light Apart From Peaches, Raisins and Apples—Resume of the Past Season and The Effects of the War—Situation in Raisins.

THE season of 1914 so far as dried fruits in California are concerned will go down in memory as one containing a number of perplexing and at times very serious problems in some of which this year has been unique, says the California Fruit News.

Beginning with the war in Mexico which cut off export shipping by water via the Tehuantepec, which produced a number of complications with export operators in California dried fruits, the season has been a series of shipping and marketing problems which have at times produced critical situations. The opening of the Panama Canal relieved the inconvenience occasioned by the closing of the Tehuantepec route on account of the trouble in Mexico, but the uncertainty as to the date of opening of the Canal and the temporary closing of that waterway at different times owing to small slides, kept export operators on the anxious seat every little while during the fall. The probabilities are that no further difficulties of any great size will be experienced so far as the Canal is concerned. The Panama Canal is and will be an enormous factor in the transportation and development of trade in fruit lines for California.

The European Turmoil.

The principal disturbance, of course, in dried fruit lines was and is the European war. This most unfortunate struggle opened in Europe at the time when California dried fruit exporters were receiving at their packing houses and making arrangements to commence forwarding to Germany, the season's dried apricot crop. With not only the possibilities of shipment, but the financial and other abilities of the receivers in Germany practically wiped out overnight the value of dried apricots was, between two days, made an uncertain and indefinite quantity.

The major portion of the tonnage of dried apricots produced in California has in the past few seasons all gone to Germany and in addition there is the item of apricot kernels and pits. The situation thus brought about made it apparent that most of our apricots, a product usually largely marketed in Germany, would have to be marketed elsewhere, principally the United States, and just what value they might have was not possible of determination. This commodity accordingly declined overnight practically one-third in value and

this situation bid fair to be an extremely serious matter with not a few of our large operators in dried fruits.

Some Sleepless Nights

In addition, there was the prune problem, which was in somewhat similar shape, just ahead and that prospect on top of what had already befallen made California dried fruit packers from the largest to the smallest spend a good many sleepless nights. Ultimately conditions settled down and after apricots had taken a definite loss in value and prunes a temporary decline, which has since been almost, if not quite, recovered, and transportation facilities opened up to an extent, the general situation readjusted and is now pretty well on its feet.

Many markets in Europe which previously bought through Germany and other large distributing countries have been buying direct and although the matter of credits has been a difficult one to handle, extremely heavy shipments have gone abroad by water from San Francisco as well as via New York. Dried fruit generally in California is cleaning up better and at generally steadier values than was thought possible early last fall.

Good crops of practically all lines which go into the making of dried fruits in California were anticipated early in the season and results proved these anticipations to have been correct in all lines except prunes. The total output of dried fruits from California would have been a very big one had prunes been a big crop. Fortunately, however, that variety was short. There was little if any carryover in dried fruit lines aside from some peaches and some raisins. Prices on apricots and prunes opened fairly high and advanced rapidly, growers being offered particularly good prices for their prospective outputs in these lines. Values, however, declined in apricots and prunes following the war. Prunes later on recovered owing to the short crop and the unexpected improvement in export.

Cotton Slump Affects Peaches.

Dried peaches have been a drug on the market for a long time apparently, and were slow of sale all fall. The slump in cotton values in the South, where peaches were largely marketed, after the European war commenced, had much to do with this. This commodity is just beginning to take on a little ac-

tivity. Peaches have been cheap and declining right through the season and for a considerable time have sold below the generally accepted ideas of cost of production. Peaches turned out to be a big crop this year and have been rather heavily produced in California right along for several years. The market for this commodity will need to be enlarged if the production is not to be reduced, or, apparently, profitable prices cannot be obtained.

Since publishing our Annual Number last winter we have revised our estimates made at that time on the 1913 output of dried fruits and print below our final figures on last year as compiled in the spring and summer of 1914, and our present estimates which are the best obtainable at this time for the 1914 crop.

	1913. Tons.	1914. Tons.
Apples	1,900	4,000
Apricots	10,500	19,500
Figs	5,000	6,200
Peaches	23,000	32,000
Prunes	48,000	51,000
Raisins	65,000	90,000
Various others	2,000	2,500

Small Carry Over.

There will be little carryover into the spring of any of the dried fruit lines aside from peaches, raisins and apples. Even peaches are not so plentiful as the sagging condition of this market a few months back would have indicated, as they have been going out a little more freely recently. Export and water shipments of dried fruits from San Francisco have been exceedingly heavy this fall and have kept up right through December, forwardings in the latter month having been much above the normal for that month.

The output of raisins this year was almost as large as the biggest crop we have had but not quite. We estimate 90,000 tons as the State's production, figuring in the small scattering production outside of the San Joaquin valley in addition to what is estimated for that section. Of this about 60,000 tons were Muscats and 25,000 to 27,000 tons seedless varieties, Sultanas and Thompsons.

Raisin Company in Control.

The raisin market is now a more steadily established thing than before the Associated Raisin Company became a fact and consequently raisin business is more or less a year round affair owing to the lack of speculative opportunity.

There naturally is, of course, more business in raisins for holiday consumption than at other times, but the selling period in raisins is now spread out over more months than heretofore. The California Associated Raisin Company is rather well in control of the situation and has succeeded in putting itself upon its feet very firmly both financially and as a raisin factor.

Old crop raisins were cleaned up before new came in this fall. Operators outside of the Associated have been cutting the latter's prices to a more or less material extent for such quantity of goods as they have had to offer, principally, however, in seeded, and packers working with the Associated have at times tried to meet such competition by discount concessions. There is however, but a small proportion of the total tonnage outside of the Associated's control. Prices as now established are on a profitable level for raisin producers. The open fall in California in 1914 allowed of all the raisins being well cured and put under cover before the rains set in and there is consequently no rain damaged stock.

The whole dried fruit business in California is to-day, generally speaking, on a better plane than in the past.



PURCHASE SERVICE AS WELL AS GOODS.

(Continued from page 22.)

store and stock rooms. "I have sold three carloads of apples already this season," he said, as Canadian Grocer representative made some remarks about the large stock of apples. "About 3,000 bags of potatoes is generally what I manage to dispose of per year," he added.

The parcelling and checking room is separate from the main body of the store. Three of the staff are kept busy in this department continually. In rush hours they give as much assistance behind the counter as possible. A large stock of goods is kept in this room to give greater dispatch to the filling of orders. Mr. Bambrick finds that the men who have had experience in delivering, etc., are the best for this department, as they know the delivery routes well.

The system for checking is simple in the extreme. Each order is entered on the sheets for which the driver signs. Absolutely no goods are sent out without being entered. This gives a very accurate and complete method for checking and tracing in case of any complaint that may be made.

Thirty-Six Years in Business.

Mr. Bambrick started into business on his own account in 1878, on Nov. 12, to be exact. His only grocery experience

previous to that was what he gained by working Saturdays and evenings. The firm at that time was known as Bambrick & Wall. In 1882 he bought out his partner, continuing the business under his own name. Fifteen years later he moved to the present premises. Only half of the store, however, being occupied by him.

"When I got in here," he said, "I seemed lost. The place as I thought was much too large, and I seriously considered renting half of it, and had it not been for the advice of Fred Hodge, representative of Chase & Sanborne, I believe I would have done so. He advised me strongly to keep the whole store as the business would soon grow to fill it." Mr. Hodge's prediction has certainly come true as he has had to enlarge twice since then, the present floor space being twice what it was at that time.

The clerical and bookkeeping end of the business is looked after by Mr. Bambrick's son Basil, with one assistant.

Outside of his business this merchant's chief hobby is traveling and he regrets that the demands on his time do not permit him doing as much of this as he would like. He frequently, however, takes trips to New York, where his daughter Winifred has been residing for several years. She is an expert harpist, and her first appearance a few years ago in Aeolian Hall, New York, was the occasion for an outburst of praise for her accomplishments. Although only 19 years of age she has been starred on several concert tours.

Aside from his traveling and globe trotting tendencies, Mr. Bambrick is an enthusiastic walker. In fact had he not been tied down to business at such an early stage in life, who knows but what Ottawa might have had the distinction of producing a second Jimmie Reynolds or George Goulding!



DISPLAY—AN ARRANGEMENT OF CONTRASTS.

The following is from "The Little Schoolmaster's Classroom" page of a recent issue of Printer's Ink, a prominent publication in the interests of advertisers:

"Sometimes it pays to get away from the commonly accepted rules. The Canadian Grocer tells a story of a grocery clerk who was showing a customer a basket of potatoes, and upon being called to the phone, accidentally left the homely vegetables on a counter which bore a handsome display of dates, figs and jams. While the clerk was talking a second customer walked up to the counter, noticed the potatoes first thing, and ordered a basket "just like it." Somebody reported to the manager, who ordered the basket left where it was, and

by six o'clock that night the store had sold nineteen baskets of potatoes which would not have been sold but for the incongruous display.

"What is display, anyway, but an arrangement of contrasts which will call favorable attention to certain objects? Nobody would be likely to think of displaying potatoes in connection with fruits, but when the thing happened by accident it immediately raised the presumption that those were pretty fine potatoes. It leads the Schoolmaster to think that the rules of display are not quite so hard and fast as we sometimes imagine."



MERCHANTS IN MUNICIPAL LIFE.

Among the Ontario grocers and general merchants who received municipal honors during the past week, are to be found the following:

A. Shaver, Brockville; E. A. Hill, Blenheim; S. J. Dolman, Campbellford; F. A. Bonneville, Cobalt; J. J. Bailey, Huntsville; Louis H. Ware, Huntsville; James Henderson, Ingersoll; F. McDougall, Ingersoll; R. A. Climie, Listowel; H. E. Yeomans, Mount Forest; T. B. Champ, Orillia; E. A. Rinker, Kincairdine; W. Buskin, Flesherton; J. H. Stephens, Port Hope; F. Sebring, Simcoe; J. Wilson, Thorold; W. H. Ireland, Trenton; E. T. March, Trenton.



CALENDARS FOR 1915.

The calendar for this year of Connors Bros., general merchants, canners and packers of fish, at Blacks Harbor, N.B., is of the usual large type with big plain figures. The picture is, too, a large one, reproducing in their natural labels the cans of the various canned fish manufactured by the firm. Sundays and special holidays are marked in different faced figures from the others.



The Lake of the Woods Milling Company have issued a fine 1915 calendar. It is a calendar with considerable "character" because it implies a story that makes one think. The illustration is that of a North American red Indian in the foreground, dressed in his "state" robes and seated on an Indian pony, across the back of which rests a bag of Five Roses flour. Then across a blue sheet of water stands the Keewatin flour mills and elevators of the company painted in the natural colors. As a contrast to the primitive methods of the Indian for the transportation of flour, there are several modern railway trains fleeing past the factory or taking on their loads. The picture is quite an impressive one.



A. W. Hugman, of W. D. McLaren Co., Montreal, is spending a few days' vacation in Toronto.

1915 Will Be a Vegetable Year in Seeds

Flower Seed, it is Thought, Will Not be in Great Demand—Can
Canada Produce Seed?—German and Belgian Supplies Cut Off
—Clover and Timothy Higher, Also Roots.

By A. H. Harvey.

A MAN came into the offices the other day, and perpetrated a pun for which he ought to have been punished. He said, "We won't be able to get any seeds from Europe next year." Unsuspectingly and in the guilelessness of our hearts, we said, very naturally, "Why?" "Because," said the joker, "there won't be any germination then."

Many a true word is spoken in jest, 'tis said. Certainly there will not be much germination in Germany. They have their hands too full over there to bother with seeds for export to Canada. But this will not greatly affect the Canadian supply this next Spring. All the stocks had been bought before the war, and those which did not come forward from Germany and Belgium were replaced by stocks from France. This is a chance for France. If they can find time to devote to this business this year they can take away the enormous percentage of seed supplies with which Germany provided the world, and jump into the place of the country which they will thus oust. Undoubtedly, for many years Germany has produced a very large part of the flower seeds that the world consumes.

A Chance for Canada.

Here, too, may be a chance for Canada. Opinions differ. Some seed men say that this climate is not suitable, never will be suitable, for seed growing in any commercial sense of the word. It is said that what growing takes place at present is purely experimental, merely because the climate is too extreme for seed-growing as a successful enterprise. But I was talking to a very prominent and expert man who said, "Nothing of the sort. It is not a question of climate. It is the labor and not the climate that is missing. In Germany and Russia and Belgium the women and children—particularly the former—do most of the seed-growing. And they do it very cheaply. We could not, or we cannot at present, get such cheap labor in Canada. If we would, we could make seed-growing a large and profitable business." The man who said this is an expert in this line, and knows his business. Moreover, it is demonstrated that seeds are grown in America in quite large quantities, in localities where the climate is no more propitious than it is in Canada.

