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FEATURING IN THIS ISSUE—RETAIL BUSINESS IN 1915

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, JANUARY 7, 1916

No. 1

Welch's

"The National Drink"



Welch's is a product that is rapidly gaining in favor with the Canadian public. It is the unfermented juice of choicest Ontario Concords with no chemicals added. It is backed by strong advertising. It repeats.

Welch travellers and jobbers are now booking orders for Spring delivery. Place your order now and insure getting display material.

Sold by leading jobbers.

The Welch Co., Limited
St. Catharines, - - Ontario



11 x 22 six-color display card
mailed on application.

*The World's Finest
Seedless Raisins*
"IDEAL"—"NOT-A-SEED"

Grown and Packed in California

They're ready for your finest
Christmas trade with their sun-
cured wholesomeness, their fine quality—clean and dry (not
processed).

These raisins are used in millions of homes and have given
absolute satisfaction for over twenty years.

YOUR WHOLESALE GROCER HAS THEM—ORDER FROM HIM.

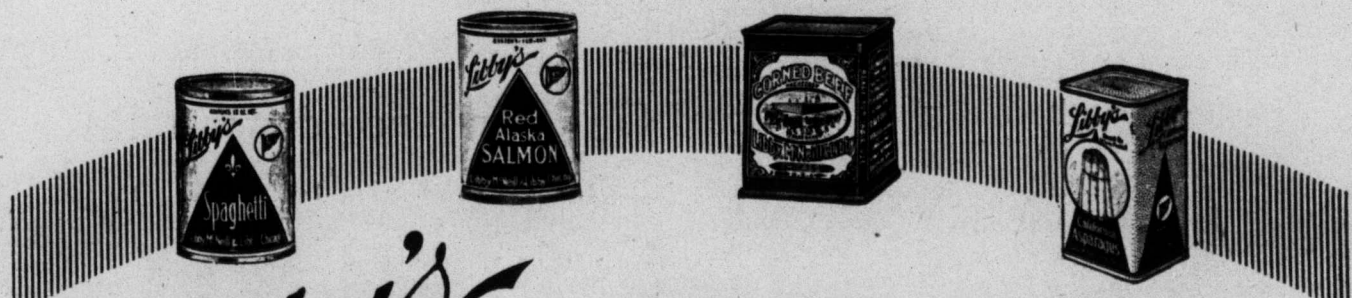
Put up only in this Package.

AMERICAN VINEYARD COMPANY, Growers and Packers

CANADIAN AGENTS:

Eugene Moore, Toronto, Canada.
Kelly-Douglas Co., Vancouver, B.C.

Nicholson & Bain, Winnipeg, Canada
Universal Importing Co., Montreal, Que.



Libby's

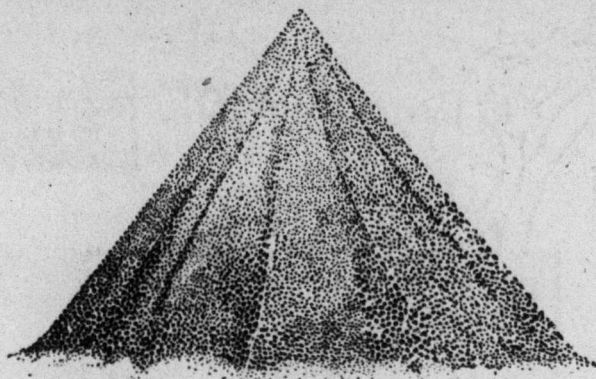
**Food
Products**

You can be grocer to the best class of trade by showing Libby's
goods and talking the quality points of the many Libby varieties.

Libby, McNeill & Libby, Ltd., of Canada
Guelph, Ontario



A Pyramid of Sugar



If you were to pile up the sugar that you lose in the course of a year as a result of

**Broken Bags, Down Weights
Improper Handling**

it would make quite a good-sized hill.

The way to turn this loss into a profit is to handle

LANTIC SUGAR

In Original Packages

In addition to this you are certain to have a satisfied customer with the positive assurance of our guarantee of quality and weight in every package you sell.

Why let sugar be a burden to your business when you have the opportunity of selling the highest grade of Lantic Extra Quality Granulated in

Packages that sell,
Packages that are attractive,
Packages that are modern,
Packages that satisfy?

Order through your jobber a trial order of Lantic Original Packages. Put up in 2 and 5-lb. cartons and 10 and 20-lb. bags.

ATLANTIC SUGAR REFINERIES, LIMITED
MONTREAL

The Best Only



Griffin's Asparagus

The delicate, tender deliciousness of Griffin's Asparagus places it in a class with the fresh cut article. Its quality is unrivalled in the canned goods.



Griffin's Raisins

—the finest in the land
—only the choicest selected fruits. Sold under these brands: "Griffin's Premier," "Griffin," "Gold Bar," "G & S," "Griffin's Choice," "Easter," "Silver," "Griffin's Selection," "Dragon."

Griffin's *—the brand of sterling value*

You can unhesitatingly recommend any line bearing the name "Griffin." Keep "Griffin" goods before your trade, display them, put them for better business.

Always the Best



Decide now

At the threshold of 1916 to bend every effort towards making it the most productive and prosperous year in your business.

Selling the *Borden Lines* with their well-established popularity, inimitable flavor, and sweet wholesomeness, will be one step towards a bigger 1916 turnover.

Borden's are no newcomers. They are favorably known from Coast to Coast. A display in window or on sales counter never fails to pull profitable results.

Feature Borden's then, and count on your share of the year's prosperity.

Borden Milk Co., Limited

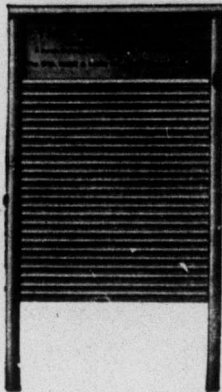
Leaders of Quality

MONTREAL

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

Made to wear best where the wear is hardest

The long-wearing service which distinguishes the New All-Canadian, All-Wooden Washboard is largely due to the fact that the rubbing surface is made of specially selected Canadian hardwood.



This insures your customer a board that's most satisfactory—long-wearing, serviceable.

The fact that zinc and aluminum boards have almost doubled in price (owing to the price of these materials) will make the "New All-Canadian," retailing at 20c, a splendid selling line in every store in Canada.

Don't let your store be an exception. Order a supply to-day.

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

"Cow Brand" success is never doubted



Housewives have absolute confidence in the baking results when they use **Cow Brand Soda**. For Strength, Purity and Reliability it is unsurpassed. It is the surest trade builder and holder. Fill in your stock to-day.

CHURCH and DWIGHT
Limited
Manufacturers
MONTREAL

CONCORD CANNING CO.
We guarantee

- 1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
- 2 That fresh caught fish only are used in our canneries
- 3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable
- 4 That we use the greatest care and cleanliness in the packing

CONCORD CANNING CO.
We ask the consumer kindly to write us if dissatisfied

The above is an exact reproduction of our guarantee appearing on every tin of

Goncord Norwegian Sardines

Their delicate and distinctive flavor is much appreciated by those who know what is good, and the steadily increasing demand for this brand makes it necessary for you to handle them.

They leave a good profit for the retailer. See to your stocks.

List of Agents:

R. S. McINDOE, Toronto.
WATSON & TRUESDALE, Winnipeg.
MARITIME FISH CORPORATION, LTD.,
Montreal.
W. A. SIMONDS, St. John, N.B.
H. C. JANION, Vancouver, B.C.



The One Price Line is The Square Price Line

Manufacturers who try to deal direct with the retailers don't always give special prices to one grocer only. You may be sure of that.

Rebates and discounts sound well—but a grocer who puts in a "cut price line" never knows whether his competitors are getting a little deeper cut.

"WINDSOR" AND "REGAL" SALT

are sold through jobbers only, at fixed prices. All Retail Grocers are given the same terms and treatment, and the same high quality in every bag and package.

"WINDSOR" and "REGAL" are so well known that to sell any other salt you must first overcome the strong preference for "WINDSOR" and "REGAL." Is it worth the trial, and the risk, of offending so many of your good customers?

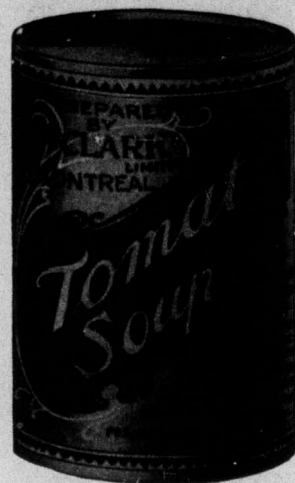
The Canadian Salt Co., Limited
Windsor, Ont.

CLARK'S SOUPS

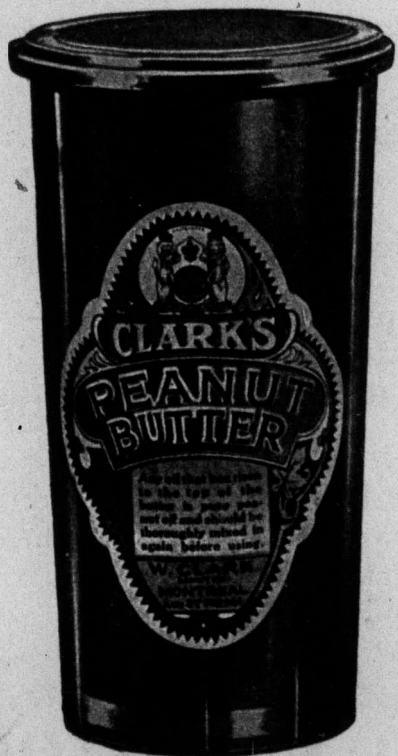
Highly Concentrated, Absolutely
Pure and Prepared from the
Very Finest Ingredients

The quality is there, selling price is
popular, and your margin is good.

GET IN TOUCH—
THE SEASON IS ON



MADE IN CANADA



Have you paid any attention, Mr.
Grocer, to the growth of the busi-
ness in PEANUT BUTTER, an
article which is rapidly increasing
in favor with the public? It will
pay you to look into the matter,
and if you want your share of the
business, it will pay you best to stock

CLARK'S PEANUT BUTTER

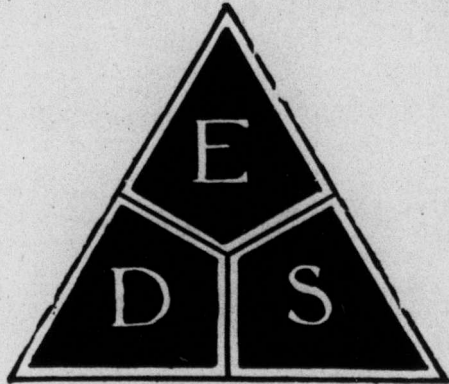
W. CLARK, Ltd.

MONTREAL

Clark's

CANADIAN GROCER

Where Quality Is Appreciated



*Nothing quite so good as
E.D.S. Jam after the route
march of the soldier in
training*

The popular verdict of the Canadian and British soldier alike is that E.D.S. Jams are good, and even some of them say they are the best.

Suffice it to say that they are at least as good as the best, being made from the finest of fresh, ripe, fine quality fruits, purest spring water and the best granulated sugar procurable.

E.D.S. Quality is appreciated everywhere—in the home, in the barracks, in the trenches. Its quality and fine flavor are your big selling points.

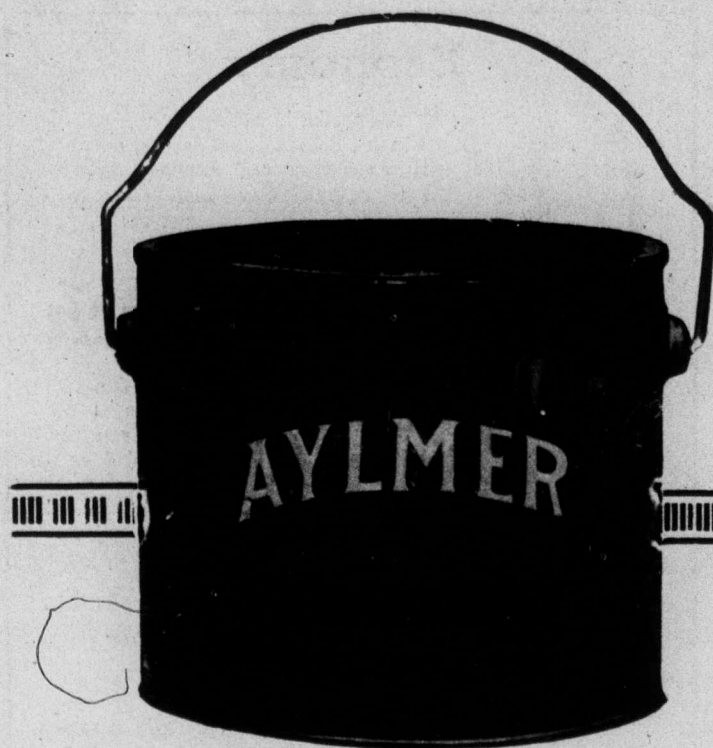
Make a display of E.D.S. Jams to-day, using the various sizes of jars and pails. Introduce the five-pound pail to the thrifty housewife.

Order your supply now.

E. D. Smith and Son, Limited

WINONA, ONT.

AGENTS : Newton A. Hill, Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg;
G. H. Laidlaw, Halifax, N.S.



Every can of
"Aylmer" Brand
Jams contains
but one quality
—the best

And because of this, Aylmer Brand gives that unqualified satisfaction which makes of it everywhere a rapid-moving and profitable stock to handle.

Aylmer Brand Jams are characterized by a deliciously appetizing and natural flavor which is obtained only by selecting the very best pick of the Season's fruit crop, and using nothing but the purest Cane Sugar for sweetening purposes.

The hermetically sealed airtight containers guarantee contents being absolutely fresh and pure—a fact which your customers will quickly appreciate.

Are you one of the many dealers handling Aylmer Brand Goods? If not, try them now.



Dominion Canners Limited

HAMILTON

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ONTARIO



Are you Satisfied?

Is your stock of canned sea foods pulling the kind of results that keeps your cash drawer filled? Or do they seem to lack the qualities that mean steady, continuous sales and spell "profit" and bigger business?

Brunswick Brand SEA FOODS

give mutual satisfaction to dealer and customer. Their quality is guaranteed by the most careful selection and the most modern equipment.

STOCK "BRUNSWICK BRAND" FOR
BIGGER WINTER FISH SALES.

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

Economy

A careful housekeeper uses Sani-Flush to clean toilet bowls, because it saves time and expense. Materials which have less effect are wasteful and cost more for the results accomplished.