Prognostications for This Year

All sorts and conditions of prophecies are rife as to business for seed men this year. It is generally opined that this will be a vegetable year rather than a flower year. For two or three reasons this is probable. First, while gardens are not an expensive item, still they may be regarded as something which can be done without and if the general public has as little money as it is supposed to have, every economy will be effected in some quarters. And this cuts the other way. From an economy point of view, it would pay people to start their own vegetable cultivation. This can be done cheaply; all they need is a back yard, a few cents' worth of seed, lots of elbow grease and common sense. This is a good line for the retailer to take to encourage people to buy seeds for their own particular cultivation. Point out to them the thrift in each man being his own greengrocer. There are not wanting signs that a good deal was done along this line in several cities last year. The grocer who knows his business will mark this sign of the times. Play up the vegetable seed; it will be a paying resource.

As To Prices.

Because of the dearth of sales of flower seeds the rise in prices which was prophesied will not likely materialize. Anyway, as we have shown, supplies for this season are all right. It is 1916 that will need some weathering. The importers have not had to pay more for their imports, and the American market has proved a good supply store. There is logical reason why prices of flowerseeds should advance. It is more than likely that they will decline, if business does not accrue at present levels.

On root stuff it is somewhat different. Turnips, beets, mangolds, swedes and so forth will be higher. The English supply is short in all these, and prices are up on that account. It is not possible to determine their exact level at present. Most of the seed men have not gotten out their final catalogue, and to a certain extent prices are competitive, according to source of supply and a half hundred other conditions affecting each individual seed firm. But prices generally in these lines are higher.

Clover and timothy are decidedly high-

er, though in neither case is this put down by most dealers to the effect of the war. There is a natural advance trend from the winter on towards the spring. Both lines are therefore dearer now than in November, for instance. But over and above that there has been considerable demand and prices have naturally stiffened. This is particularly true of clover, and of white (lawn) clover most of all. Three years ago you could get it for 25 cents a pound. It is nearer 85 cents to-day. This is a little difficult for the layman to understand, because these two lines are Canadian products, and the supply is not affected any more this year than usual. There are no markedly powerful influences in boosting prices, unless it be that there are pretty heavy exports. There are exports every year, of course, but these are more considerable this year. Possibly that accounts for the appreciation in price.

Export Trade Affected.

This matter of export, however, is affected in various ways. Take bulbs, as an example. There is a big export trade done in these, but this year the chief market was closed. Germany usually takes large supplies, but she was not a purchaser this year, and the consequence was that dealers were forced to cope with the problem of disposing in Canada and over the line of a double supply. Probably America will find that that is going to be the case, to a certain extent, with flower seeds. Some of America's European purchasers will certainly not be in the market. The effect should therefore be to send prices down on this account.

Seed men generally have not found business too bad, despite the unsettled condition of trade. Of course, theirs is a different business to some others, in that they have a few weeks when they really do a very large business while the rest of the year is more or less dull. They have, therefore, to make hay while the sun shines. This is partially reflected in the trade of the retailer carrying seeds. There are only certain times in the year when he can mak good on them but at those times, he should reap enough of a harvest to pay him for carrying stocks for the balance of the twelve months when there is little demand.



The Clerks' Page



FARRINGTON PHILOSOPHY.

To act independently with a customer is to give the impression that you don't care whether he buys or not. In such a case he usually will not.

Don't insist on doing anything the good old way you always have done it if a better way has been discovered.

Can a stingy man get the reputation for running a store in a generous way and with a generous policy? Will a stingy man ever run a store in that way?

It is all right to follow the "Fight it out on this line if it takes all summer" policy unless there is some other line you can adopt that will prove easier going.

Don't stick to any rule against your own judgment merely because you have made it a rule and hate to change.

Don't stop with being honest with your customers and with your fellow business men, employees or employer; be honest with yourself as well.

What a customer expects to pay in making a certain purchase and what he is willing to pay may be two different prices. It is up to the salesman to find out.

We think rather too much of the trade of the rich man and his family. Most of the money spent in your store and mine is that of the comparatively poor.

Special sales are successful just about in proportion as the selling force of the store takes an active interest in their success.

The best advertising is the kind that is so simple that it seems strange that it pulls the way it does. The average reader understands simple language best.

You lose opportunities and probably actual money every time you throw a trade paper unread into the waste basket.

Don't lose any sleep over your inability to devise new and unheard of advertising schemes. Use the tried and proved plans and you will come out all right.

Some people have the idea that the one who can talk loudest will win the argument. Loud talk has no place in a store.

Is it any less dishonest to help yourself to a nickel's worth of goods twenty times in a month than to a dollar's worth at one time?

A SALESMAN WHO READS.

A. W. Ellingham, salesman with Andrew Schaab, general merchant, Wilkie, Sask., writes Canadian Grocer as follows: "Mr. Schaab takes two of your papers and hands them over to me to read when they come in. I might say I would not be without them as they have a lot of good reading for any salesman. Canadian Grocer is interesting from start to finish. I always keep it on file for reference re market reports and ideas of other grocers."

ARE YOU THERE?

My friend, have you heard of the Town of Yawn,

On the banks of the River Slow,
Where blooms the Waitawhile Flower fair,

Where the Sometimeorother scents the air,

And the soft Goeasys grow?

It lies in the valley of Whatstheuse,

In the Province of Letherslide;

That Tired Feeling is native there,

It's the home of the listless Idontcare,

Where the Putitoffs abide.

The Putitoffs smile when we ask them to join,

And they say they will do it to-morrow;

And so they delay from day to day,

Till death eyes up and takes them away,

And their families beg, steal or borrow.

THE ENCYCLOPEDIA

BRAZIL NUTS.

Brazil nuts, sometimes called cream nuts and Para nuts, are the fruit of a large tree native to Brazil and Guiana, in South America. The nuts are brown

and wrinkled in appearance, triangular in shape, with hard shells and white kernels of very agreeable taste. They grow encased and packed in round seed-vessels, varying in size from that of a coconut to some as large as a man's head, and so hard that a sledge hammer is required to break them. They are commonly called "nigger toes," on account of their color and shape.

THE WALNUT.

The walnut is the nut fruit of a large tree extensively cultivated in many parts of the world. France furnishes the big percentage of the walnuts imported, the bulk of the balance coming to America from Italy, with lesser quantities from Chile, Turkey, Austria, etc.

French walnuts are generally known as Grenobles, sub-divided into two principal grades, pure "Mayettes" and "Commercials," the latter including Marlots, Cornes, Lots, Cahors, etc. The best Italian are those known as Sorrentos.

The type always understood commercially under the general name of "walnut" is that formerly known as the "English walnut." The California orchards have been developed from imported stock of that variety and these now supply nearly half of the U.S. consumption.

The two principal varieties of native American walnuts are the black, which offers nut-meat excellent in quality, but contained in woody receptacles so strong that nut-picks are required to extract it, and the American "white walnut," which is more generally known as the butternut, and which is even more toughly coated.

If catering to good class trade, one should select medium-large nuts, of uniform size—this adds greatly to their attractiveness—and thin, smooth, light-colored shells of nice shiny appearance. The stock must always be kept in a cool dry place and protected from rats.

The green nuts, gathered before the inner shells harden make excellent pickles. The kernels are also pressed for oil, the husks and the juice of the green fruits are used in the manufacture of hair and other dyes, and the bruised leaves have an aromatic odor which drives away moths.



Current News



Quebec and Maritime Provinces.

J. D. Grant of Grant & McIntyre, general merchants, Apple Hill, Que., died recently.

Advices to Montreal say that the Canadian Railways are considering the raising of their freight rates on goods being exported to America by five per cent. early in the new year. This will correspond with the increase sanctioned by the Interstate Commerce Commission for all goods except coal and iron ore exported from the United States into Canada. The latter increase will come into effect on January 15, after ten days' notice has been given, but owing to the Dominion Railway Commission requiring thirty days' notice of any change, it is not anticipated that the Canadian roads will increase their charges until the middle of February.

Ontario.

F. E. Farley, grocer, Toronto, has disposed of his business.

J. H. Dean, a Toronto grocer, has disposed of his business.

C. Ross & Son, grocers, London, Ont., have sold to W. J. Higgins.

R. A. Lawson, grocer, Bracebridge, Ont., has sold to F. M. Higgins.

Margaret Leith, grocer, Caledonia, Ont., sustained a fire loss recently.

The general store stock of W. T. Lambe & Co., Oakburn, Ont., has been sold.

J. S. Wilkie, general merchant, Alvington, Ont., has sold to R. J. Nicholson.

Ronald MacKenzie, general merchant, Putnam, Ont., has sold to Margaret MacKenzie.

T. H. Jones has purchased a general store at Petrolia, Ont., and will move there from Blenheim.

J. E. Beacock & Son, general merchants, Myrtle, Ont., are advertising their business for sale.

J. A. Gillett, proprietor of the Red Star Grocery, Aylmer, Ont., has added three silent salesmen to his equipment.

The Sweatmeat Company, Limited, has been granted a Dominion charter to manufacture and deal in confectionery, jams, jellies, etc., with head offices in Peterborough, Ont.

A. B. Scott, grocer, Smith's Falls, Ont., was presented by his clerks with a handsome hall-rack as an expression

of the kindly feeling existing between him and his staff.

A general store and post office at Glen Buell, near Brockville, Ont., was completely destroyed by fire on Sunday morning, proprietor C. J. Gilroy losing everything. He was burned about the head and face in escaping.

Joseph Brown, grocer, of Lindsay, Ont., who for five years has filled the office of Reeve for the village of Sturgeon Point, this year resigned in favor of J. D. Flavell. Mr. Brown has been for nine successive years one of the aldermen of the village, receiving the position each time by acclamation.

Fire was discovered in Lemon Bros.'s store, Colborne, Ont., about four o'clock New Year's morning. The family living over the store was awakened by the smell of smoke, and gave the alarm. With the assistance of the citizens, the flames were extinguished after causing damage to stock about fifteen hundred dollars. Upon investigating, it was found the store had been broken into. The account register being locked with staple and padlock, was broken into but no accounts destroyed. Fire had been set directly under the register in the shelving, also on the counter in pyramids of corn flakes and other cereals.

Word has been received in Toronto that the new scale of tariffs, in accordance with the five per cent. increase recently granted the eastern railroads by the Interstate Commerce Commission affecting Canadian points, will become effective on January 15. According to representations of the Traffic Department of the Toronto Board of Trade, the new schedule from American points to Canada has not yet been endorsed by the Dominion Railway Commission, and it is quite possible that exception will be taken by Canadian firms on the ground that the new rates are not in conformity with those recently acquiesced in by the American and Canadian Commissions.

A delegation of the retail merchants' association of Fort William, Ont., waited upon the mayor and council recently to enter a protest against the assessment that prevails in the city and the consequent large rentals that are charged to the retail merchants. G. E. Chapple acted as spokesman for the delegation and intimated that this was an attempt to

find out what was wrong with the policy of the city, and to guide the retailers in the exercise of their franchise, according to what measure of redress would be promised. Mayor Young advised the retailers to send a recommendation to the council, although the assessment was not a matter that rested upon the council but with the assessor, and, by having the right of appeal, every man was constituted his own assessor. If the grievance was placed in writing and sent to the council he was sure that the complaints of the retail merchants would receive the best consideration. Mr. Chapple was informed that the assessor was instructed by the council to raise a certain amount of revenue and that he had to obey orders.

Western Canada.

Stevens & Queleh, grocers, Buttress, Sask., have resumed business.

T. J. Methers & Co., general merchants, Forward, Sask., sustained a fire loss recently.

Lethbridge, Alta., is expecting to get the Cream of Wheat Products Company of Minneapolis, to locate there.

The Portage Trading Co., Portage la Prairie, Man., has been succeeded by the Portage Supply Co.

The Knight sugar factory at Raymond, Alberta, has delayed its decision to move pending an immediate guarantee that the ray product in South Alberta will be forthcoming.

A. Macdonald, wholesale grocer, Winnipeg, has sent \$1,000 to Vancouver for distribution among needy persons there. Authorization to appropriate the fund was this morning received by W. G. Barclay, manager of the Barclay Co. in Vancouver.

Fire destroyed the building and contents of the general store owned by V. D. Etchegoyne, Whitewood, Sask. The loss in stock is estimated at about \$25,000 with an insurance of \$10,000. The building had a valuation of about \$3,000, with no insurance.

A. B. Hudson of Lumsden, near Craik, Sask., has become proprietor of the Anderson Supply Co., formerly owned by S. H. Harrop. Mr. Hudson has had many years' experience in the general store business, having been in business in Lumsden and a number of other places.

Flour Up 50c.: Sultanas Scarce: Brazils Lower

Currants Are Cheaper, Though Not Down to Recent Low Level
—Valencia Raisins May Advance—Sultana Stocks Gravelly Light
—Tea Remains Firm—Little Business Moving—View of Stock-Taking Operations.

Office of Publication, Toronto, January 7th, 1914.

FLOUR holds the centre of the stage in the grocery markets this week with an advance of 50 cents per barrel on Wednesday afternoon. This rise did not come as any surprise, as the wheat market has been exceedingly firm of late. In fact it was a wonder to many why the advance did not come along even sooner. January wheat in Winnipeg was sold on Tuesday at \$1.28, and May at around \$1.33; while in Toronto the price of No. 1 Northern touched a high point at \$1.40. Flour is now higher than it has been for many years, due of course to the upsetting of the natural channels of trade by the war. There seems little reason to expect lower prices in the immediate future, but it is difficult to say what will happen should the war terminate before seeding time or should Russia secure free passage for her wheat through the Baltic and the Dardanelles.

Sultana and Valencia raisins are getting squeezed into small compass. Since Turkey entered the war the importations of Sultanas of course stopped, and just as soon as the stocks that were on hand or afloat at the time, have been consumed, there will be no more until the war has come to an end. Valencias are exceedingly short and it begins to look as if they too would soon be all in retailers' hands.

As Canadian Grocer has stated frequently on this page, would be the case, prices of nuts following the holiday trade have declined. Brazils are away down from the high figure, and now that the Christmas baking is over for another year, shelled walnuts and almonds are much cheaper. Of course if it had not been for the fact that supplies of these were held up during December by the dockmen's strike at Liverpool, they would never have soared to the heights they did.

There is nothing new in sugar. The market, however, has gained a little strength, or at any rate it is not quite so easy as it was following the last decline.

There is yet considerable speculation as to whether there will be a war-tax on tea. Some think there will, while others again think there won't. Perhaps even the Finance Minister doesn't yet know and at any rate it is not likely we shall have anything definite until parliament meets next month and the budget is presented. There is from all accounts some speculation going on in anticipation of a war-tax on this article, but it is not at all general. Apart from the possibility of the tax entirely, the tea market is firm and will likely remain so for some time to come.

New laid eggs are still falling. The mild spell is evidently encouraging the hens to take an optimistic view of the future weather and they are laying some eggs. Wholesale prices are from ten to fifteen cents lower than a month ago.

QUEBEC MARKETS.

Montreal, Jan. 7.—One of the Montreal millers has advanced the price of their flour on all grades 30c per barrel, and local representative of a Toronto milling concern announced an advance of 20c per barrel. It was expected that the bigger mills would follow, but at time of writing, while they admitted the market was firm, they had not yet advanced their price.

An advance also took place in the price of hogs, amounting to between 25c

and 50c, caused by a scarcity of supplies. Around the middle of the week prices of provisions were firmer all round. New-laid eggs took a considerable drop, receipts being better, whereas September made finest creamery butter jumped to 32c. No further change in sugar took place, but another decline would not surprise the trade here. As announced last week, there will be no more sulphur matches. A new price list has not been issued yet. Lobsters are down 15c per doz.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—
Flour going up.
Big mills unchanged.
Peeds moving fairly well.
PRODUCE AND PROVISIONS—
New laids down to 45 to 50c.
Butter is advanced.
Turkeys hold up well.
Cheese market firm.
FRUIT AND VEGETABLES—
Apples still firm.
Greenings very scarce.
Tomatoes still 30c.
Cauliflowers \$4 double crate.
Cucumbers too dear.
Cabbage \$1 per bbl.
FISH AND OYSTERS—
Frozen halibut easier.
Lobsters and oysters quiet.
Extra smelts scarce.
Fresh steak cod scarce.
GENERAL GROCERIES—
Walnuts and almonds down.
Substitutes for sultanas.
Split peas still dear.
Figs, dates, currants firm.
Candied peels unchanged.

ONTARIO MARKETS.

FLOUR AND CEREALS—
Flour up 50c.
Good export trade in oats.
Active demand for bran.
PRODUCE AND PROVISIONS—
Storage eggs firmer.
Good export demand.
Fresh made butter scarce.
Firm lard market.
FRUIT AND VEGETABLES—
Cauliflower higher.
Canadian potatoes weak.
Pineapples cheaper.
Cranberries going well.
FISH AND OYSTERS—
Fresh trout and whitefish.
Smelts none too plentiful.
Oysters moving better.
Little general demand.
GENERAL GROCERIES—
Probable advance in Valencias.
Sultanas below production.
Brazil market flat.
Currant prices lower.
Santos coffee easier.

The nut situation is interesting. Large supplies arrived early in the year, being a glut on the market. Importers were inclined to compel those who had made contracts to fulfil them. Consequently there was a disposition to hold up the market. On the other hand, one of the largest wholesale houses is unable to accept business for new walnuts, not having yet received supplies beyond small quantities for their customers who had bought ahead. These orders have not yet been filled, so that new business cannot be accepted. Orders had been booked ahead at 34c to 36c. Other houses have filled their orders, and are now offering from spot at 32c.

CANADIAN GROCER

One of the large Montreal houses expect to finish the year even with 1913. When the war broke out, they were \$200,000 ahead of the previous year. The following six months, however, made a change. They report that failures in Quebec Province are no more than usual.

They report collections harder to get, their customers asking for more accommodation.

While it is predicted that a tax will be put on tea, Montreal wholesalers are not inclined to take advantage of the situation. One says: "I don't care whether the Government puts a duty on or not. What's the use of loading your customer up with tea and running the chance of disappointing him. When his account is due, he has to pay for it whether there is a duty or not."

SUGAR.—The four refineries—Redpath's, St. Lawrence, Acadia and Wallaceburg, all participated in the 25-cent decline which occurred on December 28. There was nothing in New York to bring about the change, and the situation today does not warrant a further decline; yet the trade is confidently expecting one. No raws are being sold below 3 1/6, while granulated is firm in New York at 4.95. More inquiries are coming in from France and England. No weakness can be seen. There has been a slight improvement in business since the turn of the year, which is only natural, as stocks are being replenished following the taking of inventories.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 30
20 lb. bags	6 40
2 and 5-lb. cartons	6 60
Yellow Sugars—	
No. 3	6 15
No. 1	5 90
Extra Ground Sugars—	
Barrels	6 70
50 lb. boxes	6 90
25 lb. boxes	7 10
Powdered Sugars—	
Barrels	6 50
50 lb. boxes	6 70
25 lb. boxes	6 90
Paris Lump—	
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Crystal Diamonds—	
Barrels	6 95
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEA.—The trade talks about tea as though it were a foregone conclusion that the Government will impose a duty early in February. Yet this feeling cannot be general, or wholesalers would be buying more freely. Some years ago there was a duty scare in New York, and a huge business was done. Importers were asked if they were banking on a duty. One replied that he had done his best; in fact, he was under-stocked, but would go to the limit if he could get the stock. A prominent wholesaler stated that he understood from the trade that the West and Ontario were buying more than usual in anticipation of a tea tax. It was purely speculation, and as far as he was concerned he did not think that

they should speculate—they had never speculated yet on a change of duty. Tea importers report big inquiries from Ontario, and, judging from orders being placed for siftings, they are taking chances on stuff they would not handle if they were not speculating. In the meantime, the London market remains firm. It is firm in Montreal too, but business is inclined to be a little quiet.

DRIED FRUITS.—Several parcels of Sultanas, amounting to about 2,000 boxes, were offered in London this week, and after these are sold there will be few more until the close of the war. Consequently, the trade will fall back entirely on Californias. This has already taken place, the retail trade of this province having already found a good substitute. Those houses who have stocks of Sultanas are quoting 12c to 13c for them. The market for Valencia raisins is fairly strong, as stocks in Montreal are small compared with what they were in previous years. A Montreal house is quoting the wholesale trade 8 5/8c Montreal for 4-crate layers, F. W. Rowleys. Little change has yet been made in the price of figs, dates or currants. These markets are firmer than was expected after the holidays. Certain houses have supplies of Sultanas, which they are offering to the trade—loose 10-11 1/2c, and 1-lb. pkgs. 12 1/2-14 1/2c. Candied peels remain firm and quotations are same as before Christmas.

	Per lb.
EVAPORATED FRUITS.	
Apples, best winter	0 06 1/2
Apricots	0 15
Nectarines, choice	0 11
Peaches, choice	0 08 1/2
Pears, choice	0 13
DRIED FRUITS.	
Candied Peels—	
Citron	0 19
Lemon	0 12 1/2
Orange	0 12 1/2
Currants—	
Amalias, loose	0 07 1/2
Amalias, 1-lb. pkgs.	0 08 1/2
Filiatras, fine, loose, new	0 07 1/2
Filiatras, packages, new	0 08 1/2
Dates—	
Dromedary, package stock, per pkg.	0 08 1/2
Fanis, choicest	0 12
Hallowee, loose	0 07 1/2
Hallowee, 1-lb. pkgs.	0 08 1/2
Figs—	
8 crown, 12 lb. boxes, fancy, layer, lb.	0 15
7 crown, 12 lb. boxes, fancy, layer, lb.	0 14 1/2
6 crown, 12 lb. boxes, fancy, layer, lb.	0 14
16 oz. glove boxes, box	0 13
Prunes—	
30 to 40, in 25-lb. boxes, faced	0 14
40 to 50, in 25-lb. boxes, faced	0 13
50 to 60, in 25-lb. boxes, faced	0 12
60 to 70, in 25-lb. boxes, faced	0 11 1/2
70 to 80, in 25-lb. boxes, faced	0 10 1/2
80 to 90, in 25-lb. boxes, faced	0 10
90 to 100, in 25-lb. boxes, faced	0 09 1/2
Raisins—	
Malaga table, box of 22 lbs., 3-crown cluster, \$2.00; 5-crown cluster	3 60
Muscadels, loose, 3 crown, lb.	0 08
Sultana, loose	0 11 1/2
Valencia, new	0 08
Seedless, 16 oz.	0 13 1/2
Seedless, 12 oz.	0 12
Seedless, 16 oz.	0 10
Choice seeded, 16 oz.	0 09 1/2

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

RICE.—Talking about rice, a prominent man in the trade used this expression: "If there is no change in tariff, prices of rice are likely to go down." This is something new, but when it is considered that the Government has to raise \$40,000,000 right at once, it is hard

to say what will not be taxed. There is a tax of 50c per bag on imported rice, but none on raw. Of late there has been an easing off in the rice market owing to large crops in some grades. Patna crops are not so good, but Japans are easier. Millers have advised the trade that there will be no advance or decline "just now." Tapioca is stationary, with the London market a shade above New York.

	Per cwt.
Rangoon Rices—	
Rangoon "B"	3 60
"C.C."	3 60
India bright	3 65
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—	
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 95
Ice drips	6 20
Snow	6 05
Carolina head	7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12 1/2 lbs.).

	Per lb.
Imported Patna—	
Bags, 224 lbs.	0 05
Half bags, 112 lbs.	0 05 1/2
Quarter bags, 56 lbs.	0 05 1/2
Velvet head Carolina	0 09 1/2
Sago, brown	0 06
Tapioca—	
Pearl, lb.	0 05 1/2
Seed, lb.	0 05 1/2

MOLASSES.—Market firm, but little moving. Country bought liberally when prices were down, and as raw sugar is cheap, with chances of molasses being cheap, there is no inclination for country dealers to buy with the new crop not far away. Opinions are freely expressed that prices will come down. Little is heard yet of offerings for new crop. Buyers are not disposed to take any risks just yet, and planters will not consider anything but high prices for fancy; so that under these conditions there is little chance of any business being done. Wholesalers state that they have enough molasses to keep them going until the new crop arrives.

	Prices for Island of Montreal.
	Fancy. Choice.
Barbadoes Molasses—	
Punchoons	.38
Barrels	.41
Half barrels	.43
For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.	
Carload lots of 20 punchoons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.	
Corn Syrups—	
Barrels, per lb., 3 1/2c; 1/2 bbls., 4c; 1/4 bbls.	0 04 1/2
Pails, 3 1/2 lbs., \$1.85; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, 1/2 doz. in case	2 90
Cases, 20 lb. tins, 1/4 doz. in case	2 85
Maple Syrups—	
Pure, per 8 1/2 lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10

COFFEE.—Prices have eased off on some lines and advanced on others, so that the market has not undergone a material change. Business is slightly better than it was in December. While nobody is talking of a further war tax on coffee, there are some who would not be surprised to see the Government double the present tax.

Coffee Roasted—		
Bogotas	0 25	0 30
Jamaica	0 23	0 24
Java	0 30	0 33
Maricao	0 22	0 25
Mexican	0 27	0 28
Mocha	0 29	0 31
Rio	0 17	0 20
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

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NUTS.—Certain importers having received new shelled walnuts after the first of the year, are compelling customers to take them at contract prices. In many cases this means that nuts will be sold at a loss, and to make this loss as light as possible, an effort was made early this week to protect wholesalers who had these expensive nuts on their hands, by holding up the market. It is unlikely that this will be successful. A prominent wholesaler is quoting 32c, which will be down to 30c before very long. This is cheap, considering that retailers were paying 47c just before Christmas. Those who contracted ahead secured supplies at 37c, but had to be content with a box at a time, as supplies were coming in so badly. While the opinion is expressed that it would be unwise for wholesalers to bear the market just now, it does not seem that prices could be much lower. Importers have cabled France for further quotations on walnuts for February in view of the situation which has developed. On the other hand, the price of shelled almonds is about the same as it was before Christmas—37c to 38c. These have been in stock for several weeks. Unshelled Grenobles are not so plentiful, one house in particular being out of stock. They are quoted 15½-16½c. Tara almonds are quoted 17c. Brazils and Pecans will not undergo much change. Brazils are cheap as it is. Wholesalers paid 11½c this year, whereas the price a year ago was 20c.