Sani-Flush

is made exclusively for this purpose. It cleans toilet bowls quickly and thoroughly. It does one thing and does it well. Save your customers expense—make extra profit for yourself by selling Sani-Flush.

The Hygienic Products Co.
Canton, Ohio, U.S.A.



Grocery Jobbers who sell Sani-Flush:

ONTARIO
John Sloan & Co., Berlin.
Geo. Watt & Son, Ltd., Brantford.
Gilmour & Co., Brockville.
Macpherson, Glasco & Co., Hamilton.
Edward Adams & Co., Ltd., London.
The F. J. Castle Co., Ltd., Ottawa.
Perkins, Ince & Co., Peterboro.
T. Kenny & Co., Ltd., Sarnia.
W. H. Gillard & Co., Sault Ste. Marie.
H. P. Eckardt & Co., Toronto.
Perkins, Ince & Co., Toronto.
Eby-Blain, Ltd., Toronto.
J. F. Smyth Co., Windsor.

MANITOBA
The Codville Co., Ltd., Brandon.
The Codville Co., Ltd., Winnipeg.
The G. McLean Co., Winnipeg.
Campbell Bros. & Wilson, Winnipeg.
Walter Woods Co., Winnipeg.

SASKATCHEWAN.
A. Macdonald Co., Saskatoon.

ALBERTA
Revillon Wholesale, Ltd., Edmonton.
BRITISH COLUMBIA
The Hudson's Bay Co., Vancouver.

BLACK JACK

QUICK
CLEAN
HANDY

2-lb. tins—
3 doz. in case



TRY IT

SOLD BY
ALL
JOBBERs

BUY

STARBRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

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

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

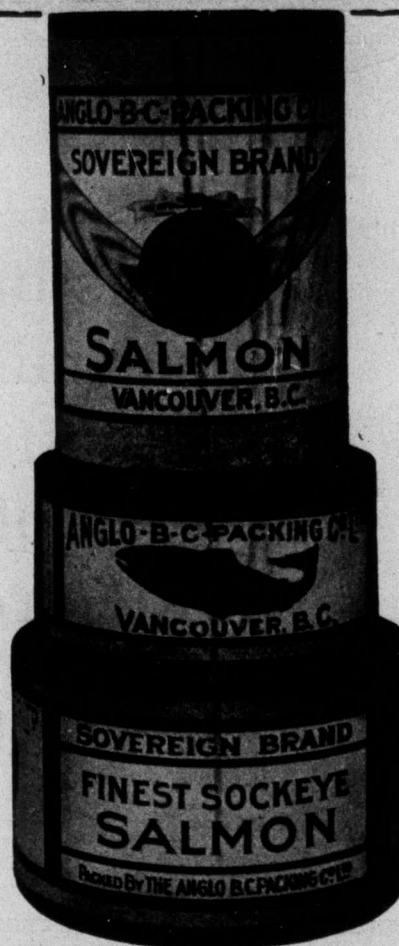
GIPSY

Stove Gloss

is always found in the stores of the most enterprising merchants. That is because they know the expansion of their business is indissolubly bound up with the quality of the goods they sell.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED,
33, Front Street E., TORONTO
Western Agents: For Manitoba, Lightcap and Grant, 179 Bannatyne Ave. East, Winnipeg. For British Columbia and Yukon: Creeden & Avery, Ltd., Rooms 5-6 Jones Block, 407 Hastings St. W., Vancouver, B.C.






"NUGGET" BROOMS
Sell Themselves

They're so light.
Every woman wants a light broom to work with.
But the trouble has been to make a good broom that is light, and there is only ONE made in Canada to-day—the "NUGGET."
Then the women like the Nugget Broom because of the smoothness of the golden yellow handle, and the obvious superiority of the finish throughout.
Most important of all, the "Nugget" Broom stands up under hard use—the corn doesn't turn at tip or fall out. That means a satisfied customer returning to your store for another.
Write for prices, etc.

Stevens-Hepner Co., Limited
Port Elgin, Ont.
This is only one of the winners in the line of Keystone Brand Brooms and Brushes.

Big Business For 1916

The biggest selling line you can handle in 1916 will be

O-Cedar Polish

(Made in Canada)

Our 1916 advertising campaign will be bigger and better than ever. Every woman in Canada will read our ads. and will want O-Cedar. Be ready to meet the demand.

ORDER FROM YOUR JOBBER

CHANNELL CHEMICAL CO., LTD.
369 Sorauren Avenue TORONTO

A user of Chase & Sanborn's brands is not merely discriminating in his taste for coffee. He is also a buyer of all kinds of high-grade groceries.

CHASE & SANBORN
MONTREAL

Buy Fruit Jars

MADE IN CANADA

And by so doing the Canadian Grocer helps the Canadian Workman to keep the Canadian Factories running.

BE LOYAL

American Jars are being offered. Why buy? Our full guarantee stands behind the

Crown, Perfect Seal, and Improved Gem.

DOMINION GLASS COMPANY, LIMITED



Sunny Japan's Tribute to tea-drinking America will be appreciated in the fine, satisfying flavor of

JAPAN TEA

You are being assisted in creating more sales and better business through the Japan Tea consumer publicity in magazines, newspapers, etc.

Let Mrs. Canada know that you sell her old favorite by displaying it in your windows.

**Order Your Stock Through
the Wholesaler.**

Tartan
BRAND

THE SIGN OF PURITY

Where service counts

During the past year, when close buying and small stocks was the order of the day, the Tartan Brand service has been most appreciated by the Canadian trade.

We extend thanks to our patrons for their support and wish all a bumper business throughout the new year. We hope to deserve your continued patronage in 1916.

Balfour, Smye & Co., Hamilton, Can.
WHOLESALE MANUFACTURING GROCERS.

Every sip a delight



So convenient, so economical. Made instantly by simply adding boiling water. No delay, no trouble. A most excellent seller.

Your customers will appreciate the superior quality, flavor, strength and aroma of

SYMINGTON'S
Reg'd Trade Mark
COFFEE ESSENCE

THOS. SYMINGTON & CO.
Edinburgh and London

Agents: Ontario—Messrs. W. B. Bayley & Co.,
Toronto. Quebec—Messrs. F. L. Benedict &
Co., Montreal. Vancouver and Winnipeg —
Messrs. Shallockross, Macaulay & Co.



The Quality tells

When you sell

Leacock's Molasses
Extra Fancy
and Extra Choice

you guarantee your customer that satisfaction which will eventually mean bigger sales and better profits for you.

These high-grade Molasses are produced at Barbados, and possess a quality unsurpassed—the kind that brings the housewife back again.

Order a stock of Leacock's today.

Leacock & Company
EXPORTERS OF HIGHEST GRADE OF MOLASSES
BARBADOS, B.W.I.



Have you got it on your shelves?

Wonderful Soap, the popular all-round cleanser in the neat red wrapper, is a proven quick-selling line which you cannot afford to omit from your stock.

Stock up with a good supply of this housewife's favorite. It not only produces quick initial sales, but the satisfaction it produces means repeat business and a better filled cash drawer.

Guelph Soap Co.
GUELPH, ONTARIO

May We Suggest

Your starting the New Year right by using only the best articles.

St. Lawrence

Granulated
is the best STANDARD of QUALITY.

Furnivall's

FINE
FRUIT
PURE JAM

- a combination of carefully selected fruit and pure cane sugar.

It leads because of its incomparable quality.

Agents: Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—W. S. Silcock. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Winnipeg, Man.—W. L. Mackenzie & Co., Ltd. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—Central Brokerage Co.

Furnivall-New
LIMITED
Hamilton, Ontario

Y & S STICK LICORICE

48 5c. Packages to Box



**The old-fashioned remedy
for Coughs and Colds**

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

NATIONAL LICORICE COMPANY
MONTREAL

BESIEGED!!

WITH ORDERS

OUR LINE HAS INTERESTED
MERCHANTS!! MANUFACTURERS' AGENTS!! AND
JOBBER!!

THROUGHOUT THE DOMINION.

Increased business has forced us into larger factory, equipped
with modern machinery and facilities to supply the demand.

"CANADA SOUPS"

are made in 16 varieties—put up in dresy packages, and
retails at 5c. Absolutely distinct in flavors, containing re-
quired food values.



Canada Foods, Limited, Toronto

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 agents wanting agencies.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

ONTARIO.

MACKENZIE & MORRIS LIMITED BROKERS

Groceries, Provisions and Produce
C.P.R. Building, TORONTO

W. G. A. LAMBE & CO. TORONTO

Established 1885

SUGARS FRUITS

W. G. PATRICK & CO. Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

We Wish You All

A Prosperous New Year.
Accept our thanks for the
abundance of orders sent
us last year.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO ONTARIO

If you want the market on
NEW BRUNSWICK POTATOES

Wire or phone
HARRY WEBB, TORONTO

We specialize on potatoes, have warehouses at
all buying points in the potato belt. Cars
always loaded New Brunswick, Montreal,
Toronto, waiting orders.

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.

WESTERN PROVINCES.

H. P. PENNOCK & CO., Limited

Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and pro-
gressive manufacturers wanting live
representatives.

W. H. Escott Co., LIMITED

Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

ATTENTION: Warehouse Men and Commission Merchants

We have a splendid warehouse.
Our traveler covers this district
monthly. We want good selling
lines to handle on consignment.
Write us to-day.

References: Fernie Fort Steele Brew-
ing Co., Fernie, B.C.; W. B. Cigar
Factory, Rossland, B.C.; Royal Bank
of Canada.

NELSON CLUB CIGAR CO., Ltd.
Nelson, B.C., P.O. Box 701

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

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

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

Thomas C. Irving, General Manager
TORONTO Western Canada

O. F. LIGHTCAP

Wholesale Grocery Broker and Manu-
facturers' Agent. Domestic and Foreign
Agencies Solicited.

O. F. LIGHTCAP,
179 Bannatyne Ave. - Winnipeg, Man.

The Robert Gillespie Co.

Broker and importer of Grocers', Druggists' and
Confectionery Specialties. Goods handled on
consignment. Warehousing. Truckage. Every
facility for handling goods quick.

123 Bannatyne Avenue, Winnipeg.
Correspondence invited.

Safe Investments

The Financial Post of Can-
ada is the recognized author-
ity on Canadian investments.

Each week it gives much
exclusive information re-
specting Canadian compan-
ies; also reliable news on
bond and stock issues, min-
ing and real estate condi-
tions.

The INVESTOR'S IN-
FORMATION BUREAU is
maintained free to subscrib-
ers 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"



because it largely consists of the rich, full-bodied Assam Indian Teas.

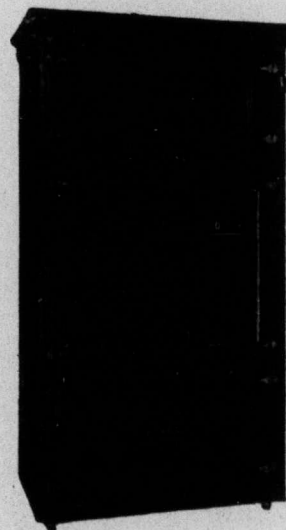
MINCE MEAT

WE are putting up a line of fine *OLD ENGLISH MINCE MEAT* in quart self-sealing glass jars that can be sold retail at 35c each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is, at the same time, the most profitable.

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

Also Sold in 80-lb. Kegs
40-lb. Kegs
20-lb. Kegs
5-lb. Tins

F. W. FEARMAN CO., Limited
HAMILTON



The three big reasons why you

as an aggressive and wide-awake dealer should enlist the "Eureka" Refrigerator in your selling forces are **Economy, Absolute Safety and Superior Display.**

The scientific application of the knowledge acquired through more than a quarter century's manufacture of refrigerators, makes the Eureka the most practical refrigerator on the market to-day.

We want to tell you all about our distinct and peculiar air circulation system and the many other exclusive features of the "Eureka."

A post-card will bring you full particulars.

Eureka Refrigerator Company

31 Brock Avenue Limited TORONTO

REPRESENTATIVES:—James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.

Robinson's "Patent" Barley

*—The very best food for weak and impaired digestions—The food for Infants, Mothers, Invalids.
Sold by the best grocers throughout Canada.*

Order from your wholesaler.

MAGOR, SON & CO., Limited

30 Church Street, TORONTO

191 St. Paul Street West, MONTREAL

AGENTS FOR THE DOMINION OF CANADA

Good Cooks Want

a real high-grade vanilla flavoring for their cakes, puddings and sauces. They are never really satisfied with anything less than

Shirriff's TRUE
VANILLA

which is recognized to be Canada's foremost vanilla extract. This is THE EXTRACT that always satisfies. Its QUALITY has stood the test of over 30 years on the market. It is worthy of your highest recommendation.



Imperial Extract Co., Toronto
Steiner and Matilda Sts.

CANADIAN GROCER

VOL. XXX

TORONTO, JANUARY 7, 1916

No. 1

Retailers Had Great Year

End of Nineteen Fifteen Sees Them in Splendid Position as Regards Business Turnover — Christmas Trade Generally Fine and Ahead of Previous Year—Adverse Effects of War Have Gone or Are Fast Disappearing—Bright 1916 in Store

ONE of the big surprises of nineteen fifteen was the splendid business that it brought to the grocery trade. In 1914 there were eight months when there was no war to disturb the minds and the pockets of the people. Yet in 1915, grocery dealers of Canada—as will be seen from the interviews below with representative men in the various provinces—increased their business splendidly over the preceding twelve months, something that was not thought possible upon the dawn of the year that has just passed into history. A few only report business less than 1914, the great majority stating it was better and many say decidedly better.

From the interviews, too, it will be observed that Christmas trade on the whole exceeded that of the previous year; that few if any adverse effects of the war are visible in trade—particularly in the country districts—and also that 1916 prospects are exceedingly bright.

No more encouraging report could possibly be presented at the present time for it shows that the consumer had the money to spend in the past year, and that he has been spending it despite the conditions that war has imposed upon us.