Almonds, Tara	0 17
Grenobles, new	0 15½ 0 16½
Marbots, new	0 14 0 15
Shelled walnuts, new, per lb.	0 32
Shelled almonds, 28-lb. boxes, per lb.	0 37
Sicily filberts	0 14 0 15
Pecans, large	0 18
Brazils, new	0 12
Peanuts, No. 1, 12½c; No. 2	0 09½
Peanuts, No. 3	0 16½
Canadian chestnuts	0 12

SPICES.—The situation governing almost everything is healthy. Stocks in New York are limited, and some are scarce. If business should open up big this month, as some people anticipate, some abrupt changes are likely. Firmer markets are noted for the following: Gingers, pimento, cloves and red pepper. There is a moderate demand for black peppers, but buying is sufficient to keep prices steady for spot and early deliveries. Prices are not higher for white peppers, but the market is sentimentally firmer on better inquiries for spot. Spot cloves are practically out of brokers' hands, which is a most unusual condition for this season, when there are usually heavy arrivals of new crop. Pimento is fractionally higher. Mombassa red peppers are practically out of stock, and sharply higher. Prices of cassias are a shade above the low level of last week. All grades of gingers are distinctly firmer, with demand on the increase. All grades of nutmegs are quiet and unchanged.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14-0 18	0 60-0 70	0 70-0 80
Cassia	0 22-0 25	0 72-0 99	0 80-0 90
Cayenne pepper	0 30-0 35	1 02-1 15	1 10-1 25
Cloves	0 35-0 40	1 15-1 30	1 25-1 40
Cream tartar—50c.			
Ginger, Cochiti	0 18-0 23		
Ginger, Jamaica	0 20-0 25	0 90-1 05	0 95-1 10
Mace	0 85-1 10		
Nutmegs	0 30-0 35	1 02-1 20	1 10-1 25
Pepper, black	0 23-0 24	0 80-0 90	0 90-1 00
Pepper, white	0 32-0 33	1 05-1 10	1 1-1 20
Pastry spice	0 25-0 32	0 85-1 10	0 95-1 15
Pickling spice	0 20-0 25	0 75-0 90	0 80-0 95
Turmeric	0 20-0 22		

Lower prices for pails, boxes or ballers when delivery can be secured.
 Cardamon seed, per lb., bulk

DRIED VEGETABLES.—Split peas are hard to get, and the trade is buying only in small quantities. They are paying as high as \$4.50 and \$4.75, which means that the retailer must pay \$5.25. Green peas are all too high to permit big business. Canadian Beauties are also hard to get. Last year the wholesale trade was paying \$1.75 to \$1.80 for good soup peas, but this year, with all German competition gone, the price is \$2.25 to \$2.30. Wholesalers can buy 3-lb. pickers for \$2.35, which is about as low as beans have gone this season.

Beans—	
Hand picked, per bushel	2 85
Canadian, white, per bushel	2 65
Yellow, per bushel	3 25
Yellow eyes, per bushel	3 25
Lima, per lb.	0 08 0 08½
Peas, Imperial green, per bushel	2 50
Peas, white soup, per bushel	2 85
Barley, pot, per sbg	3 50
Barley, pearl	4 50

ONTARIO MARKETS.

Toronto, Jan. 7.—Conditions in the wholesale trade just now are not too encouraging. Stock-taking by retailers is not yet through, and little business is looked for until it is. The feeling on the Street is one of optimism—it always is at the beginning of another year, but it may be that the optimist these days must have the added virtue of patience. Buying continues hand-to-mouth in character. Of necessity this is the case. The retailer says that the consumer is tight. It is hard to get money from him and in consequence the retailer does not feel inclined to carry any surplus stocks. It is wise to face the facts. Retrenchments will be the order of the day in many lines of trade, and the only way to meet it is to cut out unnecessary expenditure and go harder after business than ever.

There is one good feature, and it should be noted. Payments are coming in well. There is a praiseworthy disposition on the part of most retailers, while buying in small quantities, to pay for what they buy. There are surprisingly few bad debts. The retailer in the majority of cases would rather cancel his order than leave himself in debt and the wholesaler in the hole.

The situation in tea is encouraging. Tea is not a criterion of other grocery

lines. It is a law unto itself. At the same time one tea house told the Grocer that they are having a better week this week than at any time during their history. Order after order is coming in, and it keeps them busy knowing how to fill them. People keep on drinking tea. It is singular that while there has been a marked reduction in the amount of sugar consumed by the public and by the quantities of milk drunk, economy is not being shown in tea.

A talk with an importer revealed a situation in Valencia raisins which gives the retailer his chance. Any retailer is safe in buying what he can of this line right now. The Spanish crop is virtually exhausted; the market in London is markedly higher, and there are light stocks on this side. Without doubt the price will advance in a week or two, and the man who takes the tide at the flood will prove himself justified.

SUGAR.—There is little to report. Prices show no tendency to drop lower although the market is quiet and there is little demand. Sellers are holding off tempting offers that do not exactly meet their prices. A miss is as good as a mile. If a buyer can offer 3 cents he can offer three and one-sixteenth cents; that is the position of the seller. Export market shows up in somewhat better light. The Cuban crop is evidently interesting to Europeans, and New York, while by no means firm, is hopeful that January may prove a good month, in which case prices will harden. Whether this will affect Canada or not remains to be seen. The sugar market in Canada no longer follows New York blindfold; to change the simile, it may be characterized as somewhat of a jig-saw puzzle.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 25
20 lb. bags	6 45
10 lb. bags	6 31
2 and 5-lb. cartons	6 65
Nova Scotia refined, 100-lb. bags	6 25
Extra Ground Sugars—	
Barrels	6 95
50 lb. boxes	6 94
25 lb. boxes	7 15
Powdered Sugars—	
Barrels	6 55
50 lb. boxes	6 75
25 lb. boxes	6 95
Crystal Diamonds—	
Barrels	11
100 lb. boxes	7 11
50 lb. boxes	7 21
Paris Lump—	
100 lb. boxes	7 11
50 lb. boxes	7 21
25 lb. boxes	7 31
Cartons (20 to case)	7 65
Cartons (50 to case)	8 15
Crystal Dominos, cartons	8 25
Yellow Sugars—	
No. 1	5 95
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—Prices remain firm, and show no sign of loosening. All round it seems to be the opinion that we shall not see lower prices until this time next year when the new Indian crop comes in; even then—if the war continues—no one can prophesy with any degree of accuracy. The sinking of the two ships which carried nine million pounds of tea was a serious item. This sort of thing is

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ONTARIO AND QUEBEC PRICES 1914 PACK. VEGETABLES.

Table listing vegetable prices for Ontario and Quebec in 1914, including items like Asparagus tips, Beans, Beets, Carrots, Cauliflower, Corn, Cucumbers, Eggplant, etc.

FRUITS.

Table listing fruit prices for Ontario and Quebec in 1914, including items like Apples, Blueberries, Currants, Grapes, Peaches, Pears, etc.

Table listing prices for various berries (Plums, Raspberries, Strawberries) and other fruits like Rhubarb.

MANITOBA MARKETS.

Winnipeg, January 6.—Perhaps from Dec. 15th to January 15th is the quietest period in the year in the wholesale grocery business. The Christmas season, however, was quite satisfactory from the retailers' standpoint, and as a result the stocks bought for this season will not have to be carried over.

SUGAR.—There is absolutely no change on the market this week, moreover, it does not seem likely that any further change will come for some little time.

Table listing sugar prices, including Eastern and Western Ontario types, and prices for various grades and quantities.

Table listing prices for B. C. Cane Syrups, Molasses, and Maple Syrups.

DRIED FRUITS.—With one or two exceptions the Christmas lines bought by the retailers have been cleaned up, so that they have little work to do in connection with keeping these goods over for another year.

bought so sparingly early in the season that wholesalers kept their supplies low in order to protect themselves. This resulted in their being unable to fill the heavy orders which came in from city and country during the last few days. Table raisins are now completely off the market. This is the only real change, however, which is noted.

Table listing prices for various fruits like Apples, Apricots, Currants, and Dates.

Table listing prices for Peaches and Raisins in various quantities and grades.

Table listing prices for Prunes and Table Layer Figs.

BEANS.—Offers being received by wholesalers indicate a steadier tone on this market, and it now seems possible that no further advances will be struck. There seems good reason to believe this, when it is remembered that beans are 60c per bushel up from last year at this time.

Though there has been no advance since last week on peas, the market is still very strong, owing to the comparatively low crop, and the heavy export orders. It is very likely that peas will go still higher.

Table listing prices for Beans, Barley, and Peas.

RICE AND TAPIOCA.—No change here since the slight drop in tapioca noted last week.

Table listing prices for Rice and Tapioca in various grades.

NUTS.—Dealers may expect that all nut prices will be on a considerably



Produce and Provisions



Creamery Butter Higher; Storage Eggs Firmer

Butter Shows Appreciation in Both Markets—Dairy Butter for Export—New Laid Eggs are Cheaper, But Storage Firmer — American Egg Market is Bullish—Poultry Firm; Light Deliveries. Holdover in California dried fruit not large

MONTREAL.

PROVISIONS.—The trade talks of dearer hogs and higher prices for provisions. This will probably be detained somewhat by dullness following the holidays, although the weather will probably have a further influence on the market. Abattoir fresh killed hogs are still being quoted at \$10.50 to \$11. No change was made in any of the meats quoted below this week. Lard underwent no change either.

Hams—		
Medium, per lb.	0 17	
Large, per lb.	0 16	
Backs—		
Plain, bone in	0 21	
Boneless	0 23	
Peameal	0 24	
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	0 16	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16 1/2	
Cooked Meats—		
Hams, boiled, per lb.	0 24	
Hams, roast, per lb.	0 23	
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15 1/2	
Long clear bacon, 80-100 lbs.	0 14 1/2	
Flanks, bone in, not smoked.	0 15 1/2	
Barrelled Pork—		Per bbl.
Heavy short cut mess	27 00	
Heavy short cut clear	27 00	
Clear fat pork	25 00	
Clear pork	25 00	
Lard, Pure—		
Tierces, 350 lbs., net	0 12	
Tubs, 50 lbs., net	0 12 1/2	
Boxes, 50 lbs., net	0 12 1/2	
Pails, wood, 20 lbs., gross	0 12 1/2	
Pails, tin, 20 lbs., gross	0 12	
Cases, 10-lb. tins, 60 in case	0 12 1/2	
Cases, 5 and 5-lb. tins, 60 in case	0 13	
Bricks, 1 lb., each	0 13 1/2	
Lard, Compound—		
Tierces, 375 lbs., net	0 09 1/2	
Tubs, 50 lbs., net	0 10	
Boxes, 50 lbs., net	0 10	
Pails, wood, 20 lbs., net	0 10 1/2	
Pails, tin, 20 lbs., gross	0 10 1/2	
Cases, 10-lb. tins, 60 in case	0 11	
Cases, 5 and 5-lb. tins, 60 in case	0 11	
Bricks, 1 lb., each	0 12	
Hogs—		
Dressed, abattoir killed	10 50	11 00

BUTTER.—An advance in the price of finest creamery is one of the features of this week's market, 32c now being quoted for September made, and 30c for winter made. This follows an incursion into this market of American buyers, supplies of good quality butter having run out in the United States. There has been a good demand of late both from outside and local. Receipts have also been short, and stocks of finest lines of

butter are short. Considerable dairy butter was shipped to Liverpool last week, but prices on that line are unchanged.

Butter—		
Finest creamery	0 30	0 32
Dairy butter	0 23	0 25

CHEESE.—This market is quiet, but has a strong undertone, owing to the limited supplies available in Canada. Receipts for the past week and for the whole year, show a marked decrease. Prices are the same as a week ago.

Cheese—		
New make	0 16	0 17
Old specials, per lb.	0 18	0 19
Stilton	0 18	0 19

EGGS.—At last new laids have been compelled to decline under the activities of the hen, who has already begun to produce the goods in bigger quantities. Supplies can now be secured 45 to 50c, and probably for 40c by the weekend. Receipts show a marked advance over those received during the same week a year ago. Exportation of eggs to Liverpool continues to give the market a firmer tone than it would otherwise possess. No change has been made in the price of storage eggs, but the market for these remains firm.

Eggs, case lots—		
New laids	0 45	0 50
Selects	0 32	
No. 1s	0 28	
Splits	0 20	

HONEY.—Market continues steady, with only a fair demand.

Honey—		
White Clover Buckwheat		
Barrels	0 11 1/2	0 08 1/2
Tins, 60 lbs.	0 12	0 09
Tins, 30 lbs.	0 12 1/2	0 10
Tins, 5 and 10 lbs.	0 12 1/2	0 10
Comb, 13-14 oz. section	0 17-0 18	0 14-0 15

POULTRY.—The market opened this week with a surprisingly good tone after the holidays, the price of turkeys being maintained higher than would be expected considering the general condition of trade. Following extensive shipping of turkeys to the United States, this market with its lower prices, was somewhat denuded, and better prices were obtained right through the holidays, 22 and 23c being asked. Early this week, the price

had only fallen to 20 to 22c. There are very few fresh turkeys on the market. Dressed ducks and geese are holding about the same as during the past week, with little coming in live. Chicken range around 15 to 22c dressed, according to quality. Practically no live chickens arriving. Live chickens are worth 12 to 14 cents.

Fresh Stock—		
Live, Dressed.		
Spring chicken	10-12	12-16
Fancy, crate-fed chickens, 5 lbs.	9-10	12-16
Turkeys, fancy	12-14	16-20
Ducks	15-16	20-22
Geese	12-13	14-15
	13-14	14-15

TORONTO.

PROVISIONS.—There is a little better movement in this trade generally, due to the return to the usual consumption. Christmas and New Year's found poultry displacing provisions to a marked extent. Cooked meats are in demand, which is surprising for this time of the year. Smoked and dry salted meats are in average demand. Lard is much firmer; stocks are scarce.

Hams—		
Light, per lb.	0 16	0 16 1/2
Medium, per lb.	0 15 1/2	0 16
Large, per lb.	0 15	0 15 1/2
Backs—		
Backs, per lb.	0 21	0 22
Boneless, per lb.	0 22	0 23
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 17	0 18
Roll, per lb.	0 14	0 14 1/2
Shoulders, per lb.	0 13 1/2	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 15 1/2	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11 1/2
Tubs, 50 lbs., per lb.	0 11 1/2	0 11 1/2
Pails	0 11 1/2	0 12
Tins, 5 and 5 lbs., per lb.	0 12 1/2	0 12 1/2
Bricks, 1 lb., per lb.	0 13	0 13 1/2
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09 1/2
Tubs, 50 lbs., per lb.	0 09 1/2	0 09 1/2
Pails, 20 lbs., per lb.	0 09 1/2	0 10 1/2
Hogs—		
F.O.B., live, per cwt.	7 45	
Live, fed and watered, per cwt.	7 75	
Dressed, per cwt.	11 00	12 00

BUTTER.—All grades are firmer, and this is particularly noticeable in choice September creamery. This we quote at 32 to 33. It is likely to remain there,

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for this is not a holiday demand. That is done with days ago. Separator and dairy prints are higher at 30 and 28 respectively for the best. Quality of the stuff coming along now is better, though not up to standard. As in Montreal, there is noticeable buying on American account. There is good export demand for dairy.

Butter—		
Creamery prints, fresh made	0 32	0 33
Separator prints	0 28	0 30
Dairy prints, choice	0 27	0 28
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE. — Quietness continues. There is little offering, less for the time of the year than for many seasons. Enquiries come through from England, but would-be importers bark at the prices somewhat, and there is little actual export business being put through. Locally, there is no change in prices or conditions. The market is firm: sellers can afford to wait.

Cheese—		
Old, large	0 17½	0 18
Old, twins	0 18	0 18½
New, large	0 16½	0 17
New, twins	0 17	0 17½

EGGS.—New laids, once having boarded the toboggan, keep right on going down. Drop of five cents is registered this week. All supplies are more plentiful. As to storage, market is very firm, and prices will certainly not emulate those of new laids. American market is distinctly bullish. Export demand is brisk. England is asking for eggs, and exporters are getting 30½ cents net. Stocks, it is said, are light. A decline of one-half cent in recent quotations on storage has not been duplicated. There is no need to shade prices.

Eggs, case lots—		
Strictly new laid, in cartons	Per dozen	0 40 0 45
Selects	0 32	0 33
Straights	0 29	0 30
Trade eggs	0 25	0 26

POULTRY.—Prices are surprisingly firm in this after New Year's week. Deliveries are light, and doubtless that is the reason. In view of the fact that there were few turkeys at Christmas and further impression that there are but few now, some merchants want to know where in the name of the Terrible Turk the birds are. It is all further circumstantial evidence that the farmers put one over, and shipped their Christmas poultry to Buffalo and Niagara. Supplies of geese and duck are light. Chicken is lighter still. There is some venison offering at round about 8 cents a pound. It is thought prices will go higher before they go lower.

Fresh Stock—		
Fowl	0 08-0 10	0 10-0 12
Spring chicken, lb.	0 10-0 11	0 12-0 16
Fancy, crate-fed chicken, 5 lbs.	0 13-0 15	0 16-0 18
Turkeys, fancy	—	0 20-0 22
Turkeys, old Tom	0 13-0 15	0 18-0 20
Ducklings	0 08-0 12	0 14-0 17
Ducks	0 15-0 18	0 19-0 21
Geese	0 12-0 15	0 15-0 18

WINNIPEG.

PRODUCE.—There has been heavy business done. The market has been rather featureless. Cured meat prices re-

main firm, as do also lard, but there seems no immediate likelihood of a change.

Cured Meats—		
Hams, per lb.	0 20
Shoulders, per lb.	0 15
Bacon, per lb.	0 25
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	25 00

Lard—		
Tierces	0 11
Tubs, 60s	6 75
Pails, 20s	2 32½
Cases, 5s	7 12½
Cases, 3s	7 20

BUTTER.—The demand here has been good, but as yet there is a supply on hand to meet all requirements and as a result no changes have been struck.

Butter—		
Creamery, Manitoba	0 30
Dairy	0 25
Cooking	0 19 0 21

CHEESE.—No change noted here. The ordering at present is not very large.

Cheese—		
New, large	0 16½
New, twins	0 17½

EGGS.—The market is strong and the demand has been heavy. Owing to exportations supplies are somewhat reduced. Still there has been no upward movement in prices recorded.

Eggs—		
Extra firsts	0 28
Checks	0 17 0 18
Extra, in cartons	0 30

SHORTENING OF CREDITS.

Vernon, B.C., Jan. 5.—At the last meeting of the local Retail Merchants' Association arrangements were made to have the secretary appointed a notary public so as to enable him the better to attend to the duties devolving on him from time to time.

The main business of the meeting was the discussion of the following resolution:

“Resolved, that owing to present financial conditions, and the curtailing of purchasing terms by the wholesalers, it is deemed advisable to have set terms of credit of thirty days, restricting same with a view to giving our customers better values when possible, and thereby prevent much of our customers' cash being sent to catalogue houses, and we believe this step to be in the best interests of the customers and dealer for the following reasons:

“1st. The merchants will be in a position to meet their obligations.

“2nd. The elimination of bank overdrafts.

“3rd. The buying for cash and securing discounts.

“4th. The reduction of overhead expenses.

“5th. The selling of goods at a closer margin of profit to the customer.

“In view of the mutual benefits resulting from a co-operation of the merchants of this city to secure a more precautionary credit system, we beg to advise you that on and after January 1st, 1915, all accounts will be limited to a cash or strictly thirty days basis. That is to

say, all purchases during the month must be paid for not later than the 5th of the month following.”

While the resolution brought out a considerable amount of discussion, the sentiment was unanimous in the opinion that a readjustment of credits in the city was absolutely necessary. Long, and in many cases uncertain credits, accompanied by occasional losses, made the conducting of a retail business very costly, whereas if short term credits were more general it would enable merchants to do business on a closer margin, and would result in better prices for the consumer and more satisfactory conditions for the merchant. It was shown that a cash business would enable merchants to pay cash for their goods, and take cash discounts, as also make unnecessary the loans for the payment of wholesale accounts, on which interest must be paid. And as a rule no interest is charged on overdue accounts of customers, so that this is a distinct loss, and must necessarily add to the overhead cost of doing business.

It was therefore unanimously decided that the conditions in the foregoing resolution would be enforced commencing with the New Year.

The next regular meeting of the association will be held on Tuesday, January 5th, at which a paper will be read outlining the aims and objects of the Retail Merchants' Association, and the benefits to be derived from membership in this organization.

VERSES OF AN EASTERN BARD.

D. Sproule & Company, wholesale fish merchants, Digby, N.S., have sent to the MacLean Publishing Co., their calendar on which is given the following prayer, and to which our attention has been drawn:—

THE FISHERMAN'S PRAYER.

Lord, let me catch a school of fish
So large that even I
When talking of it afterwards
Will have no cause to lie.

And let the weather be so nice
That I can ship them without ice;
Send me a buyer who'll pay freight
And furnish boxes free.

And then, Lord, drown all Germans
In the deep North Sea.
The Kaiser to the North Pole send
There his life to end.

And then, Lord, may the peaceful waters
roll
From Majellan Straits to Germany.
And then, Lord, put the prices up
And I'll contented be.—Amen.



Flour and Cereals



Flour Takes Another Jump of 50c. Per Barrel

Advance Named on Wednesday in Eastern Canada, and Winnipeg is Up Also From 40 to 50 Cents—Good Export Demand for Ontario Wheat—Rolled Oats Firmer—Straight Cars Here and There Take Place of Mixed Cars.

MONTREAL.

FLOUR.—From the condition of the market at the present moment, it hardly seems likely that prices will be lower for some time to come. While business continues to be quiet, the market remains strong, which is a direct result of a strengthening of the wheat market. Everything seems to indicate an advance rather than a decline. Exporters are in the market buying up Ontario wheat at higher prices, which obviously means higher prices for flour. While no change has been made in quotations, exporters are paying the higher prices right and left, amounting to 8 to 10c. per bushel over those of a month ago. The improvement in the demand for spring wheat flour which was noted a week ago has been fully maintained. Lack of ocean freight space is holding considerable business back. Bakers are likely to be in the market soon for supplies, but millers are not disposed to contract for future delivery at present prices.

(Since above was written market advanced 50 cents.)

Manitoba Wheat Flour—	Per bbl.
First patents	7 20
Second patents	6 70
Strong bakers'	6 50
Flour in cotton sacks, 10 cents per barrel more.	

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	6 00	6 25
90 per cent. in wood	5 50	6 00
90 per cent. in bags	2 50	2 60
Straight roller	5 70	5 90
Blended flour	5 75	6 25

CEREALS.—Now that the holidays are over and less luxuries are eaten, people will turn more to porridge, thus helping the rolled oat market, which has been quiet of late. Some package oats were recently advanced 15c, and 90's in jute are worth \$3.20 for small lots, and \$3.05 for 25 bags or more.

Cornmeal—	Per 96-lb. sack.
Gold dust	2 20 2 25
Unbolted	2 05 2 15
Rolled Oats—	90's in jute.
Small lots	3 20
25 bags or more	3 05
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent.	

over rolled oats in 90s, in jute.	100-lb. bbls.
Rolled Wheat—	3 50
Small lots	3 50
Hominy, per 96-lb. sack	2 75

FEEDS.—Despite the fact that large quantities of feeds are being held in Montreal warehouses, there seems little disposition to sell under the market prices. Some dealers have none to offer, which they attribute to a scarcity. Prices are firm under a steady demand from both local and outside buyers. Bran is selling at \$25, shorts at \$27, and middlings at \$30, which prices have prevailed for some weeks.

MILL FEEDS—	Car lots, per ton
Bran	25 00
Shorts	27 00
Middlings	31 00
Wheat moulee	33 00
Feed flour	40 00
Mixed chop, ton	38 00
Crushed oats, ton	40 00
Barley, pot, 96 lbs.	4 00
Oats, chop, ton	38 00
Barley chop, ton	36 00
Feed oats, cleaned, Manitoba, bush.	0 65

TORONTO.

FLOUR.—Prices are still firmer, and people are wondering why flour has not been advanced. It has, but only by one big mill; the others are holding off. This concern put up its price 20 cents on Manitoba flour. In view of advance of 9c on wheat during the last few weeks, flour advance is more than due. Probably mills are holding off because they don't know how much to put up their prices. If they raise them 20 cents now, they will probably have to raise further later. A present advance of 40 cents a barrel would be justified, in the opinion of one flour man. Export trade is keeping up last week's revived interest. Ontario winter wheat for export is higher priced; exporters think they can get better figures on their exports.

(Prices went up 50 cents since above was written.)

Manitoba Wheat Flour—	Small lots.	Car lots.
First patent	7 30	7 10
Second patent	6 80	6 60
Strong bakers'	6 60	6 40
Flour in cotton sacks, 10c per bbl. more.		

Winter Wheat Flour—	Small lots.	Car lots.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—The firmer market continues, particularly in rolled oats. There is a splendid export demand in this line, but millers are holding for higher prices, and it looks as though they might get them. At time of writing there is no advance, but any day an advance of 20 cents may be registered. It is belated as it is. Peas are in good demand. Colder weather helps this line materially. There is no change in prices.