Another significant feature is the splendid tone in which the replies from Western Canada are couched. The good crops there, or as some style it, "two crops in one"—have had almost a revo-

lutionary effect on business. The future a year ago, to say the least, was of a nebulous character, but the great grain yields and the prices prevailing have

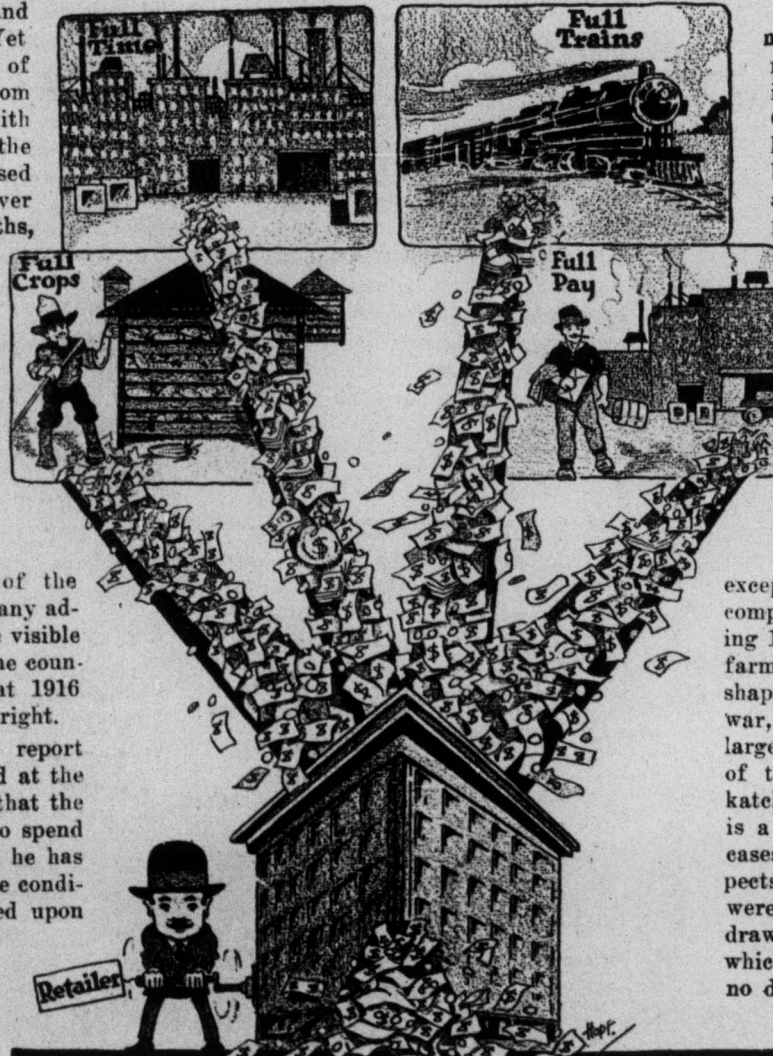
transformed things wonderfully, so that the future is looked forward to with the greatest of optimism.

The interviews herewith are assuredly worth while studying:

J. C. McFarland & Co., Edmonton, Alta.—"Our Christmas trade was good. Indeed it was very encouraging. Compared with 1914 business last year it was very much better, and while conditions are not just what they were previous to the war, people are much more optimistic than last year. So far as prospects for the coming year are concerned we do not think they could be any better under the existing circumstances."

Graham & O'Brien, Ft. Saskatchewan, Alta.—"Christmas trade was fair in every department except that of fancy goods, and compared with 1914, business during 1915 was very favorable. The farming districts are in better shape probably as a result of the war, but business in the towns and large cities could be better. Most of the single men in Fort Saskatchewan have enlisted, and there is a lack of employment in some cases for those remaining. Prospects for 1916 are fair. The crops were extra good this year, the only drawback being the lack of cars in which to move the grain, but this no doubt will be overcome in due time."

W. J. Bragg, Gainsboro, Sask.—"Our Christmas trade was over 50 per cent. better than a year ago, and



They are all bringing Grist to his Mill

—From Dry Goods Economist.
Why the retailer had a good year.

CANADIAN GROCER

during 1915 business ran about 25 per cent. ahead of the previous year. In fact 1915 was the best year I have had in five years and I do not see that the war has done me any harm so far. I am looking for 1916 to be another good year."

Woodside's, Ltd., Saskatoon, Sask.—"Our Christmas trade was excellent. Business during 1915 showed a good increase over the previous year, and no doubt would have been greater had the farmers been able to get their wheat off their hands. We believe the adverse effects of the war have disappeared with the exception of trouble of securing some lines of goods. The West certainly experienced a wonderfully prosperous autumn in 1915. Prospects for 1916 could not look better. This city being in the centre of one of the richest grain growing districts in the world cannot help but experience a continuation of the past autumn prosperity."

Roberts Bros., Cupar, Sask.—"Trade over the Christmas season proved to be quite a lot better than the previous year, and in 1915 we had a decided increase in turnover over 1914. Conditions here are good and apparently the war situation has had no effect locally. Prospects were never better."

R. P. Eades, Ernfold, Sask.—"Christmas trade this year was ideal, and in 1915 business proved to be about 75 per cent. in advance of 1914. The war does not seem to have had any effect on us at all, except the inconveniences of not getting certain European goods as before. 1916 prospects are good."

R. Bell, Davidson, Sask.—"Christmas trade here was good and business in 1915 was some 20 per cent. better than the previous year. We could not say definitely that the effects of the war have entirely disappeared, but it is a certainty that the good business prevailing is due to the abnormal crops. Prospects for the coming year are very good. Farmers are looking forward to another good year as they are doing considerable summer following and fall work."

S. H. Harrop, Craik, Sask.—"Our Christmas trade is better than ever before, and 1915 will show a nice increase over the preceding year. Owing to the excellent crops and good prices being paid for them the adverse effects of the war have practically disappeared. Prospects for the coming year are very good and business is on a much sounder basis."

P. C. Duncan Co., Ltd., Estevan, Sask.—"Christmas trade turned out well. We cannot yet estimate our 1915 trade in comparison with that of 1914 on account

of having a special sale the previous year, but we find that ordinary business was better. In the smaller places business does not appear to have been affected by the war. With us it has been good. Prospects are splendid for 1916 because people have the money."

A. H. Atkinson, Deloraine, Man.—"Christmas trade with us was good, and business during 1915 was better than the previous year. We have not yet experienced any adverse effects from the war. Prospects for us look bright for the coming year."

Morin & Frere, Cobalt, Ont.—"Considering the decrease in population in this district Christmas trade was very satisfactory. During 1915 business was about one-fifth less than the preceding year, due to slackness in the hardware department and there being very little construction work. The grocery department was too a shade less. Owing to the increase in the price of silver, our mining camps have put us in a better position of late, and we have less people idle in the district. The population, however, decreased considerably since the first of 1915. Prospects for 1916 depend on the market for silver ore. Some mines are going to increase their staff while some others which closed for a few years are opening up again."

Stillman Gay, Foxboro, Ont.—"Christmas trade was fully equal to any previous year. Our grocery trade in 1915 was as good as in 1914, but the feed business was not quite as good owing to the abundant grain crop. As our trade is principally with farmers we really have felt no adverse effects of the war. Prospects for the coming season are good."

C. A. Robins, Dunnville, Ont.—"Trade during the Christmas season was a good average, and 1915 was probably about the same as 1914. Some is still showing its effects here, but it is not marked. In regard to the business outlook for 1916 we are very optimistic."

W. C. Carter, Fesserton, Ont.—"We have had a good Christmas trade—better than previous year. We found that business in 1915 was better the last half of the year. On the whole our sales will show an increase over the preceding year. While we do not think that business is quite back to normal yet, we expect it to be about the same in 1916 as during the past year."

Arthur Drolet, Quebec, Que.—"We were quite satisfied with the Christmas trade. During the year 1915, I do not think there was much difference with the previous year, although business may not figure out to be quite as good. The war

did not interfere very much with business in Quebec Province. Prospects for the future seem to be bright. All of course will depend much on the Allies success."

B. J. Smith & Son, Coaticook, Que.—"Trade over the Christmas season was almost as good as the average and 1915 business was about as good as the previous year. We find business is good and we find no adverse effects of the year. Prospects for 1916 are good and we see no reason why it should not be a successful business year."

J. W. Hall, Edmunston, N.B.—"Our town was handicapped somewhat on account of bad roads and no crossing over the St. John river. This made Christmas trade a little quiet, although during 1915 business figures out about the same as the previous year. The war has certainly not had the effect of curtailing business to any marked extent. Under present conditions we see no reason why prospects in 1916 should not be as good as in the past."

J. O. McDonald, Lake Megantic, Que.—"Better than last is the way we have to designate Christmas trade, and during 1915 business was just about the same as during previous year. While there is still more or less of a conservative influence predominating, which, I would not want to discourage at this time, yet I would say that prospects for the future are very good, other than the pulp wood business in view of market conditions."

Dillion Bros., Halifax, N.S.—"Our Christmas trade was generally better than the previous year, cash sales showing a slight increase. During 1915 business was just as good as the previous year, and when we make our figures up we believe it will be found to be a little better. We think that the adverse effects of the war are over. Collections, however, might be a little better, but prospects for 1916 are very good indeed."

Blue Bros., Eustis, Que.—"Our Christmas trade was good and we finished 1915 with a fair surplus over the preceding year. We have not felt the effects of the war here at all, and we look forward to good business in the future."

T. B. Rider & Son, Fitch Bay, Que.—"Our Christmas trade was a little ahead of 1914, and our business during the entire year shows a slight improvement over preceding years. Business as usual holds good here. We are advising reasonable economy and increased efforts in production. Business will be good just as long as farm products keep up."

CANADIAN GROCER

Andrews & Brunet, Fournier, Ont.—“Trade over the Christmas season was very good and our increase in 1915 over the preceding year will be about \$2,000. The war has not affected our business at all, and we look forward to good trade in the year to come.”

C. G. Smith, Earleton, Ont.—“Christmas trade compared favorably with other years and I have found business in 1915 just as good as the preceding year, but probably collections a little harder to make. I think the adverse effects of the war have pretty well disappeared, and prospects for 1916 are certainly fair as there is no need of anyone being out of work.”

E. Barrett, Galt, Ont.—“Our Christmas trade was good and business was about the same in the preceding year with payments a little better. Business with me was not affected to any great extent by war conditions and I look forward to a bright year in Galt as everybody is working.”

C. Southam, Lakeport, Ont.—“Our Christmas trade was about the same as last year, but on the whole business was better than in 1914. We noticed little if any change since the beginning of the war, and we do not think that the war has affected the country districts as much as the city. Business during 1916 looks to us to be at least as good as that of last year.”

Fraser-Viger & Co., Montreal.—“Our Christmas trade was never better. Business during 1915 improved all the time, and the adverse effects following on the outbreak of war are certainly fast disappearing. We see nothing in the future but good business.”

J. J. Doherty, Kinmount, Ont.—“We had a real good Christmas trade during the holiday season, and while we found 1915 business not quite up to 1914, when there were seven months of no war, we find things to-day in much better shape than a year ago. This is especially true with the farmer. We look forward to business as it was in early 1914, and that was our best year in 12 years' business.”

Spence & Sons, Lakefield, Ont.—“Our Christmas trade was about the same as a year ago, but the cash trade was some better. On account of the cement works and lumber mills having closed down in recent years conditions here might be better. This has meant quite a number of working men have moved away. This is a summer resort district. Fall and winter trade have been about equal to that of 1914. On account of not having any ammunition plants here to take the place

of those above mentioned, we still feel the effects of the war somewhat, although country trade is just as good. We look forward to 1916 to be as good as usual.”

Oberle Bros., Formosa, Ont.—“Our Christmas trade could not have been better. We are pleased to say that 1915 showed a large increase over business in 1914. So far as we are concerned, there have been no adverse effects of the war in this district. We expect 1916 business to be better than ever.”

James Grocery Co., Brantford, Ont.—“Our Christmas business was the finest we ever had. While the adverse effects of the war may not have altogether disappeared, yet we find 1915 business well ahead of 1914. Prospects for the future are very fair, considering the war conditions. In spite of changes and alterations being made to the store in recent months we have enjoyed an increasing trade and a very satisfactory Christmas. The factories are busy here, but the building trade is, for the time being, somewhat flat. We certainly, however, consider conditions much improved, partly by the splendid crops of the past year, and also because of the revival of trade among the manufacturers by reason of the war.”

M. N. Stephens & Sons, Glencarin, Ont.—“Our business during 1915 was slightly better than 1914, and our Christmas trade was about the same as previous normal years. As our customers are practically all farmers the war has had very little effect on our business. We anticipate just as good a year in 1916 as in 1915.”

Hazell & Dawson, Hamilton, Ont.—“Christmas trade turned out exceedingly well and we find our 1915 business ahead of the previous year. Business has been helped considerably by the manufacture of shells in a number of factories and while they might of course be better employed, this is to be expected during the war. We think that things look much better for the coming year.”

John Sloan, Galt, Ont.—“We found an increase all through the past year over the previous one. Christmas trade, too, was very good, and in our opinion the adverse effects following the outbreak of the war have practically disappeared. Prospects in this district for the coming year are good.”

A. G. McDowell, Dunnville, Ont.—“Christmas trade turned out well and our experience is that the past year was just as good as the previous one. Con-

ditions seem to be improving and we look forward to good business in 1916.”

Chas. Saunders, Kingston, Ont.—“The volume of business in 1915 was about the same as 1914, but profits might have been better. Kingston has been favored with considerable war business, and we expect things will be as good as usual here next year. I think prospects are splendid, and it seems to me that if I do not increase the business it will be my own fault. Christmas trade was just a shade below that of the previous year.”

Robt. Barron Co., Yonge St., Toronto.—“Christmas trade this year was good. We find that since August last there has been quite an improvement over the same period of 1914. The fact that a large number of people are not entertaining as usual is one of the adverse effects of the war which we feel a great deal in our business. While prospects for 1916 are encouraging, one must not forget the large number of young men who are leaving Toronto.”

Murray & Hall, Lennoxville, Que.—“The year 1915 compares very favorably with that of 1914, and we found Christmas trade this year to be good. In our opinion the adverse effects which followed the outbreak of the war have disappeared. Our one loss is that so many men have enlisted from our town, and of course we miss that trade—1916 prospects are certainly good.”

J. S. Henderson, Kingston, Ont.—“Christmas trade this year was very satisfactory, and we had a considerable increase over 1916. Business is good in Kingston. General conditions are still somewhat unsettled and require closer attention than prior to the war. It would not be good policy to assume that the adverse effects of the war have entirely disappeared, as local conditions have to be considered. We look forward to an encouraging year's business.”

T. B. Crothers, Georgetown, Ont.—“Our Christmas trade was about 25 per cent. better than last year. I did not take over this business until August of 1914, so cannot compare the two years. However, December of this year compared with that of last, I found up to the 24th of the month I was \$300 ahead. I do not find that the war is having any effect on our business, for, although in some cases people may be curtailing their purchasing, on the whole, things go along pretty smoothly. The prospects for the future in this district look bright if we can get the goods to sell. As you no doubt know we are having considerable difficulty in getting certain stock, and sometimes what we do get is so in-

ferior to what our customers have been using that it takes considerable of our time explaining the reason."

W. Buskin, Flesherton, Ont.—"Our 1915 trade was practically as good as 1914, during the first part of which there was no war. Christmas trade was hardly so good as we found the high prices of certain goods in some cases caused people to economize. Prospects for the future are fair."

Robt. Dowson, 234 Queen St. E., Toronto.—"Christmas trade was much the same as last year. The first part of 1914 was of course good because there was no war and so volume of business in 1915 was less than the previous year. Overhead expenses were about the same. Our district is composed largely of rooming and boarding houses. We were more or less affected by overseas enlistment, on account of large numbers of men being drawn from our district. Also the stoppage to emigration from the old country was another draw-back to trade. We have experienced a steady improvement during the last three months. Whether the improvement will be accelerated from now on is a question. After the end of the war business should be better."

Donald Nicolson, Roncesvalles Ave., Toronto.—"Christmas trade was the best during the past four years. I believe the people had more money to spend, and while during 1915 I had one or two quieter months than the previous year, yet on the whole I am away ahead for the year. My opinion is that we have not yet felt any pinch of the war, but that we shall see some higher prices. During 1916 I don't think we shall see much change, and it may be that some people will cut down their expenses a little."

J. McParland, Gananoque, Ont.—"Christmas trade was good. In fact better than last year, and 1915 business was much better than 1914. I believe that the adverse effects of the opening of the war have practically disappeared, and I must say that prospects for 1916 are very bright."

Coulange Supply Co., Fort Coulange, Que.—"Christmas trade was fairly good, but owing to less lumbering in this district, business was not quite so good in 1915 as the previous year. Farmers are better off in our section having had larger crops and are finding ready sale for all kinds of produce, beef, hogs, etc. It is somewhat too early to predict the future, as lumbering controls the business to a large extent here. At the present time everything looks good."

What Advertising Has Done for Raisins

Review of the California Raisin Situation Bearing Particularly on 1915 Conditions—Big Production, But Advertising is Working Wonders For The Grower

By W. A. Burrell, California Associated Raisin Co.

We are very pleased to be able to state that the volume of our business in 1915 has been most satisfactory. While the usual conservative feeling that pervaded all business classes, caused purchases to be made in small quantities, sufficient to satisfy the buyers' very immediate needs, the aggregate amount of this business in our line has been greater than ever before in the history of our industry.

While raisins as an article of food have been known almost since the beginning of history, the development of this industry on our continent has been gradual, and very interesting in its growth. As all the raisins produced in North America are grown on a limited area in the immediate vicinity of Fresno, California, we can refer to the industry as Californian.

The California crop 26 years ago was of practically no importance, and the American requirements were satisfied from Europe. However, in 1895 the business had assumed some importance, and the production was about 45,000 tons. This quantity gave a supply actually in excess of the demand, and market complications arose, making it a losing enterprise for the producers. Through co-operative efforts for the next few years, the production and marketing was under control and the business greatly improved over what it was in 1895. A gradually increased consumption was also making a larger demand for the California article, with the result that in due time the production of raisins was a profitable agricultural business. This stimulated a larger planting, with the attending market depression to follow in a few years. A further increased consumption overcame this, and the industry ever since has been characterized by first an apparent overproduction, and then an increased consumption, that has in each case resulted in a demand in excess of the supply. The past few years the industry has again been confronted by an apparent overproduction, which again forced the producers to combine, with the object of controlling the market, and improving the facilities for promoting a larger consumption.

These co-operative efforts have been wonderfully successful, and to-day the raisin industry probably offers the most perfect example of producers' control, of any farming industry in existence. This control has been exercised along legitimate and constructive lines, and has manifested itself particularly in extensive and comprehensive exploitation of raisins, through the medium of advertising, and efficient sales effort.

The result has been to add another proof to the wonderful results that can be accomplished through proper advertising. The consumption of raisins to-day, as a result of this advertising, is tremendously greater than ever before in the history of the industry. The production in 1915 was 125,000 tons—25,000 tons greater than any previous crop, and yet it is going into consumption without the least difficulty, and so rapidly as to now make it evident that the raisin market will be bare in advance of the 1916 crop.

While, as previously stated, the trade has purchased raisins this year conservatively, and only as they were actually needed to take care of consumptive demands, the shipments from October first this season (this is the date the new crop is ready for delivery) to date, have been greater by 22,000 tons than ever before for the corresponding period. It is now evident that the consumption of raisins through continued proper advertising and marketing efforts could be tremendously increased, and as the area now available for additional production is very limited, the indications are that in the future our supply and demand will be so balanced as to maintain the raisin industry on a profitable basis for the producer.

Record Flour Price in 1915

The Figure of \$8.20 Was Reached in Montreal For First Patents Manitoba Wheat Flour—Low Price of the Year Was \$5.85—High in 1914 Was \$6.70, and Low \$5.40 — Price of Wheat Controls Flour—Our Flour Chart.

NINETEEN fifteen will go down into history as a year when flour prices reached a record for modern times. While in 1914 the low price of first patents, Manitoba flour on the Montreal market was \$5.40 per barrel of two bags, the high price in 1915 was no less than \$8.20, or an advance of \$2.80 on the barrel.

As all our readers know, the cause of this was of course the war. When hostilities commenced in August 1914, flour was \$5.60 per barrel on the Montreal market. At the end of August that year it had gone up to \$6.30, and before the end of the year it was \$6.70, or more than \$1 per barrel increase.

The year 1915 opened with flour at that price. The first week in January, however, it took a 50c advance, the second week 20c more and the third another 20c, making altogether an advance of 90c in the one month. During February there was another 50c advance. In March it eased off somewhat, to \$7.80, as will be shown on the accompanying chart, but in April the top of the barrel was almost knocked off by a rise up to \$8.20 the high price of the year, and the highest price in many years. From that time to the present there has been a gradual easing off until to-day flour is only \$6.50 per barrel. This makes it exactly \$1 higher than when war broke out and \$1.10 higher than in January of 1914. Compared with January 1915, it is about the same.

FLOUR MARKET IN 1914

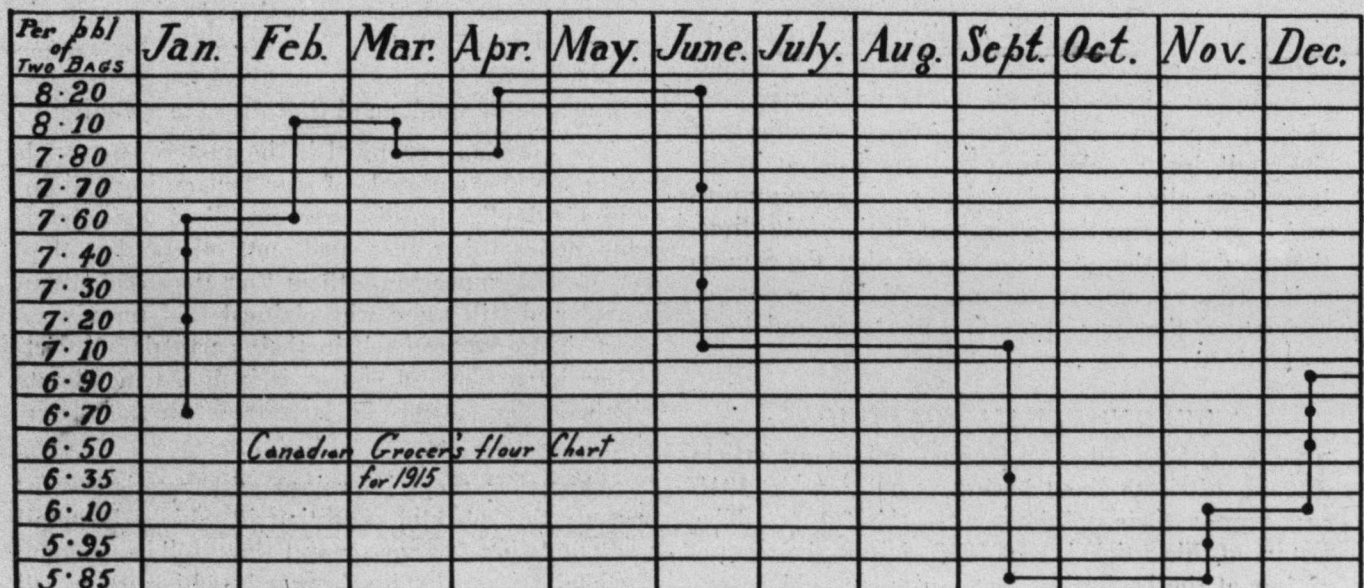
Following table shows the gradual rise in flour prices, first patents, on Montreal market, during 1914:

January	5.40
February	5.40
March	5.60
April	5.60
May	5.60
June	5.60
July	5.60
August 7	5.90
August 14	6.30
September	6.70
October	6.70
November	6.70
December	6.70

Of course the reason for the high price of flour in April was the high price of wheat. On April 23rd, it was reported in Canadian Grocer that wheat was \$1.61 on the Winnipeg market and all through May a similarly high price was realized. This kept the price of flour at the high mark during the latter part of April and all of May. Then wheat weakened a little and early in June came a drop of 50c per barrel in flour, following a drop of some 15 or 18 cents per bushel in wheat. From then on wheat declined rapidly, some weeks crumbling 10, 12 and 15 cents per bushel.

The result of this of course was to further reduce the price of flour and on Sept. 10 we announced in Canadian Grocer it had reached the \$5.85 per barrel mark. That proved to be the lowest price of the entire year, and was due chiefly to the splendid world crops reported and to the fact that new wheat was coming on the market. This price held all through September and October and early in November came a rise of 10c. This was followed by another one of 15 cents, and then in December came an advance of 40 cents making the price at the end of this year \$6.50 per barrel as compared with \$6.70 at the end of 1914. The chart accompanying this article shows clearly the advances and declines in flour on the Montreal market for Manitoba First Patents in each month. The panel shows the changes during 1914.

Just what will happen in the flour market between now and the next crop is of course a difficult thing to gauge. If it follows the situation of a year ago, we shall see higher prices before July. Lately, it has been noted that wheat has been advancing slowly but steadily, and if this continues we shall see still higher prices in flour. Export demand is splendid and apparently the market is going to remain firm for the time at least. Whether the wheat crops in the southern hemisphere will have any bearing on the price is yet difficult to say, but for the present it would appear that the market will remain fairly firm.



This chart shows course of Manitoba wheat flour market in Montreal during 1915. High price was \$8.20 and low \$5.85.

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No. 1

COMFORT STATIONS FOR THE FARMER

A Simcoe, Ont., newspaper touches on an important question in these remarks:

"It seems somewhat strange that rest rooms or comfort stations are not more generally provided in our towns and smaller cities into which farmers and their families drive to trade. Women, especially when children are with them, are often inconvenienced by the lack of such places. When tired with the shopping and oftentimes affected by bad weather, the existence of such rooms provided by the business men or by the municipality would indeed be a boon. Regarded from a humanitarian standpoint they make greatly for convenience and health. Regarded as a business proposition they pay, and people are glad to trade in a town where such privileges are found. To be sure the cost of providing and maintaining such rooms is considerable, yet nothing to what is often expended for institutions or events that have no value or at the best only a passing value."

While merchants individually have frequently carried into effect the above suggestion, yet we know of no instance in Canada where as a body or an association, they have acted. One of the great objects of the retail dealer to-day is to keep the interest in the home-town alive in mind of the farming community and it would seem that a big step in the right direction would be the establishment of what the Simcoe writer terms "comfort stations." Make the farmer understand that you appreciate his trade and he is your friend.

SPLENDID RETAIL CONDITIONS

RETAILERS all over Canada tell in an article in this issue about business conditions in 1915 and express their opinions as to the future. The feature of this article is that 1915, despite the feeling of fear at the beginning that business would be exceedingly poor, has exceeded in nearly every in-

stance 1914. In that year it should be remembered we had eight months of peace and four months of war, while in 1915 we had twelve months of war conditions.

The great grain crop of the country has certainly worked wonders, and this is noticed more particularly in the case of Western Canada. Twelve months ago business men of the West did not, to say the least, look to the future with any great assurance. The vast crop, however, has transformed things there beyond all expectations. Legitimate business is now booming all over the Western Prairies as reports from the retail trade there indicate. The revival began during the Fall months when it was found that the crop was assured, and the effect of the splendid yield and the good prices prevailing will be continued into 1916.

Dealers also point out that their Christmas trade in general exceeded that of a year ago, which shows that the people have money to spend for goods other than every-day staples and that they are spending it.

The question was asked if the adverse effects following on the outbreak of war had entirely disappeared. Replies to this were not all of one accord, some maintaining they had not, others that they were fast disappearing, others that they had disappeared and still more who claimed that no adverse effects had ever been felt in their particular district. In the latter class, of course, is included merchants who depended entirely on farm trade for their turnover.

Altogether these interviews with retailers demonstrate the splendid condition in which the retail trade finds itself at the present time, following upon a splendid year, despite the war in which we are all engaged.

ADVERTISING BOOSTS RAISINS

IN this issue is an article from W. A. Burrell of the California Associated Raisin Co. on what advertising has done for the raisin industry in that state. This was received in response to an inquiry from CANADIAN GROCER as to business conditions in the raisin line during 1915. The second last paragraph is particularly interesting as regards the power of advertising. Mr. Burrell points out that the consumption of raisins to-day following on the big advertising campaign is vastly more than at any time in the previous history of this foodstuff. During 1915 the production was no less than 125,000 tons in California, which was 25,000 tons in excess of any previous crop. Nevertheless it is going into consumption very rapidly and without the least difficulty. In fact it is firmly believed that the market will be bare by the time the 1916 crop is harvested in September and October next.

This splendid record has been attained through the power of advertising. It demonstrates the possibilities for other foodstuffs, production or export of which are more or less restricted because the supply exceeds the demand. Currants and coffee are two well-known articles which might be referred to in this connection.

ECHO OF TRADING STAMP INTRODUCTION

CANADIAN dealers who recollect the Trading Stamp scheme which played such an important part in the retail trade prior to 1905 will be interested in the big law suit which has recently entered the Courts in the United States in which the concern who established trading stamps in the first place is involved. The legal battle is over hundreds of thousands of dollars—may be a million or more—and concerns the affairs of the original co-partnership and corporation of Sperry & Hutchinson, the firm which put the trading stamp scheme into trade.

Shelley M. Hutchinson, now head of the Hutchinson Profit Sharing Company and a millionaire, began suit last August, claiming that in surrendering in 1904 his 4,970 of 10,000 shares in the original corporation for \$250 he possessed an agreement that he would have a share of the dividends on his proportion of stock and that this agreement had not been lived up to. The suit at that time was dismissed.