Barley, pearl, 96 lbs.	5 00
Buckwheat grits, 96 lbs.	6 50
Corn flour, 96 lbs.	2 50
Cornmeal, yellow, 96 lbs.	2 55
Graham flour, 96 lbs.	3 00
Hominy, granulated, 96 lbs.	3 00
Hominy, pearl, 96 lbs.	3 00
Oatmeal, standard, 96 lbs.	3 25 1/2
Oatmeal, granulated, 96 lbs.	3 25 1/2
Peas, Canadian, boiling, bush.	2 90
Peas, split, 96 lbs.	5 00
Rolled oats, 90-lb. bags	3 75 1/2
Rolled wheat, 100-lb. bbl.	3 75
Rye flour, 96 lbs.	4 00
Wheatlets, 96 lbs.	3 75
Whole wheat flour, 96 lbs.	3 75

MILL FEEDS.—There is an active export demand, particularly for bran. Oats seems to be in disfavor just now. Millers continue to ship mixed cars for the most part, though one or two men report purchases of straight cars. There is a little more feed in the hands of the millers now.

MILL FEEDS—	Mixed cars, per ton
Bran	25 00 27 00
Shorts	28 00 29 00
Middlings	30 00 32 00
Wheat moulee	30 00
Feed flour, per bag	1 85 1 90
Oats—	
No. 3, Ontario, outside points	6 50 6 51
No. 3, C.W., bay ports	6 60

WINNIPEG

FLOUR AND CEREALS.—Flour has advanced 40 to 50 cents. The volume of business is not heavy but it is expected that after the new year there will be a considerable improvement.

Manitoba Wheat Flour—	Per bbl.
First patents	6 40
Second patents	5 80
Strong bakers'	6 10
Cereals—	
Rolled oats, per 90 lbs.	2 80
Oatmeal, fine, standard and gran'd, 96 lbs	2 80

QUALITY TELLS

That's why we lead in our products. We do not alter quality to suit the price. Our Rolled Oats and Flour are always uniform, irrespective of whether the market is strong or weak.

TILLSON'S ROLLED OATS

and

RAINBOW FLOUR

are as perfect as science and skill can make them. Your customers know this from experimenting with inferior grades. Further, they insist on

CANADIAN PRODUCTS MADE IN CANADA BY CANADIANS

See to it that you do your share to keep Canadian factories busy during these trying times. It helps you.

STOCK TAKING

will soon be over and you will replenish your shelves. Your loyalty can be shown by the way you patronize Canadian manufacturers.

FREE

We will gladly send you a neat window display, charges prepaid, if you will write us. Now is the time to push

TILLSON'S OATS

A FOOD—NOT A FAD.

Canadian Cereal & Flour Mills

LIMITED

TORONTO





Protection

Every package plainly marked with an expiry date, after which the Yeast should not be sold or used.

Profit

A warranty in each case protecting you against stale goods.

70%.

Quality

Special due bill offer to retailers reduces cost to less than \$1.06 per case, whether purchased through the Jobber or direct.

You get your money back if the goods prove unsatisfactory in any way.

Price

Regular sized cases, 3 dozen 5c packages, \$1.20. (Each case contains one due bill.) Purchase one case at a time and take advantage of the special quantity discount by saving the due bills.

Also packed in trial-sized cartons of one dozen, 45c. We will gladly mail a carton, all charges paid, to start you in on this co-operative plan. We will also supply you with samples for free distribution upon request.

Behind it all there is our reputation for "QUALITY" and "SQUARE DEALING."

Order from your jobber, or direct.

**WHITE SWAN SPICES AND CEREALS, LIMITED
TORONTO, ONTARIO**

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	\$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.
In Cartons— Per doz.

No. 1 (25c size), 4 doz. cs.	\$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Per doz.	Bbl. lots Less than or 10 cases 10 case lots. and over
Dime	\$.95	\$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	\$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	\$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

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

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books,	0 03
For numbering cover and each coupon, extra per book,	½ cent.

CEREALS.

WHITE SWAN. Per case.

Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	\$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00

Per case.

Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 80
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars. Per doz.

Strawberry, 1914 pack	\$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

5 lbs. 7 lbs.	
Strawberry	0 72 1 00
Black currant	0 65 0 85
Raspberry	0 65 0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	4 50
Perfection, ¼-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 25
Soluble bulk, No. 1, lb.	0 20
Soluble bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ¼'s, 12-lb. boxes, per lb.	0 85
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35



Utilize our extensive connection—NOW

An intimate relationship with the whole grocery trade from Port Arthur through to the coast. A staff of business-building salesmen, large enough to meet your prospects, not once in a month or six weeks, but—*every few days*. Could any organization be better fitted to place your product quickly, thoroughly, substantially on the whole Western market?

It would take you years to build up the extensive connection our clients now enjoy. It would cost you thousands of dollars to maintain the organization that is building big business for other manufacturers. But you can have this extensive connection, this efficient organization working for you right now at only a fraction of what its service is really worth.

Shall we send you terms and particulars? You'll be under no obligation, so write NOW.

NICHOLSON & BAIN

WHOLESALE COMMISSION AGENTS AND BROKERS

Head Office:—Winnipeg, Man. Branches:—Regina, Saskatoon, Edmonton, Calgary, Vancouver

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

St. George Brand Coffee, 2 doz. in case	\$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

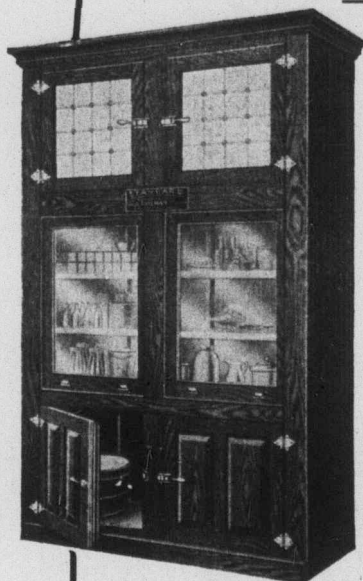
Malcolm's Condensing Co.

ST. GEORGE, ONTARIO



Freeman's Improved Standard

Cold Draw Refrigerator



for
Butchers
Grocers
Creameries
Householders
Restaurants
Hospitals
and all
Institutions

SATISFACTION GUARANTEED
Send for Catalogue, Price List and Discounts

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

Here's Tangible Appreciation THAT MEANS BIGGER PROFITS

The unusually heavy sales of Diamond Cleanser have only been realized by the energetic co-operation of Canadian grocers, who have seen in this Canadian product the essentials of a quick-selling, satisfaction-giving staple.

To show our appreciation of their efforts, we are making a special offer, good at any wholesaler, from January 4 to February 15, 1915, inclusive:

- 1.—With every order for 5 cases of Diamond Cleanser at \$2.85 per case, we are including, without charge, one extra case.
- 2.—With every order for 3 cases at \$2.85 per case, we are including, without charge, one extra half-case.
- 3.—With every order for single case at \$3.00, we are including, without charge, six extra tins.

The unprecedented popularity with which Diamond Cleanser has met ensures you quick, easy turnovers, and the special offer adds considerably to your profits. Pick out the order that best suits the possibilities of your field and send through to-day.

Order from your Wholesaler NOW.

STEPHENS, WELCH & CO.

7 Ossington Ave.



Toronto

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, 1/4's, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in 1/4-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes..	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes..	0 37
Lunch bars, 5-lb. boxes..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box..	1 86
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz. ..	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/4's and 1/2's	0 86
No. 1 chocolate	0 30
Navy chocolate, 1/4's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/4's ..	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings..	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved— Per case.	
Eagle Brand, each 4 doz. ...	6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz. ...	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25

Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39 1/2
1 lb. tins, 4 doz. to case, weight 80 lbs.	37

ENGLISH BREAKFAST COFFEE.

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

MOJA.

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30.

PRESENTATION COFFEE.

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

MINTO BROS.

MELAGAMA COFFEE.

1s, 1/2s, Grd.	25	30
1s, 1/2s, B. & G.	32	40
1s only, B. & G.	35	45
1s, 1/2s, B. & G.	38	50

Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.

(MINTO COFFEE (Bulk))

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25

Packed in 25 & 50-lb. tins.

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

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

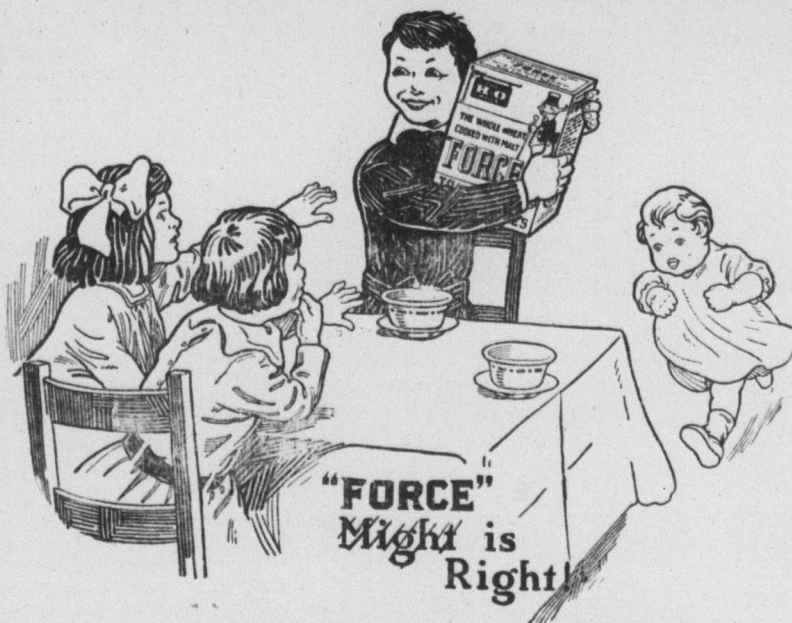
CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

Per doz.	
1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c ..	\$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c ..	2 56
2 oz. (3 doz. case), weight 15 lbs., retail each 50c ..	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c ..	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50 ..	13 00
Pint (1 doz. case), weight 29 lbs., retail each \$3 ..	25 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50 ..	47 75
Gallons, each, retail each \$20	17 15

Whatever else folk eat, they must eat wheat—see that you are ready with the world's best form of wheat—**"FORCE."** It's not only good, but it's tasty—delicious, even. And it's the **WHOLE** wheat.



"The commencement of hostilities."

Wheat foods come and wheat foods go, But "FORCE" goes on forever.

It's because "FORCE" is good—yes. Very nourishing—yes. But that's not all. People won't always eat a food simply because it's good. But "FORCE" is really delightful to eat. Its crispy, golden flakes, cooked with malt, have a zestful, snappy flavor that must be tasted to be appreciated.

We suggest you apply the test yourself, to-morrow morning at breakfast, Mr. Grocer.

"FORCE"
TOASTED
WHEAT
FLAKES

Made by The H-O Company, Hamilton, and Sold by good Grocers everywhere

BLACK JACK

**QUICK
CLEAN
HANDY**

½-lb. tins—
3 doz. in case



TRY IT

**SOLD BY
ALL
JOBBERS**

BUY

STARBRAND

**Cotton Clothes Lines
and Cotton Twine**

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

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

Say You Saw It
in

Canadian Grocer

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
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CECIL T. GORDON, MONTREAL

Fresh Pork Sausage

This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

F. W. Fearman Company
LIMITED
HAMILTON

Quality and Quantity

WILL ALWAYS WIN

That is why our new piece

NIGHT STICKS

is selling so well.

A big cent's worth of delicious quality Flexible Licorice.

Order from your Wholesaler.

Everything in Licorice for Grocer, Druggist and Confectioner.

National Licorice Company
MONTREAL

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10%
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10%
Tins, 20 lbs.	0 10%
Cases, 3 lbs., 20 to case...	0 11¼
Cases, 5 lbs., 12 to case...	0 11½
Cases, 10 lbs., 6 to case...	0 11

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

Per doz. tins	
D. S. F., ¼-lb.	\$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
Per jar.	
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	\$ 0.90
List Price.	

JELL-O.

Assorted case, contains 2 doz	1 80
Straight.	

Lemon, contains 2 doz.....	1 80
Orange, contains 2 doz.....	1 80
Raspberry, contains 2 doz..	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz...	1 50
Cherry, contains 2 doz.....	1 50
Peach, contains 2 doz.....	1 80
Weight, 8 lbs. to case, Freight rate, 2nd class.	

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz	2 50
Straight.	

Chocolate contains 2 doz....	2 50
Vanilla contains 2 doz.....	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.....	2 50
Unflavored contains 2 doz..	2 50
Weight 11 lbs. to case. Freight rate, 2nd class.	

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.	
5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.	

FELS NAPTHA.

Prices—Ontario and Quebec:	
Less than 5 cases	\$5 90
Five cases or more	4 95

WHITE SWAN LYE

Single Cases, 4 doz.....	\$3 50
5 case lots, 4 doz.....	3 35
Shipping weight 50 lbs. per case.	

STARCH.

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

BRANTFORD BRANDS

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry.....	.06¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.06%
48 lbs. No. 1 white or blue, 4 lb. cartons07¼
48 lbs., No. 1 white or blue, 3 lb. cartons07¼
100 lbs., kegs No. 1 white ..	.06%
200 lbs., bbls., No. 1 white ..	.06%
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pks. ..	.07%
48 lbs. silver gloss, in 6-lb. tin canisters06%
36 lbs., silver gloss 6-lb. draw lid boxes06¼
100 lbs., kegs, silver gloss, large crystals07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label07¼
40 lbs., Benson's Enamel (cold water) per case ..	3 00
20 lbs. Benson's Enamel (cold water), per case ...	1 50
Celluloid—boxes containing 45 cartons, per case	3 00

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn07%
40 lbs. Canada pure corn starch06¼
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.06%
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs. ..	.07¼
Barrels, 200 lbs.06%
Kegs, 100 lbs.06%
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.07%
8 in case06
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case06¼
Kegs extra large crystals, 100 lbs.07¼
Canadian Electric Starch—	
Boxes, containing 40 fancy pks., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 00
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	.06%
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	.07%
"Crystal Maise" Corn Starch—	
1-lb. pkts., boxes of 40 lbs..	.07%
(20-lb. boxes ¼c higher than 40's.)	

Are You One of the Capable Men of Your Locality?

Does your present income permit you to enjoy all the every-day luxuries, an occasional vacation trip, a new watch, bicycle, or possibly an extra fall suit?

We are anxious to appoint a capable man in your district to represent MacLean's and The Farmer's Magazine.

In all parts of the country hundreds of energetic men are representing our publications, supplementing limited home incomes, or, in other cases, making this work their only vocation. Some of them earn more than managers of leading concerns.

The work is enjoyable, keeping you out of doors and in touch with the activities of the community. You will not be a canvasser, for as a representative of MacLean's or Farmer's Magazine you will be received as one of the successful, capable men of the community. Consequently your success is assured from the very start.

On each order, new or renewal, you will receive a definite commission, so that your salary will be gauged entirely by your efforts. No previous business experience is necessary. We coach you and co-operate with you at all times. If you will write us to-day, we will gladly tell you further about the work.

Do not delay Writing

The MacLean Publishing Company, Limited
143-153 UNIVERSITY AVE. TORONTO, CANADA



The select of the fishermen's catch

The sweet, freshly caught fish are scientifically prepared and packed by the Connor process. All the fresh ocean flavor is fully retained. The deliciousness of *Brunswick Brand* Sea foods are enjoyed by the masses throughout the Dominion.

For quick selling and customer satisfaction there is nothing that surpasses these Brunswick lines:

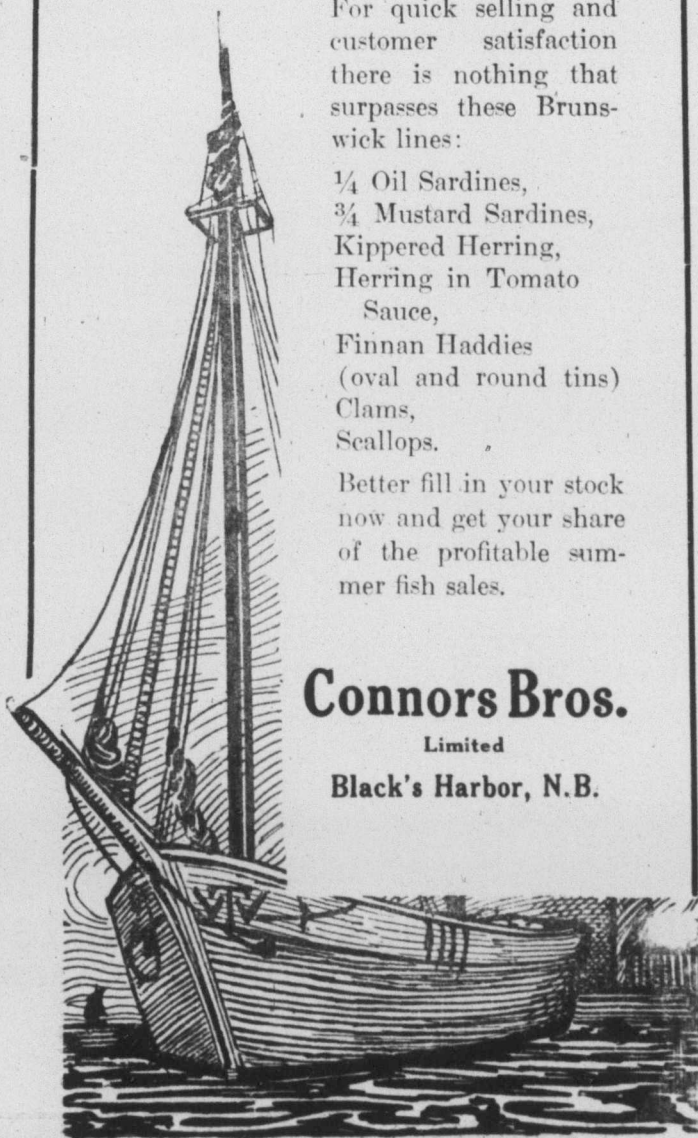
- 1/4 Oil Sardines,
- 3/4 Mustard Sardines,
- Kippered Herring,
- Herring in Tomato Sauce,
- Finnan Haddies (oval and round tins)
- Clams,
- Scallops.

Better fill in your stock now and get your share of the profitable summer fish sales.

Connors Bros.

Limited

Black's Harbor, N.B.



OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, \$4; Ocean Borax, 8 oz. pack., 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, \$3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, \$6; Chinese Washing Powder, 8 oz., 120 pack., per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, \$4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, \$7.20.

COW BRAND BAKING SODA.

In boxes only.

Packed as follows:
5c packages (96) \$3 20
1 lb. packages (60) 3 20
1/2 lb. packages (120) 3 40
1 lb. 30 } Packages, Mixed. 3 30
1/2 lb. 60 }

SYRUP.

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

2-lb. tins, 2 doz. in case... \$2 65
5-lb. tins, 1 doz. in case... 3 00
10-lb. tins, 1/2 doz. in case... 2 90
20-lb. tins, 1/4 doz. in case... 2 85
Barrels, 700 lbs. 3 3/4
Half barrels, 350 lbs. 4
Quarter barrels, 175 lbs. 4 1/4
Pails, 38 1/2 lbs. 1 95
Pails, 25 lbs. each 1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case... 3 00
5-lb. tins, 1 doz. in case... 3 35
10-lb. tins, 1/2 doz. in case... 3 25
20-lb. tins, 1/4 doz. in case... 3 20
(5, 10 and 20-lb. tins have wire handles.)

CANNED HADDIES

"THISTLE" BRAND.

A. P. TIPPET & CO., Agents
Cases, 4 doz. each, flats, per case \$5 44
Cases, 4 doz. each, ovals, per case 5 40

INFANTS' FOOD.

Robinson's patent barley, 1/2 lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case.. 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.
Quebec, per case \$1 85
Ontario, per case 1 00
Manitoba, per case 2 30
Saskatchewan, per case ... 2 60
Alberta, per case 2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.
Quebec and Ontario, per case 2 95
Manitoba, per case 3 40
Saskatchewan, per case 3 65
Alberta, per case 3 75
British Columbia, per case. 3 85
British Columbia, per case. 2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

1/2-pint bottles 3 and 6 doz. cases, doz. 0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P. Sauce— H. P. Per doz. Cases of 3 dozen .. 1 90
H. P. Pickles— Cases of 2 doz. pints ... 3 25
Cases of 3 doz. 1/4-pints.. 2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.
2a size, gross 2 50
6a size, gross 2 40

NUGGET POLISHES.

Polish, Black and Tan Doz. 0 85
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleanser 1 10

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

Whole-sale, R't'l.
Brown Label, 1s and 1/2s 29 35
Blue Label, 1s, 1/2s, 1/4s, and 1/8s 35 45
Red Label, 1s and 1/2s... 41 55
Gold Label, 1/4s 49 65
Red-Gold Label, 1/4s 55 80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's \$2 15
4's 0 35
5's 0 42
7's 0 60
30's, wood 0 06
12-oz. glass jar 1 15
Tumbler, glass 0 95

MARMALADE.

2's, per doz \$2 30
4's, per pall 0 40
5's, per pall 0 45
7's, per pall 0 65
30's, wood, lb. 0 08 3/4
12-oz. glass jar, doz. 1 20
Tumbler, glass, doz. 1 00

Prices subject to change without notice.

MINTO BROS., Limited. Toronto.

We pack in 60 and 100-lb. cases. All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or 1/2s.	0 29	0 35
Green Label, 1s, 1/2s, 1/4s	0 32	0 40
Blue Label, 1s, 1/2s, 1/4s	0 37	0 50
Yellow Label, 1s, 1/2s, 1/4s	0 42	0 60
Purple Label, 1/4s only	0 55	0 80
Gold Label, 1/4s only.	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks. 1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH.

Black Watch, 7s, 1/2 butts. 9 lbs., boxes 6 lbs. \$0 53
Bobs, 6s and 12s, 12 and 6 lbs. 0 46
Currency, 12s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 46
Currency, 6s, 1/2 butts, 9 lbs. 0 46
Stag Bars, 6s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 46
Walnut Bars, 8 1/2s, boxes 7 lbs. 0 64
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes 0 67
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes 0 67
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddles 0 67
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 57
Empire, 7s and 14s, caddles 15 lbs., 1/4 caddles 6 lbs. 0 52
Great West, pouches, 9s. 0 67
Forest and Stream, tins, 11s, 2 lb. cartons 0 80

UPTON'S White Clover Honey

The government report just issued gives it the highest standard of purity.

*Order from your jobber
or write us for price list*

The T. Upton Co., Limited
ST. CATHARINES

Factories at Hamilton and St. Catharines

Extra Fancy Celery From California

Fresh car just received, running 6, 6½, 7 doz. to crate, with a few 5s.

The quality is very fine—crisp and well-bleached. Prices lower. Demand good.

Order some to-day.

We have also just received a big lot of

Yellow Danver Onions

Put up in 100-lb. sacks. Absolutely sound, well-cured stock.

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph and North Bay



is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—MOTT'S.

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1 CANADA, 5 stg.	- -	\$4.50
" 2 " 4 "	- -	4.00
" 3 " 4 "	- -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.
HAMILTON

Buyers' Guide

Write us for New Price List of
WINDSOR SALT

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

Dr. JACKSON'S
ROMAN MEAL

Made in Toronto
ROMAN MEAL CO.
MONARCH ROAD

EGG FILLERS

Our capacity is three times the total
Filler requirements of Canada.
PROMPT DELIVERIES
by us are therefore certain.
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

The Best for all forms of Coughs, Asthma,
Bronchitis, and all ailments of Respiratory
Organs.

MERITOL SYRUP

FOR AGENCY, WRITE
THE MERITOL CHEMICAL CO.
725 Notre Dame E. MONTREAL

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
**Irish Grocer, Drug, Provision and
General Trades' Journal**

If you are interested in Irish trade.

The W. T. Ott Co., Inc.

Toronto
Clicquot Club Beverages
Priscilla Prepared Flours
Bass Islands Grape Juice
Snow-Mellow.

55-J

STORAGE IN OTTAWA

BOND AND FREE
Direct Railway connection. Car distri-
buting. Write for rates.
Dominion Warehousing Co., Ltd.
Phone R54. 46 to 56 Nicholas St.,
Ottawa.

Don't miss our FREE DEAL on

EPPS'S COCOA

in the new style tins.
Write to-day for particulars.
FEARMAN BROS., 66 YORK ST.,
HAMILTON, ONT.

Mathieu's Nervine Powders



are a simple but effective remedy
in all forms of headaches — a
remedy which every merchant can
recommend as a quick and sure
cure.

Try *Mathieu's Nervine Powders*
yourself at our expense as per cou-
pon attached, if you don't know
them and are a sufferer from head-
aches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of
Tar and Cod Liver Oil has become famous and this sister preparation
—Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Ner-
vine Powders to the following address:—

Name
With (Name of firm)
Street
City or town Prov.



The Taste that Satisfies

is the taste that brings new cus-
tom coming back to your store.
Once you start pushing Chocolate
Turkish Delight with real vigor,
you'll find a very appreciable in-
crease in profits and volume of
regular business. Feature it to-
day.

Oriental Produce Co.,
Montreal

HOLLAND RUSK

The common verdict of your customers after they have
tried it: "There's only one thing just as good—More."
Order a case from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



A want ad. in this paper will
bring replies from all
parts of Canada.

CANADIAN GROCER

AGENCIES WANTED

WANTED—AGENCIES FOR PROVINCE OF Prince Edward Island on a commission basis for any special or good general lines handled by the drug or grocery business. Firm has good connection with local trade and already represents several manufacturers. Special facilities for advertising or distributing samples if required. Write P. E. Island Agency, Box 265, Charlottetown, P.E.I.

FOR SALE

FOR SALE — BUSINESS OR BLOCK — grocery business established over four years; best location in Vancouver, B.C.; butcher in connection; on three-year lease; a large, commodious dwelling above; must be cash; reason for selling, retiring from business. Box 70, Canadian Grocer, Toronto.

McCASKEY ACCOUNT REGISTER—GOOD AS NEW. Sixty accounts. Twenty-five dollars f.o.b. Fruitland, Ont. Terms, draft against bill of lading. Church & Ross.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

STORE TO RENT OR LEASE—TWO-storey frame corner building, size 25 x 60, perfectly fitted for general merchant business in a Southern Saskatchewan coal mining town. A good business proposition to the right man, with immediate occupation. For full particulars write A. H. McConnell, Box 11, Roche Percee, Sask.