But yesterday, through his attorney, Martin Conboy, of Baldwin, Riggs & Baldwin, No. 27 Pine street this city, he appeared before Judge Rellstab asking that a supplemental complaint be considered in which he charges fraud against William M. Sperry of Cranford, N.J., and Thomas A. Sperry, who died in September, 1915. He declares that nearly \$450,000 was surreptitiously withdrawn from the funds of the concern and that stocks and checks were likewise withdrawn and placed in what was known as the "T. A. Sperry Trustee Account" in the National Park Bank, which he alleges the Sperry brothers subsequently

divided, Thomas A. Sperry receiving \$225,007.10 and William M. Sperry \$223,661.10. Hutchinson asserts he should have shared in all this.

REQUIREMENTS OF CREDIT APPLICANTS

IT is sometimes good, as Bobbie Burns said, for men to see themselves as others see them, and it will interest the grocers of Canada to hear what a banker has to say about merchants in general from a credit standpoint, also it will be helpful to merchants in extending credit themselves to consumer applicants.

Charles O. Hodgkins, manager of the Winnipeg branch of the Sterling Bank of Canada, addressing a body of credit men recently, advised his hearers to make full inquiries as to the health of applicants for credit. While honesty was a fine qualification, he said, it did not always pay the bills. They should also be on the look-out for the visionary man, the man who bought real estate one day for \$10,000, and the next day valued it at \$15,000, because he was optimistic that the property would quickly be worth more money. Mr. Hodgkins' observations on the man who has failed once, are worthy of consideration. He said: "In my experience I have found that the man who has failed once is liable to fail a second time, for his back is easier to break the second time than the first."

BRITISH TRADE IN CANADA

THE present European war has produced many results which, to say the least, were undreamed of prior to the outbreak of hostilities. We are to-day, for instance, securing articles from sources entirely different from those of former years. Manufacturers in Britain and in America are producing goods that formerly were of central European manufacture, almost exclusively, whereas before the war many manufacturers were exporting to this country—they are now giving all their attention to home demand.

One of the possibilities of the outcome is that more British manufacturers will decide to establish branches in Canada. The general diversion of trade has resulted in much difficulty in securing the usual imported lines in customary quantities, so that business connections built up in the past have been more or less dislocated. We have in mind at the present time one British manufacturer who located in Canada some years ago and has made a distinct success here with his products.

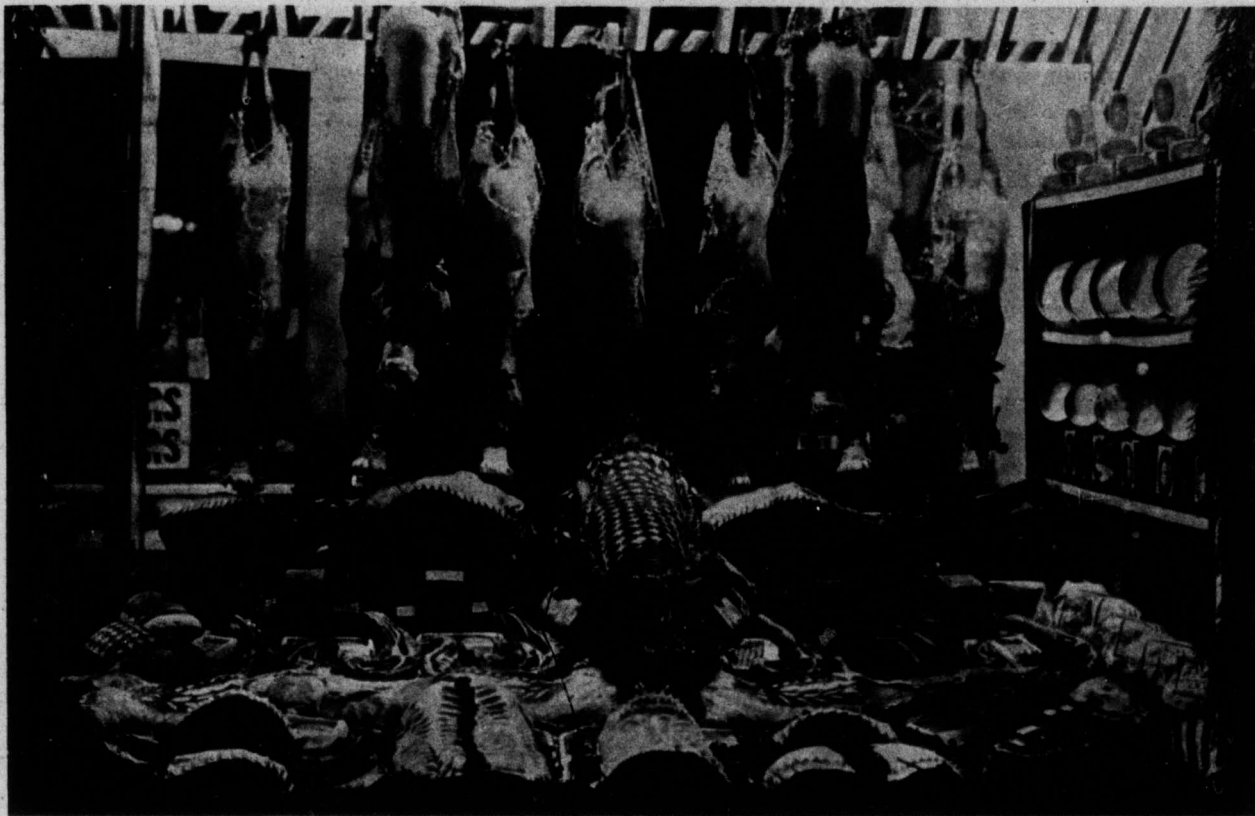
To regain the business lost on account of the war, it will be necessary, when hostilities cease to conduct strenuous advertising campaigns in this country, the same as did United States manufacturers before and since the war began.

A PROSPEROUS New Year, is the sterling if stereotyped wish extended to all our readers.

RETAILERS practically all unite in designating 1915 a splendid business year, and particularly the latter part of it.

Winner in Vernon, B.C. Contest

R.M.A. Puts on Window Dressing Competition for all Local Merchants, and the Three Winners Were Foodstuff Dealers — Some Attractive Displays and Good Business Resulted.



A splendid provision window shown by the Vernon (B.C.) Meat Market, which took first prize in the R.M.A. Christmas contest.

THE Retail Merchants' Association of Vernon, B.C., put on a Christmas Window Dressing Competition last fall which proved to be not only interesting, but valuable from an advertising standpoint.

In describing this contest, J. M. Freymuth, secretary of the association, writes CANADIAN GROCER as follows:

"The competition was got up with the idea of creating 'Something to See' for the farmer's wife and her family. Christmas usually heralds in the first snow in the Vernon district, and if the roads are in bad condition, Mrs. Farmer's wife prefers to let her husband travel in perhaps 15 miles to do the shopping. But with display windows which have been carefully written up in the local newspaper for three weeks before the competition, the whole family braves the inclement weather and makes a day of it.

"Did the window competition really draw the crowd? Well sir, figures speak for themselves. One store reported an increase of sales for the four days before Christmas as from 33 to 40 per cent., another store, 25% better than the same four days of Christmas, 1914. It should be remembered that we have not yet felt any improvement in general business in this far West. We hear things are better in the Middle West, but we have not felt it coming here yet."

The above window was that of the Vernon Meat Market and it is interesting to note that all three windows were dressed with foodstuffs. The Olympia Cafe won second prize and W. R. Megaw, department store, third.

Grocery Window Gets Third Prize

That of W. R. Megaw, Vernon, B.C., Judged One of the Three Best in Artistic Arrangement, Originality, and From an Advertising Standpoint.



The Christmas window of W. R. Megaw, merchant, of Vernon, B.C., which captured third prize in contest open to all merchants of the town.

WR. Megaw, merchant, Vernon, B.C., was winner of third price in the Retail Merchants Christmas contest. This contest was open to all merchants in Vernon and each trade was represented with splendid trims. However, as announced on the opposite page, three food-stuff firms were the winners.

A glance at Mr. Megaw's display, reproduced herewith, shows an exceedingly attractive grocery trim. The Christmas goods were neatly arranged, the fruits presenting a most appetizing appearance. The *Vernon News* refers to the contest as follows:

"The merchants gave a good deal of time and much careful scrutiny to the displays of the nine Barnard Avenue stores that had entered into the contest, and in most cases they worked separately, so as to reach an independent conclusion.

"Everybody who has viewed the surprisingly good effect produced by the window dressers of the various firms taking part in the competition will agree that it was well worth while, and the association is to be congratulated upon inaugurating a contest which it is hoped will be continued in succeeding years.

"The points which the judges kept in view in arriving at their awards were the most artistic display, the most original arrangement, and the best from an advertising viewpoint.

"High marks were also obtained by the Hudson's Bay Company and the Okanagan Grocery.

"The window of the Vernon Meat Market was dressed by Bert Sharpe, that of the Olympia Cafe by Jas. T. Anastas, and Megaw's window by Ed. Temple."

More Optimistic Reports

Wholesalers and Manufacturers Further Testify to Good Business in 1915—Future Prospects Bright—Repeat Orders for Fruit.

SINCE the article went to press last week dealing with business conditions during 1915 as experienced by Canadian wholesalers and manufacturers, further replies have come in. So far as food stuffs are concerned these replies are along the lines of those in last week's issue, and show good substantial business during 1915, and anticipate bright prospects for the future. In the case of some lines of fixtures and equipment it would appear that retailers have been buying more or less sparingly, but the outlook for 1916 is splendid.

The following are the replies:

"There was quite an improvement in business during the past few months over 1914. Christmas trade was easily 25 per cent. better than a year ago. Prospects for the future are certainly better than a year ago on account of the large crop; that is we are getting a better start than a year ago."—**Revillon Freres**, wholesale grocers, Edmonton, Alta.

"Nineteen hundred and fifteen opened with a gloomy outlook, the first four months showing important declines in sales with a disposition on the part of the trade to buy very cautiously. With the break of summer and when a splendid crop in the West was reported, normal conditions returned. This coupled with the large expenditures of the Government on war munitions brought considerable money into the country, and for the last eight months our sales have shown decided increases over those of the year before.

"There has been considerable demand for fruit this past Christmas, and all stocks have been well depleted. Reports received from the country all speak of the large Christmas business the different dealers have had. Then to back this up, we had repeat orders come in three or four days before Christmas, which goes to show that the trade must have been cleaned out.

"The outlook for this coming year from the business standpoint is very bright. In the fish trade, in which we are large dealers the trade is growing yearly and the public are appreciating the value of fish as a food; coupled with the low price of this commodity. Generally speaking the excellent handling of this department is creating a wide demand. Payments have been exceptionally well made and requests for extensions of time are few.

"Wishing you the compliments of the season."—**White & Co.**, Toronto.

"Business has been about up to our expectations. In comparison with last year's business it was about the same in volume. Our trade consisted in high grade store fixtures and permanent fixtures for institutions. Our ordinary store business was considerably below the average. We consider prospects for 1916 fairly bright."—**John Hillock & Co.**, Toronto, per J. F. Hillock, Mgr.

From a firm manufacturing a store appliance comes the following report:—"Our business in Canada in 1915 was not up to the standard of previous times due, of course, to conditions. We, however, hope that business in general will improve for 1916. Prospects being at this time a little brighter."

TRUTHFULNESS IN ADVERTISING

S. G. Freeze, grocer, Calgary, Alta., introduces a recent newspaper advertisement as follows:

"Dope Advertising"

"Dope makes one feel fine for a while; next time a larger dose is needed to produce the same effect, and easy stages lead on to an unhonored grave.

"Lying advertisements are business dope; they draw trade at first; then more and louder lying is needed, and the final result is commercial dissolution."

WANTED—NAMES FOR THE HONOR ROLL

Canadian Grocer has been running from week to week items in reference to members of the grocery trade enlisting for overseas service, and those who have been wounded or met death at the front in the service of their country. From now on these names will be listed under one heading termed "The Roll of Honor." We ask our readers to assist us in this column and let us have names of all those who are connected with the trade and who have enlisted or who have been wounded or killed in battle. Please in the item or send it on a postcard or in an envelope, and we will look after the rest. Names of any connected with the retail, wholesale, and manufacturing grocery trade are desired.

Roll of Honor

A. E. Shaver, Brockville, Ont., has enlisted in the 156th Leeds and Grenville Battalion, and has announced his intention of disposing of his grocery business.

A. Browne, credit manager for the past year at the Alexander Grocery Co., Camrose, Alta., has resigned his position, and will enlist with the next University Corps.

G. B. Borthwick, accountant for White Swan Spices & Cereals, Limited, Toronto, has enlisted for overseas duty and joined a local battalion. The firm presented him with a wrist watch.

Frank Paget, bookkeeper, Pure Gold Mfg. Co., Toronto, has joined the 123rd Battalion for duty overseas.

Harold Peers, who has been on the staff of the Canadian Cereal & Flour Mills Co., Ltd., Toronto, for the past fourteen months, has joined the 124th Battalion. Before leaving the firm, he was presented with a purse of \$50 in gold and a body belt by his fellow-employees. He resides at 125 Margueretta Street, Toronto.

Murray Gunn, Robert Harvey, and James L. Jamieson.—An interesting feature of the Souvenir Menu Card used by Gunns Limited, at this year's annual banquet, was their honor roll containing the names of sixty-four employees, fifty-three of whom are now overseas and the balance training in Canada. In addition to these, three more of the company's employees, namely, Murray Gunn, Robert Harvey and James L. Jamieson, have this week enlisted for active service.

SHARING UP WITH EMPLOYEES

Profit-sharing with its employees is the plan which the A. E. McKenzie Co., Ltd., seedmen, Brandon, Man., will put into effect in the new year. Recently the staff of the concern was called together and A. E. McKenzie informed them of the proposal. He explained that every conscientious and energetic member of the staff will receive, in the form of a percentage of the year's profits, a tangible evidence that his good qualities have been valued.

Thos. Kemp opened a grocery and flour and feed business in Hepworth, Ont.

Letters to the Editor

These columns are open to contributions upon any topic of interest to the trade, it being understood that the views expressed are those of the contributors, and do not necessarily imply editorial indorsement. Names of contributors will be withheld if desired, but name of writer must accompany correspondence as an evidence of good faith.

WHO PAYS FOR PARCEL POST?

Editor Canadian Grocer.—We have just read article in last week's Canadian Grocer re "Taxing Mail Order Houses." We would like a little light on this subject. Is the parcel post system as organized by the Dominion Government at Ottawa paying its own way absolutely? If not, why not? Otherwise, who in Canada is paying the shortage? If the people of Canada are taxed to make good such shortage "Who Gets the Benefit?"

Will every wholesale firm as well as every hard working retail man in Canada think this over? If they come to the same conclusions we think they will, then we should organize to meet the powers at Ottawa, and demonstrate to them what their policy re parcel post as at present established is doing for the few in business in Canada against every local business in practically every village, town, and country place from coast to coast. We have not one word to say against the parcel post system. We simply object to its being carried on under its present rates at our expense. Would be pleased to receive through your valuable paper more information about this deal.

Yours truly,

A MERCHANT OF RENFREW.

January 1, 1916.

Editorial Note.—The Renfrew merchant asks if Parcel Post is paying its way. In reply to this, we would say that it is not. This means that the country as a whole has got to make good the shortage, which further means that many of us who are not using Parcel Post have to pay for its maintenance. It is quite freely admitted that the people who are getting the benefit of Parcel Post are the mail order houses who are not only taking advantage of it by shipping catalogs by freight and express to railway centres and having them sent by parcel post within the 20 mile zone to the surrounding district, but also they are enabled to ship a great deal of goods by Parcel Post to customers throughout the country, thereby getting much more business, partly at the expense of the rest of us. Every retailer throughout the country is therefore helping to pay for the system, and the mail order houses are reaping the benefit.

COMPLAINT OF WINNIPEG BROKER

Editor Canadian Grocer.—I suppose you have a number of small shippers among the readers of your admirable paper. It does not reflect on the quality of your paper that they are readers, for they, like everyone else in the grocery business, must keep in touch with things if they hope to succeed; but there are a number of the aforesaid shippers who will never succeed beyond their limited span, even though they read trade papers for a thousand years, unless they handle their business in a more business-like manner. I make this preamble for fear such shippers should read this, and forthwith warn them that I have a number of scathing remarks to make anent their behaviour in regard to Western trade.

I have proposed writing you on this subject for a long time, but the evil of which I complain lessened with the depression which spread across the Dominion on the opening of hostilities. Now that prosperity has returned to the West, and business in grocery lines is comparatively good, we are afflicted again with the small shipper, or at least that type of shipper who adopts a policy of "penny-wise-pound-foolish," and is a great source of annoyance to the great number of brokers in the Western provinces.

Now as to my complaint. We will suppose I represent a number of Eastern firms, and one of these has a car of evaporated apples to sell. He wires me that he can offer these at 7½¢. I go out to the wholesalers of Winnipeg, and succeed in selling the car; then at 3 p.m., say, I wire him that the car is sold, thus giving him a chance to use a night letter and save a quarter. What happens in many cases? I receive a letter in three days saying that before he had received my wire he was sold out. In the meantime, the wholesaler, considering that the deal is off, not having heard from me, buys his evaporated apples elsewhere. More than that, he loses confidence in me, and is not too anxious in future to buy apples or anything else.

It is a clear case of "penny-wise-pound-foolish." The shipper should know that the telegraph expenses of the average Winnipeg broker run from \$200 to \$300 per month, and it seems to me

he should reply to all telegrams promptly. Of course, they are not all like this, but many of them are, to say the least about it.

A short time ago, a man wrote offering me a hundred tins or so of buckwheat honey at a certain price, f.o.b. Ontario. I replied that the price was too high, but if he would take a cent less I would accept the hundred tins. Three weeks later along came the hundred tins, without having heard anything from him in the meantime. I took it because it was cheap; but suppose it had not been, and I had sold it to a wholesaler, it would have placed the shipper in an awkward position, having his honey on this market with little chance of selling it.

The Eastern shipper of this particular character if he expects to retain his connections has to be more prompt, and handle the Western trade in a more business-like manner. Eastern prices are all right, but some shippers are not sufficiently prompt. They are standing in their own light.

It is unfortunate, too, that some Eastern firms have the opinion that the West does not require a good class of goods, or that we are open to buy a cheaper class of goods than the East. The fact of the matter is that the West is buying and using, and demands a high-class of groceries, and is prepared to pay the price for them. Eastern shippers often send us second-class goods, probably to try to get rid of them. If goods are a little off color, they apparently say: "Oh, ship it to the West; just the stuff they want out there." I want to tell you, Mr. Editor, that there are more high-class goods sold in the West than in any other part of Canada.

I hope I have not used too much of your space, but I wanted to take this opportunity of telling some of those shippers down East that there is good business for them here if they will only go after it right.

A WINNIPEG BROKER.

January 3, 1915.

Thos. Kenny, wholesale grocer, Sarnia, Ont., for many years, died on Sunday last from pneumonia. He was 75 years of age. Besides his grocery connection he was president of the Sarnia Electric Light Co., and the Sarnia Plank Road.

CANADIAN GROCER



Stick with the match that
brought to Canada best
lights at lowest cost—the
match that is uniformly
perfect, always sure and
silent.

GROCCERS

*Are you giving proper attention to
the buying and selling of matches?*

They are one of your most important,
every-day-sellers.

Keen, Progressive Grocers all over Canada
are now selling

DOMINION MATCHES

BECAUSE

Consumers are demanding QUALITY.
They show you a splendid profit.

Get particulars from your jobber or write direct.

Western Buyers Supplied:

MANITOBA
SASKATCHEWAN
ALBERTA
RAINY RIVER DISTRICT

BY
WALTER WOODS & CO.
WINNIPEG, MANITOBA

BRITISH COLUMBIA

SMITH, DAVIDSON & WRIGHT, LTD.
VANCOUVER

THE DOMINION MATCH CO., Ltd.

DESERONTO, ONTARIO

GENERAL SALES OFFICE:—BOARD OF TRADE BUILDING, TORONTO

Annual Staff Gatherings

SALES MEN of the White Swan Spices and Cereals, Ltd., Toronto, met in a two-day conference on Wednesday and Thursday of last week, which was wound up on Thursday evening at the Prince George Hotel with a dinner party. At this enjoyable function the salesmen were the guests of the company and a jolly good time was the result. Good fellowship held the laurel wreath. Speech, song and story were the order of the evening among these pathfinders and ambassadors of commerce. A. M. Brooke, president and manager of the company made an ideal host. His introductions of the various speakers were always humorous and punctured with applause, while the replies of the salesmen fairly breathed the friendly relations existing among them and with the head of the concern. This, indeed, was the feature of the gathering. It is this spirit of friendly rivalry which makes or mars the success of any such concern, and no doubt that was in part at least the reason for the splendid business of the White Swan Spices and Cereals, Limited, during 1915, as compared with the previous year.

Among the men seated around the banquet were a couple in khaki, who are ready for overseas duty, and another who had enlisted for the defence of the Empire—but more about him later. When the sharp edges of the appetites of the salesmen had been worn off, Mr. Brooke proposed the toast to the King in a patriotic manner. This was heartily drunk and responded to by L. R. Atkinson. Then came one of the features of the evening, the announcement that G. B. Borthwick, chief accountant of the company, had enlisted for overseas duty. Mr. Borthwick is a young man who has been with the firm for the past ten or more years, and who joined it, as the boys said, in knee-breeches, and short ones at that. He was presented on behalf of the firm by the president, A. M. Brooke, with a wrist watch. Still another presentation was made during the evening. This was to J. B. Harker, the salesman who headed the list during 1915. Mr. Harker was for ten years or so in the grocery business in Belleville, and prior to that clerked in a Toronto grocery store. In fact, he had more than thirty years' experience in the retail business before joining the White Swan staff. He was presented with a cheque, and in his reply threw out the friendly hint that he was going to make the boys travel hard during the coming year to keep up with him.

J. B. Caulfield proposed a toast to the boys in the trenches, which was responded to by K. C. Brooke, an officer in one of the local battalions, and a brother of the president. U. E. Clark and F. W. Arnold, two veterans of the road, gave some interesting reminiscences of the days that were. Mr. Arnold is the Maritime Province man who, as the boys relate, has no home apart from his trunk. Get him by himself and he will unfold some interesting tales of fish life in the East, as well as of other things. W. E. Trimble, representative of the Baker Advertising Agency, told of the campaign about to



J. B. HARKER,

Who headed the list of White Swan salesmen in 1915 business. He was presented with cheque at annual dinner.

be launched on White Swan Pancake Flour. J. M. Kirk also cited reminiscences of other days, and G. J. Manning told the boys a few stories. One of his best is in connection with the aid rendered by the insect kingdom in financing a certain dry goods store. Ask him about it. C. E. Jenkins, a veteran of the Boer War; T. B. Harker, Geo. Pudsey and R. J. Drolet were other salesmen who added to the interesting collection of reminiscences of the road. Alex. Macdonald, manager of the cereal department, who has been with the firm many years told of the early difficulties, present satisfactory conditions, and of the prospects for the future. Charles R. Bark, who has just joined the firm, was another speaker. R. A. Baker, of the Baker Advertising Agency, proposed the last toast of the evening—the White Swan Mills. He reviewed the publicity campaign and touched upon the relationship between advertising and salesmanship of the travelling salesmen. His enthusiastic talk was very much appreciated by the boys. The toast to the trade press was responded to by H. C. Lowrey and B. T.

Huston, of the Canadian Grocer staff. After a toast to President and Toastmaster Brooke was proposed and enthusiastically drunk by everybody, a delightful evening's entertainment was brought to a close at 11 o'clock by singing of "God Save the King."

JOHN SLOAN & CO. DINNER

The annual salesmen's banquet of John Sloan & Co., wholesale grocers, Church street, Toronto, was held on Wednesday evening of last week at the Ontario Club. The spread was laid for 29, and a very enjoyable evening was the result. The feature of the evening was a presentation of a purse of gold to John Hayden, who has been a traveler for the firm for a great many years. Mr. Hayden was also presented with a month's holidays. Mr. Hayden, who received the hearty congratulations of all the boys replied expressing his appreciation of the honor conferred upon him. The presentation was made by Frank M. Sloan. John W. Stokes, one of the salesmen was the chairman of the gathering, and informal talks were given by a number of the travelers. The year was reviewed, and all expressed great enthusiasm over the future prospects.

THOS. KINNEAR & CO. SALESMEN DINE TOGETHER

An informal dinner of the salesmen of Thos. Kinnear & Co., wholesale grocers, Toronto, was held on the evening of December 30, at the Ontario Club, T. H. Kinnear, president. The boys present included the following:—Robert Keyes, A. H. Lawson, J. B. McRae, A. G. Fleming, F. Anderson, R. Storcks, E. E. Jackson, E. G. Bingham, H. R. Axton, R. J. Witherspoon, C. H. Grainger, R. W. Telford, F. J. Virgin, and Richard Jones.

ADDRESSES ON ICTHOLOGY

The yearly meeting of the executive of the Canadian Fisheries Association was held at Freeman's Hotel, Montreal, on January 3rd. D. J. Byrne, president of the association, was in the chair. There was a good attendance, including the following:—Vice-President, F. W. Wilson, Halifax; J. A. Paulhus, chairman of editorial and publicity committee; A. H. Brittain, chairman of transportation committee; W. R. Spooner, F. W. Wallace, and J. J. Harpell.

It was decided that the annual meeting would be held this year in Montreal, the date being January 31st. It was decided to secure addresses or papers from four or five of the most prominent authorities on ichthyology. A large attendance is looked for, as the committee is making every effort to make the gathering a success.



CURRENT NEWS OF WEEK

Canadian Grocer will appreciate items of news from readers for this page.



Quebec and Maritime Provinces

The St. Lawrence Fish & Meat Co., Montreal, has obtained a charter.

The Mooney Biscuit & Candy Co., held a salesmen's convention in Montreal last week.

La Cie de Conserves Premier, Ltd., canned goods manufacturers, Maskinonge, Que., have obtained a charter.

A. W. Daviss, secretary of the Acadia Sugar Refining Co., of Halifax, N.S., whose death was announced in Canadian Grocer last week, was connected with the company for more than 22 years—since its formation in 1893. He succeeded to the secretaryship in February 1912 upon the death of the late Mr. Cutler.

The annual conference of the staff of the Red Rose Tea Co. was held last week in St. John, N.B., when the business of the past year was reviewed and future work outlined. An enjoyable dinner wound up the conference. President T. H. Estabrooks addressed the staff at the close of the banquet, predicting good business during the year to come.

Ontario

W. S. Greening, of New York City, was in Toronto during the week.

The Toronto Salt Works have moved to 62 Jarvis street from 128 Adelaide E., where they were located for the past 25 years.

Groceries, Limited, wholesale grocers, 33 Front Street E., Toronto, are moving to new and larger quarters at 9 Front Street East.

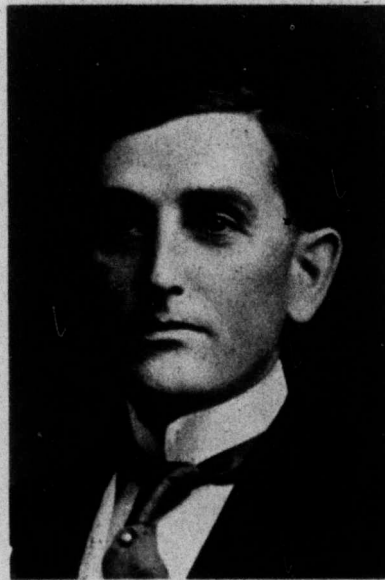
J. S. Cotton representing McLaren Limited, in Fort William, Ont., has been in Hamilton attending the annual reunion of the firm's travelers.

Geo. Campbell, Ontario manager for the Red Rose Tea Co., has returned from St. John, N.B., where he was attending the annual conference of the company's staff.

James Wyse, superintendent of the Noble Biscuit Co., St. Thomas, Ont., who is leaving for Chicago, was presented with a solid gold watch chain by his fellow-employees.

The Canada Brokerage Co., wholesale grocers, Toronto, have moved to 59-61 Front Street East. Their former place of business was 9 Front Street E., where they were since their establishment. The new quarters are about twice the size of the old.

At the forty-third annual meeting of the Commercial Travelers' Association of Canada, held in Toronto, the following officers were elected for the ensuing year: President (re-elected), Jas. G. Cane; first vice-president, Alex. Cook; second vice-president, C. J. Tuthill; treasurer, Edward Fielding; directors, J. W. Charles, John Curtis, Harry J. Dodgson, F. W. S. Davies, John Everett, R. G. Hector, M. Matthews, R. W. Menzies, Walter Moore and F. J. Zammer; Kingston Board, W. H. Graham and John Wright, and Guelph Board, T. H. Gemmell. By a standing vote the members



JOHN KNOX, Hamilton, Ont.

Who has been elected president of the Retail Grocers' Association of the Ambitious City, as reported in recent issue.

present unanimously agreed to give the board power to vote whatever sum of money they see fit to patriotic societies. The president said that it was their bounden duty to do their best to help the Empire and to look after the dependents of the men who had given their lives for the Empire.