GENERAL MERCHANT'S BUSINESS, POST office attached, for sale, on Vancouver Island. Turnover \$15,000 yearly. Sound business; \$10,000 will handle; \$3,000 yearly can be made. Apply Box 68, Canadian Grocer, Toronto. Principals or solicitors only treated with.

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover \$15,000.00. Stock \$3,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 69, Canadian Grocer, Toronto, Ont.

CLASSIFIED ADVERTISING

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

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

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

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

MISCELLANEOUS

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, 97 Ontario St., Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited, Office and factory, 29 Alice Street, Toronto.

WANTED — INFORMATION REGARDING good grocery or meat market for sale. Send description and price. C. C. Shepard, Minneapolis, Minn.

WANTED

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

TRAVELLER CALLING ON THE GENERAL trade, with good connection in Saskatchewan, wants one or two lines on commission. Box 1692, Saskatoon, Sask.

MAPLEINE

is welcomed by confectioners everywhere — indispensable as Maple coloring and flavoring for caramel candies, ices, etc. Won't cook out or freeze. Order from



Frederick E. Robson & Co., 25 Front St. E., Toronto.

CRESCENT MFG. CO. SEATTLE, WASH.

OAKLEY'S
WELL-ZUHOZ
KNIFE
POLISH



JOHN OAKLEY & SONS, LIMITED, LONDON - ENGLAND.

AGENTS:

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

Safe Investments

The Financial Post of Canada is the recognized authority on Canadian investments.

Each week it gives much exclusive information respecting Canadian companies; also reliable news on bond and stock issues, mining and real estate conditions.

THE INVESTOR'S INFORMATION BUREAU is maintained free to subscribers and answers by letter all inquiries about investments. Write for sample copy and our subscription offer.

The Financial Post of Canada
Toronto

"The Canadian Newspaper for Investors"

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



You can't get away from credit business without driving away trade. And if you don't use Allison Coupon Books you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.
ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Century SALT

is pure, clean salt.

To build a business honestly you must sell purity in food products. Century Salt, from one year end to the other, is exactly the same, always pure white crystals, refined with the greatest care.

Excellent for table, cooking or dairy—you can satisfy every customer with Century Salt.

The DOMINION SALT CO., Limited
SARNIA, ONT.



**This Year—
Push Proven
Successes**

It's a risky business during these days of enforced economy to continue to stock sauces that have failed to prove their popularity. Better by far to push proven successes; better by far to push the one sauce that has ALWAYS satisfied, and ALWAYS brought customers back for more—Paterson's Worcestershire Sauce. Push it to-day.

ROWAT & CO.
GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

The most welcome news to your competitor is the report which tells him you have stopped advertising. He sees in your retrenchment his opportunity.

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand
Fixtures,

Then you should use
Canadian Grocer's Classified Ad.
Columns.

It should find for you among the
progressive Grocers of Canada at
least one individual who is on the
lookout for just such a proposition
that you have to offer.

CANADIAN GROCER reaches the
retailer, the wholesaler, the manu-
facturer, the clerk and the travel-
ler, just the men to whom you
wish to sell or from whom you
would buy.

No Other Paper Reaches
All These Men.

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent insertions.

5c extra per insertion when replies
are to be addressed c/o Canadian
Grocer.

Canadian Grocer

143-153 University Ave., Toronto

Apples

We will pack

10,000

barrels

of the celebrated
Georgian Bay Apples
this Fall. Place your
orders early.

LEMON BROS.

Owen Sound, Ontario

The Dealer who
remembers to
specify

"ST. NICHOLAS"

when ordering
Lemons is a man
with a memory
that pays.

J. J. McCABE

Agent

Toronto



Mr. Retailer:

*Have you calculated the profit
you make when selling*

**TUCKETT'S
T & B
10c. PLUG**

?

Tuckett Ltd., - Hamilton

PRO-INVENTORY SALE

\$300,000

worth of staple goods to be sold before February 1st.

BIG ASSORTMENT.

REDUCED PRICES.

GUARANTEED QUALITY.

Your money cheerfully refunded if goods are not found satisfactory. No single transaction is considered closed until the customer is completely satisfied. If it is not right we will make it so.

20,000 Boxes of Dried Fruits

Raisins—Valencias, Californias, Currants, Sultanas and Malaga Table. Evaporated Fruits—Apples, Pears, Peaches, Prunes and Apricots. Peels, Whole and Cut—Lemon, Orange, Citron and Mixed. Shelled Nuts and Whole Nuts of all kinds.

Large and Selected Figs of all sizes.

35,000 Cases of Canadian Canned Vegetables

Tomatoes, Peas, Corn, Wax Beans, Refugee Beans, Beets and Pumpkins.

(2s and 3s Tins, Cases of 2 doz. Tomatoes and Pumpkins in gallon tins, 6 to a case.)

6,000 Cases Canadian Canned Fruits

Strawberries, Raspberries, Peaches, Pears, Plums, Blueberries and Apples.

(2s and 3s cases of 2 doz. Apples and Rhubarb in gallon tins, 6 to a case.)

4,000 Cases of 1914 Pack Salmon

(Red Sockeye, Victoria Brand. Pink, and White.

Ask for quotations and be convinced that our prices are the lowest.

2,500 Packages of Teas

Japan, Natural and Colored. China, Gunpowder and Young Hyson
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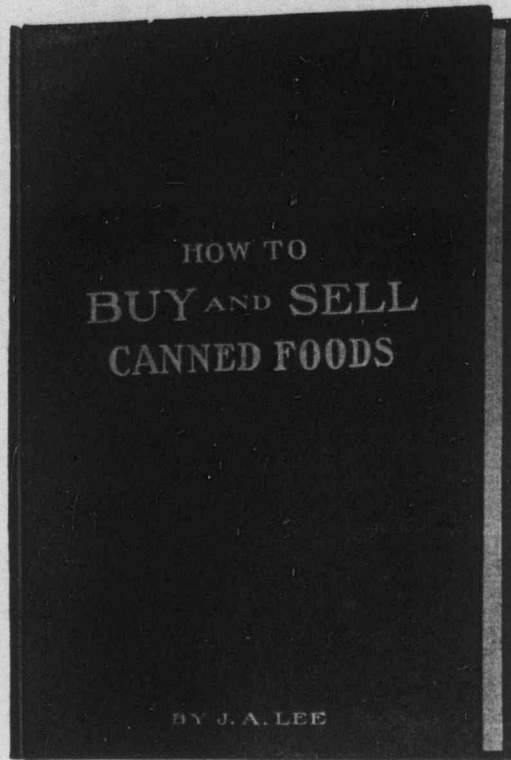
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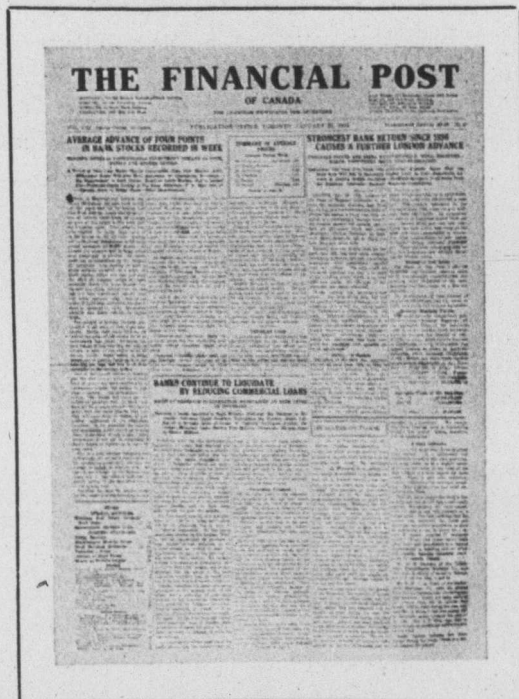
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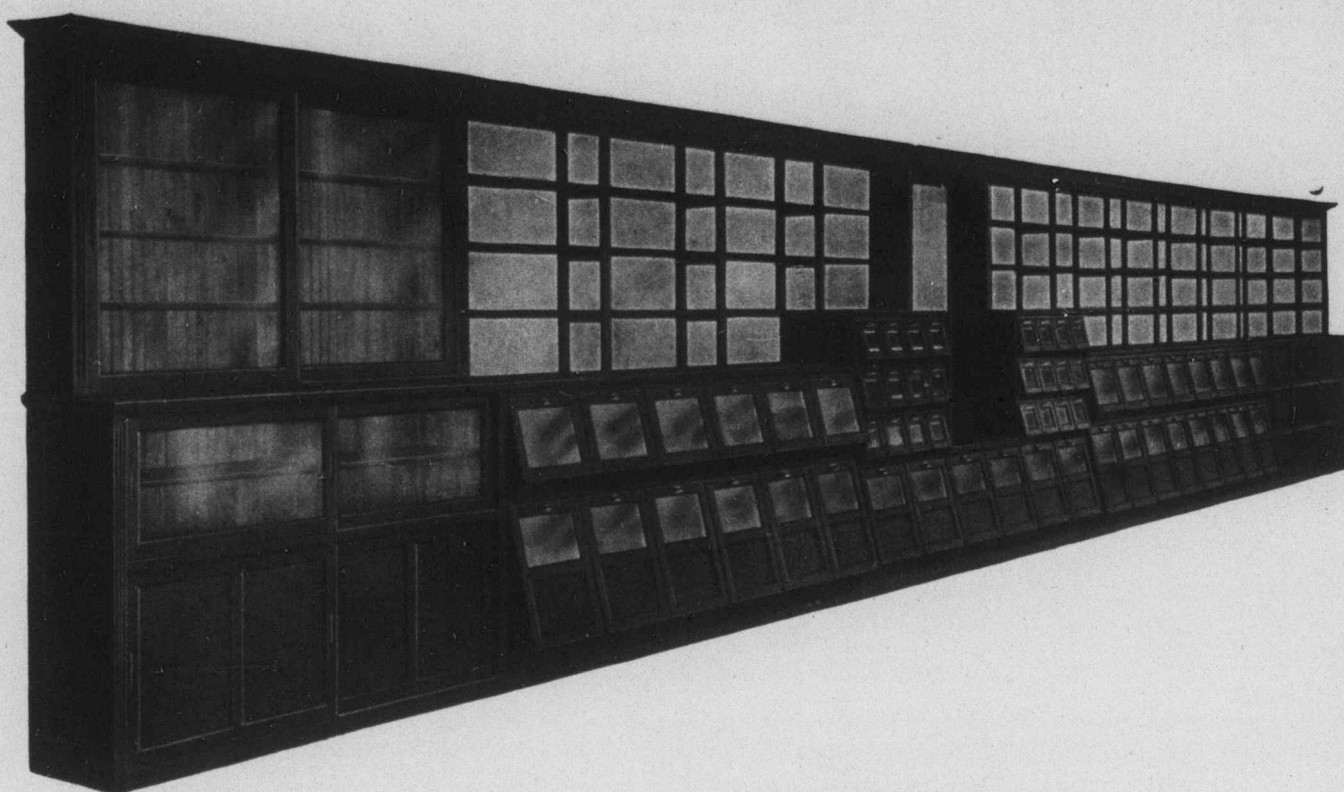
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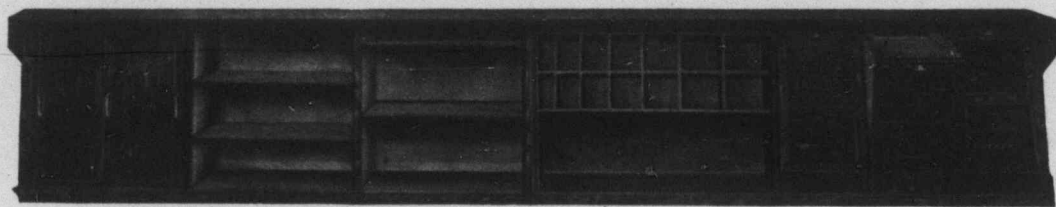
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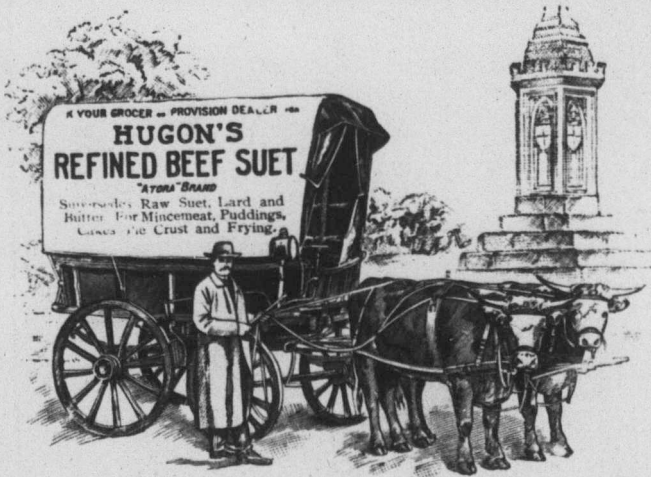
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