Western Canada

O'Neill R. Jordan, general merchant, Readlyn, Sask., is succeeded by M. H. Jordan.

G. E. Redmond has joined the staff of H. J. Mackinnon Ltd., a new Winnipeg wholesale house.

K. Torgerson, general merchant, Grandora, Sask., is succeeded by McKindon & Weldon.

Nicholson & Bain, commission brokers, Winnipeg, will hold a conference of their travelers at the end of January, after stock-taking.

Palmer & Saunders, general merchants at Chamberlain, Sask., have dissolved and the business in future will be conducted by Preston Palmer.

The managers of the various branches of W. H. Escott & Co., Winnipeg, were in the western metropolis early in the New Year for a convention.

N. M. Waldo, formerly with Foley Bros. and Kelly, St. Paul, Minn., is now handling "Gold Standard" lines for Codville, Ltd., in the city of Winnipeg.

C. E. Petch, who represents Royal Crown Soaps, Ltd., Winnipeg, in Brandon, recently underwent an operation in Rochester, Minn., and reported to be progressing favorably.

A fire broke out in the general store at Esterhazy, Sask., on Tuesday, December 28th, and threatened the business section. The fire brigade succeeded in limiting it to one store.

N. D. Milne, J. S. Price, and O. H. Ferguson, all of Brandon, Man., and C. B. Dane, Moose Jaw, Sask., representing Codville Co., Ltd., have been in Winnipeg during the holidays.

J. W. Swaner, Van Camp's special retail salesman, who recently made a flying trip through Western Canada, calling at various points from Winnipeg to Vancouver, is now on his way back.

J. D. Braek, of Braek & Lewis, brokers, 137 Bannatyne Ave., Winnipeg, was away last week, but returned to city for New Year's. Mr. Lewis has been at Collingwood, Ont., visiting his old home.

Sydney M. Sereaton, sales manager of Mason & Hickey, manufacturing agents, Winnipeg, has been on a visit to New York and other Eastern points, returning to Winnipeg early in the New Year.

It has been definitely decided to hold a pure food and home product show during the week commencing February 5th while the big bonspiel is held in Winnipeg. The following committee is in charge of the pure food and home products exhibition—W. R. Ingram, Chas. Webster, J. H. Curle, F. C. Cox, D. J. Dyson, Chas. F. Roland, Geo. Wilson, R. McKay, J. H. J. Murphy, F. J. Baker, H. R. Eade, W. T. Kennedy. Through the courtesy of the wholesale and manufacturing concerns of the city, 100,000 invitations have been sent out.

Serious Transportation Problems

Menace to Shipping in Mediterranean and Commandeering of Freight Vessels Firming up Teas.
Spices and Other Eastern Goods—Teas up a Penny in London—Indians and Ceylons
Both Advance—Rice to be Dearer—Filberts and Brazils Up—New Cuban
Crop of Sugars Heavy.

Office of Publication, Toronto, Jan. 6, 1916.

FOLLOWING up what was said in these columns last week about the tea situation, there are cables from England which report that there have been advances in both Indias and Ceylons at the London Auction of anything from 1c to 2c. At the same time, both Colombo and Calcutta are reported easier. This apparent discrepancy is explained by the fundamental cause of the actual highness in London. This is neither more nor less than the fact that freights, which have been so scarce this year, are even scarcer now. The activity of the enemy submarines in the Mediterranean and the rumored closing of the Suez Canal mean that tonnage is exceptionally hard to get; hence although market is very firm on teas in London, Colombo and Calcutta are both somewhat easier, because apparently not much tea is being bought there. There is such a scarcity of tonnage that the tea bought is likely to lie around and deteriorate in quality. Spot teas in London, however, are exceptionally firm. This is partly attributable to a scarcity of freight and partially again to the rumor which seems now to have crystallized into something definite that the Suez will be closed at a date in the near future. Teamen concede that this will cut the tonnage actually in half. Moreover, it will materially lengthen the time from shipment of teas in the East to their receipt in London.

Russian tea buying does not seem to be a factor at present. The fact of the matter is that the lack of freight is also troubling Russia very much and apparently she is not buying for that reason. If freights were plentiful she would doubtless be buying to a much greater extent than she is and that would then be another bull factor for the tea market. It appears now that we are in for a session of higher levels. Spot teas are therefore a good buy.

Some weeks ago we recorded in this summary that in the Toronto market lobster was now so dear that some dealers did not bother with it. The public will only pay a certain price for lobster and when the price at which it was procured ran above that, several dealers refused to go on handling it. However, the milder weather, or some other cause of that sort, has been responsible for a better supply of lobster coming in and the price is now down about 10c and within the reach of anybody. Dealers are therefore selling a good deal of it. The fish market is doing good business these days in two or three things, notably in prawns and in oysters. There is a scarcity of oysters which is likely to get worse instead of better. Prawns are fairly cheap. Just about the only fresh caught fish on the market at present is lake trout, a supply of which was received in the Toronto market this week. Trout was very much in demand as soon as it arrived and good business was done.

Rice is reported to be higher in both Winnipeg and Montreal, and there is a distinct firmness in the primary market. Scarcity of freights has been a factor in this regard also, as well as in the firmness existing in spices and in several lines of dried fruit.

QUEBEC MARKETS

Montreal, Jan. 6.—Transportation difficulties, particularly with regard to foreign imports, is the dominant factor in the market situation governing practically all foodstuffs. The comparative disorganization as the result of war

conditions, with abnormal freight and insurance rates, has recently been accentuated by the activity of enemy submarines in the Mediterranean and report that the Admiralty intends to call in British ships trading between foreign ports for the purpose of carrying

Markets in Brief

QUEBEC MARKETS.

GENERAL MARKETS—

Difficulties in transportation firming many lines such as teas, spices, coffee, and molasses.
Dates promise to be cheaper.
Shelled almonds easier.
Pecans selling 1 to 2c lower.
Shelled walnuts down 3 to 4c lb.
Bean market still firm.
Strength in rice maintained.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Manitobas in demand.
Wheatlets advance slightly.
Ontario oats up two cents.
Feed flour higher again.

FISH AND OYSTERS—

Prawns are in demand.
Oysters scarce and demanded.
Fresh lake trout selling.
Extras smelts moving quickly.

PRODUCE AND PROVISIONS—

Creamery butter lower.
Cheese still high-priced.
Newlards coming more freely.
Poultry list still high.
No change in meats.

FRUITS AND VEGETABLES—

Florida oranges cheaper.
Grapefruit selling well.
New potatoes now in.
Pineapples much higher.
Cucumbers in demand.

GENERAL GROCERIES—

Rice firmer and high.
Teas up in London.
Good Cuban sugar crop.
No relief in beans.
Filberts cleaned up.
Poor quality currants.

MANITOBA MARKETS.

FLOUR AND CEREALS—

Flour jumped 20c per barrel.
Country demand good; city not.
Feed market very strong.
Cereals are quiet, but firm.

PRODUCE AND PROVISIONS—

Meat markets firm but quiet.
Only good butter left.
Eggs bringing high prices.
Dearer cheese predicted.

FISH AND POULTRY—

Geese cheaper—demand off.
Poultry market easier.
No change in fish quotations.

FRUITS AND VEGETABLES—

California celery arrives.
B.C. apples cheaper.
California tomatoes 30c lb.

GENERAL GROCERIES—

Marked advance in Siam rice.
Sugars high to end of January.
Package dates arriving now.
Currants remain very firm.
Advance in raisins possible.
Rio market slightly weaker.
Cloves and pimentos advance.
Manzanilla olives to be dearer.

supplies to the United Kingdom. This latter report has been cause for a great deal of speculation as to its probable influence and effect should such a step be taken.

On the one hand, there can be little doubt that supplies from foreign coun-

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tries, which in many instances reach Canadian importers through the New York market, would be interfered with to a more or less extent—probably more—while on the other hand, there is the theory that if Great Britain facilitated the movement of food supplies between the outstanding ports of the Empire and the great London market the result might be beneficial. Whether in the end London would be able through these special advantages to replace New York as far as Canada is concerned is a question which could probably be only answered by experience, but the first effect would undoubtedly be to cause a shortage in such supplies. Thus, while the products of India and the British possessions of the East marketed through London might come through in larger volume, there would undoubtedly be interference for a time at least with foreign supplies coming direct to America. One of the effects would undoubtedly be to disorganize trade between North and South America.

The activity of submarines in the Mediterranean has already influenced the tea market, and should the situation arise that the long route around the Cape would have to be used, the cost of transportation of all products from India would be materially increased. However, for the time being the future is very uncertain, and we can only await developments.

Spices are already feeling the influence of the conditions referred to. Buying has been heavy, and this, combined with uncertainty as to practically all future supplies, is forcing prices up. Rice, on the other hand, coming largely from India, might come through more freely if heavy supplies were moved to London.

Business during the week has been seasonably quiet. Changes in prices have not been important, and interest has turned to market factors. Some readjustments in quotations have been made on holiday goods. Seasonable weather has brought a much better demand for fish.

SUGAR.—There is a seasonable dullness in sugar, such as is usually looked for at this period of the year after the holiday trade. There is practically no change in the situation as regards either refined or raws, and the general state of uncertainty with which the future has been regarded for months past continues. Recent developments have shown no improvement as regards transportation facilities, but rather the contrary, and this indicates an influence for firmer conditions.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 65
50 lb. bags	6 75
3 and 5-lb. cartons	6 95
Extra Ground Sugars—	
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40

Yellow Sugars—	
No. 1	8 25
Dark yellow	6 05
Bright yellow, bbls. only, cwt.	6 50
Powdered Sugars—	
Barrels	6 80
50 lb. boxes	7 00
25 lb. boxes	7 20
Paris Lump—	
100 lb. boxes	7 25
50 lb. boxes	7 35
25 lb. boxes	7 55
Crystal Diamonds—	
Barrels	7 25
100 lb. boxes	7 35
50 lb. boxes	7 45
25 lb. boxes	7 65
Cartons	8 05
Half cartons	8 55
Crystal Dominoes, cartons	8 25

TEA.—The tea situation is described as being quite firm. During the past two or three weeks there have been considerable shipments sunk in the Mediterranean. The "Yeddo," with a large cargo, sailed from Colombo December 1st; a substantial portion of this cargo was destined for Canadian dealers. A cable has been received that she has been sunk. The "Glengyle," which was also recently sent to the bottom of the Mediterranean, likewise carried considerable supplies of tea for Canadian firms. The enemy submarine campaign is almost certain to have a tendency to strengthen market, as shipments of Indian and Ceylon teas usually come through what is now recognized as the danger zone. This, of course, has no direct bearing on the situation as regards supplies of Japans, which enter through Pacific ports; in fact, the transportation features have improved since the boats of the C. P. R. service, which were commandeered by the British Government, have returned to their regular routes. The past year has developed a somewhat wider market for Japans in Canada owing to conditions prevailing. Not only was there a scarcity of some varieties of Ceylons and Indias, but the Japanese crop was of unusually good quality.

With the turn of the year and approach of the parliamentary session at Ottawa there is more interest being displayed by the tea importers in the new budget and the possibilities of a tax. Some dealers are referring to these possibilities in making offerings to the trade and, considering the strong position of the market and the greater difficulties arising with regard to ocean transportation, it would seem that dealers would not be astray in protecting themselves with regard to future supplies.

DRIED FRUITS.—For dried fruits we are now largely dependent upon the California producers. As reported last week, this market is showing considerable strength and higher prices are anticipated, but for the present remains unchanged. It is reported that dates for arrival about end of January will be cheaper. Halloween dates, which are now quoted at 7½c to 9c, will likely be about 6½c. Figs are pretty well cleaned out on this market, there being practically

nothing offered. Of course, no Turkish figs are being received, and the California shipments are very, very small. There is not much change in the situation as regards prunes, but the market is firm and stocks are good.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 11½	
Apples, choice winter, 50-lb. boxes	0 11	
Apricots	0 14	
Nectarines, choice	0 11½	
Peaches, choice	0 08	
Pears, choice	0 13½	

DRIED FRUITS.		
Candied Peels—		
Lemon	0 22	0 25
Orange	0 20	0 21
Orange	0 19	0 20
Currents—		
Filiatras, fine, loose, new	0 11½	
Filiatras, packages, new	0 12½	
Dates—		
Dromedary, package stock, old, pkg.	0 09	
Fards, choicest	0 12½	
Hallowee, loose, new	0 07½	
Hallowee, 1-lb. pkgs.	0 07½	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½	
1 lb. glove boxes, each	0 12	
Cal. bricks, 10 oz.	0 09½	
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal., fancy, table, 10 lbs.	1 50	
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 11½	0 12½
40 to 50, in 25-lb. boxes, faced	0 11	0 11½
50 to 60, in 25-lb. boxes, faced	0 10½	0 11½
60 to 70, in 25-lb. boxes, faced	0 10	0 10½
70 to 80, in 25-lb. boxes, faced	0 09½	0 10½
80 to 90, in 25-lb. boxes, faced	0 09	0 09½
90 to 100, in 25-lb. boxes, faced	0 08	0 08½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.50: 4-crown cluster	3 75	
Muscatsels, loose, 3-crown, lb.	0 08½	0 09
Muscatsels, 4-crown, lb.	0 09½	
Cal. seedless, 16 oz.	0 12½	
Fancy seeded, 16 oz. pkgs.	0 10	0 11
Choice seeded, 16 oz. pkgs.	0 09½	0 10
Valencias, selected	0 11	
Valencias, 4-crown layers	0 11½	

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

NUTS.—The market generally is pretty strong. Filberts have advanced, and the quotation on shelled is now 30c. Shelled almonds are obtainable at about 41c; pecans, 18c to 20c; peanuts, 8c to 12c; grenobles, 16c to 17c, and shelled walnuts, 36c to 38c. Changes are not generally due to new conditions in markets, but to readjustments of stocks after the heavy Christmas trade. It is found that on some lines the stocks are greater than estimated, and others they are short. The demand is light after the holiday trade.

Almonds, Tara, new	0 17½	0 18½
Grenobles	0 15	0 17
Marbots	0 14½	0 15
Shelled walnuts, new, per lb.	0 36	0 38
Shelled almonds, 25-lb. boxes, per lb.	0 40	0 41
Stiehl's filberts	0 14½	0 15
Filberts, shelled	0 30	
Pecans, large	0 18	0 20
Pecans, large, washed	0 20	0 21
Peanuts, American, roasted	0 08	0 12

SPICES.—While there are no new quotations in the spice market, dealers announce that there will be advances made within the next week, and that these may be followed by others if there is no improvement in the uncertain outlook as to future supplies. The market activity extends to practically all lines. Ocean freights are advancing by leaps and bounds, and recent announcement of the British authorities that vessels may be commandeered for transportation of food supplies to Great Britain further complicates the situation. The scarcity of supplies in the New York market has recently been accompanied by violent fluctuations. In view of these condi-

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tions and the heavy demands which have been experienced for past few months, present stocks have naturally appreciated in value, and no one can foresee what developments of the next few months may be. In view of the general uncertainty and indications that tendency of prices will be upward, dealers would seem to be taking a safe course in protecting their stocks to a reasonable extent.

	5 and 10-lb. boxes	¼-lb. pkgs. dozen	¼-lb. tins lbs.
Allspice-0 16-0 69-0 23
Cassia-0 22-0 89-0 29
Cayenne pepper-0 28-1 06-0 35
Cloves-0 28-1 06-0 35
Cream tartar—50c.			
Ginger, Coshu-0 22-0 89-0 29
Ginger, Jamaica-0 23	1 00-1 15-0 31
Mace-0 80-1 00-0 31
Nutmegs-0 40-2 40-0 75
Pepper, black-0 22	0 90-1 00-0 29
Pepper, white-0 30	1 15-1 20-0 37
Pastry spice-0 22	0 95-1 20-0 29
Pickling spice	0 14-0 16		
Turmeric	0 21-0 23		

Lower prices for pails, boxes or ballers when delivered can be secured.

Cardamom seed, per lb., bulk	2 00	2 80
Carraway—		
Canadian	0 13	0 13
Dutch	0 20	0 22
Cinnamon, China, lb.	0 14½	0 18
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies		0 35
Shredded coconut, in pails	0 18½	0 22
Pimento, whole		12-15

DRIED VEGETABLES.—The market for dried beans and peas is steady, but opinion is expressed that prices may go higher on account of the congestion of railroad traffic; and recent snow storms have not tended to improve these conditions. Considerable difficulty is being experienced already in getting deliveries on this account. Quotations are unchanged.

Beans—		
Canadian, 3-lb. pickers, per bushel	4 20	4 35
Yellow eyes, per bushel		4 20
Lima, per lb.	0 08	0 08½
Peas, white soup, per bushel	3 00	3 25
Peas, split, bag, 98 lbs.		5 50
Barley, pot. per bag		3 00
Barley, pearl, lb.	0 04½	0 05

RICE.—The rice market continues quite strong, but there is little change to report. Recent advances and present strength is due almost entirely to transportation conditions. It is hoped that if the British Government calls in boats engaged in foreign trade—as has been reported possible—for the transportation of foodstuffs to Great Britain, that heavier supplies may be moved from India to London and the situation thereby relieved.

Sangoon Rices—	Per cwt.
Rangoon, "B"	4 20
"C.C."	4 10
India bright	4 35
Lustre	4 40
Fancy Rices—	
Mandarin, Patna	4 30
Pearl	4 75
Imperial Glace	5 40
Sparkle	6 00
Crystal	5 00
Snow	5 20
Ice drips	5 30
Java Onyx	6 50

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 (12½ lbs.).

Imported Patna.	Per lb.
Base, 254 lbs.	0 05½
Half bags, 112 lbs.	0 05½
Quarter bags, 56 lbs.	0 05½
Velvet head Carolina	0 09
Sago, brown	0 08½
Tapioca—	
Pearl, lb.	0 07
Seed, lb.	0 07½

COFFEE.—The report of the probability of the British Government taking

over vessels for the transportation of foodstuffs if necessary has strengthened the coffee market considerably. It is pointed out by importers that while British interests control a large proportion of the coffee plantations of Mexico and Brazil, and that if there is any interference with shipments Canada is likely to suffer owing to our connection with the American market and lack of adequate direct transportation service. Quotations for the week are unchanged.

Coffee—	
Plantation Ceylon	0 32
Java	0 32
Arabian Mocha	0 34
Guatemala	0 26
Mexican	0 26
Maricao	0 22
Jamaica	0 22
Santos	0 19
Rio	0 16
Chicoory	0 14

MOLASSES AND SYRUPS.—There has been no improvement whatever in the situation as regards shipments of molasses from the South, and the market is firm. In fact, recent developments as regards ocean transportation in general have been such as to indicate that the difficulties may increase. Therefore, the strength of the market is being maintained, and hopes of anything like substantial reductions on the present high prices are being further deferred.

Barbadoes Molasses—	Fancy.	Choice.
	Island of Montreal.	
Puncheons	0 68	0 48
Barrels	0 61	0 51
Half barrels	0 53	0 53

For outside territories prices range about 3c lower. Carload lots of 20 puncheons 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., 3½c; ¼ bbls., 4c; ½ bbls.	0 04½
Pails, 83½ lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 20
Cases, 10 lb. tins, ½ doz. in case	2 80
Cases, 20 lb. tins, ¼ doz. in case	2 85

Cane Syrups—

Barrels, lb., 4½c; ¼ bbls.	0 05
Cases, 2 lb. tins, 2 doz. in case	3 00

ONTARIO MARKETS

Toronto, Jan. 6.—The topic of interest again this week is the tea question, centering around news of advances again in London market. The causes, in the main, behind them are weighty and not temporary in nature. The closing of the Suez Canal, so long rumored, is insistently talked of. This would hamper a freight situation, which is already, to say the least, complex. Besides, boats would have to go round the other way, and take nearly forty days en route from India and Ceylon to London. This would affect buying considerably. Another factor is the additional war risk insurance, a quantity which, already high, is advancing all the time. If the Suez were to close, and if these higher rates of insurance continue, it would appear to go on indefinitely without higher prices on the part of the manufacturers here. The closing of the Suez would certainly be a serious happening.

The Cuban sugar crop, apparently, is turning out a good one, and if reports are verified, will be 600,000 tons more

than last year. This is all to the good and will offset that tightness, to some extent, that has been a feature of the sugar situation in Canada for some time. It is now afloat. The market condition here is quiet and steady.

Generally, this week is a quiet one. Many are busy stock-taking, and it is a period of dullness so far as actual business transacted is concerned.

Match prices are firming up again, and some advances are reported.

SUGAR.—Raws in New York seem to be a trifle easier. Demand is now improving locally, after the Christmas slump, due to interest in more seasonable lines. The market is quiet, with a steady tone, and no change is in sight for the balance of the month. The new Cuban crop is afloat now. It has turned out bigger than was estimated, and will probably run to approximately 3,100,000 tons. If it does, it will be 600,000 tons bigger than last year. It is needed all right; the trend of the sugar market for the last year indicates that.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
20 lb. bags	6 81
10 lb. bags	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 65
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 31
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 91
25 lb. boxes	7 31
Crystal Diamonds—	
Barrels	7 25
100 lb. boxes	7 35
50 lb. boxes	7 55
Cartons (20 to case)	8 01
Cartons (50 to case)	8 21
Crystal Dominoes, cartons	8 35
Paris Lump—	
100 lb. boxes	7 35
50 lb. boxes	7 55
25 lb. boxes	7 65
Yellow Sugars—	
No. 1	6 31

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEAS.—Following the advances discussed in our last issue come cables from London quoting jumps on most grades of from one to two cents. It looks as if the upward trend is again clearly defined, and that we are in for a season of higher prices. It is surmised that the rumored closing of the Suez has been partially responsible. Also the higher war risk insurance is doubtless a factor. Enemy activity in the Mediterranean may have the moral effect of precluding vessels whose masters may not be over-keen on running to and fro with cargoes of tea. If the Suez were to be closed, too, it would cut down freights by about 50 per cent. There is already a great scarcity of tonnage, and if it were thus emphasized the trade would be in a queer fix.

Russia apparently is not buying as heavily as she was, and the reason is said to be lack of tonnage. If it were procurable the situation might be further complicated.

A reader of these columns is unable to understand why sometimes the markets in Colombo and Calcutta are easy

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when such a firmness exists in London. This is understandable. Demand in Calcutta and Colombo may not be awfully heavy because of the great difficulty in securing freights and the fact that teas might lie around and deteriorate in quality while doing so. Nevertheless, stocks in London could be and are in big demand. Many are still anticipating a duty on tea here. It should, of course, be remembered that Finance Minister White strongly opposed it a year ago. He may or may not have changed his mind.

DRIED FRUITS.—The feature of the currants situation now is the indifferent and even poor quality noticeable. There is a good enough demand when the quality is good, but poor class stuff isn't called for to any great extent. Owing to the scarcity of the better quality stuff, stocks are being rapidly cleaned up.

Prunes appear to be slow in warming up to a seasonable demand, which should be a feature about now. Only a slow demand is felt for futures, while spot stocks are only in ordinary requisition. At the coast packers seem to feel inclined to shade prices, in view of lack of interest. They report, too, as to futures that practically no movement is noticeable. Buyers are disinclined to purchase additional stocks, even at the attractive levels offered.

Coast apricots have been dull for some time, and little interest is evinced in them. Peaches are firm and in fair demand.

Raisins are unchanged with slow demand. The whole list is inclined to dullness.

Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	0 17	0 18
Orange	0 17	0 18
Citron	0 25	0 27
Currants*		
Filistras, per lb.	0 12	0 13
Ananas, choicest, per lb.	0 12½	0 13½
Patras, per lb.	0 13	0 14
Vostizaa, choice	0 16	0 17
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 08
Fruits—		
30-40s, California, 25-lb. boxes	0 13	0 14
40-50s, 25-lb. boxes	0 12	0 12½
50-60s, 25-lb. boxes	0 10	0 11
60-70s, 50-lb. boxes	0 10	0 10½
70-80s, 50-lb. boxes	0 09½	0 10½
80-90s, 50-lb. boxes	0 08½	0 09
90-100s, 50-lb. boxes	0 07½	0 08½
25 lb. boxes, ¼c more.		
Peaches—		
Choice, 50 lb. boxes	0 08½	0 09
25 lb. boxes, ¼c more.		
Raisins—		
Valencia, Cal.	0 09	0 09½
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10½
Seeded, choice, 12 oz.	0 08	0 08
Seedless, 16 oz. packets	0 11½	0 12
Seedless, 12 oz. packets	0 10	0 10

NUTS.—Medium new Brazils are up a couple of cents. There are few around, holiday buying cleaning most of them up. Filberts in the shell are in the same condition, spot stocks being very low. Other lines have fallen off in activity somewhat after the manner of the post-Christmas slump.

In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 16	0 18
Brazils, large, washed, new	0 20	0 22
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 15	0 16
Peanuts, Jumbos, roasted	0 13½	0 14½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 45	0 46
Filberts	0 35	0 35
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 40	0 41

COFFEE.—The market is dull at the turn of the year, and holidays and stock-taking between them exert a restraining influence. Most grades are dull, with no excitement portending. Freight shortage may make some difference.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 17	0 19
Java, lb.	0 31	0 36
Marsaibo, lb.	0 22	0 25
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 15	0 17
Santos, lb.	0 21	0 23
Chicory, lb.	0 12	0 14

BEANS.—Prices remain the same, and the conditions governing them show little alteration. It is said that from now on we should see supplies coming better, but the trade has been thus expectant for some months now. Peas are unchanged and in excellent demand.

Beans, hand-picked, bushel	4 50	4 75
Peas, blue, bushel	3 00	3 25

SPICES.—Market is active in all lines. Ocean freights are advancing by leaps and bounds, and the scarcity of supplies in New York, as well as the scarcity of vessels in the East with which to carry fresh supplies to America, are producing violent fluctuations in almost every article. An American house says: "It is hard to overstate the actual menace of the situation for the next three months—there will be such unsettlement, such wide fluctuations in prices, such delays, as have never been known in this market, and may not be seen again in half a century." Our price list is, therefore, subject to violent change, although it is as near right at time of writing as possible.

Spices—			
Allspices, ground	per lb.	Pure,	
Allspices, whole	0 10	0 16	
Cassia, whole	0 21	0 22	
Cassia, ground	0 14	0 16	
Cinnamon, Batavia	0 27	0 30	
Cloves, whole	0 30	0 38	
Cloves, ground	0 18	0 22	
Cream of tartar	0 48	0 50	
Curry powder	0 30	0 35	
Ginger, Cochiti	0 15	0 17	
Ginger, Jamaica, ground	0 18	0 21	
Ginger, Jamaica, whole	0 28	0 32	
Ginger, African, ground	0 14	0 18	
Mace	0 90	1 00	
Nutmegs, brown, 64s, 32s, 30s,			
42c; 100s	0 20	0 30	
Nutmegs, ground, bulk, 45c; 1			
lb. tins	0 22	0 30	
Pastry spice	0 22	0 25	
Peppers, black, ground	0 14	0 18	
Peppers, black, whole	0 21	0 25	
Peppers, white, ground	0 19	0 24	
Peppers, white, whole	0 34	0 36	
Pickling spice	0 16	0 20	
Turmeric	0 18	0 20	

RICE.—Advances are chronicled in the primary market, and most lines are firm. We do not quote actual higher quotations as yet, as the trade is still buying on the old basis. Tapioca remains quite firm.

Rice—		
Rangoon "B," per cwt.	4 00	4 00
Rangoon, per cwt.	4 00	4 00
Rangoon, fancy, per cwt.	5 00	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 07	0 07½
Seed, per lb.	0 07	0 07½
Sago, brown, per lb.	0 07	0 07½

CANNED GOODS.—No unusual activity is as yet apparent. Canned salmon is being rapidly cleaned up. Fruits and vegetables are steady.

MANITOBA MARKETS

Winnipeg, Jan. 6.—One of the chief topics among wholesale houses is the 4 per cent. discount being offered by a local jobber for cash. There has been a lot said in the West lately about getting down to a cash basis, and the jobber in question has used this as an argument for making this unusual offer to the trade. If it becomes effective there may be others follow suit. The majority of them, however, will await developments. Trade as far as the wholesale houses are concerned has been quiet during past week. This was expected after the holidays. Many of the jobbers are taking stock, and are not buying. It will take some of them a little time to find where they are at, after the busy period of past few months. One house has doubled its turnover during the past year, and has turned stock fifteen times. All are looking forward to an exceptionally good spring.

SUGAR.—Jobbers here express the opinion that prices are likely to continue high until the end of January, but say that reports coming in from refineries and the raw sugar market are conflicting. They appear to be positive, however, that the market will ease off from February 1st on. There may be shipping conditions which will offset all their calculations, as there has already been difficulty experienced in shipping raws. The local demand is small just now, but business has been splendid during December.

Sugar, Eastern—		Per cwt. in sacks.
Standard granulated	7 35	
Extra ground or icing, boxes	8 20	
Extra ground or icing, bbls.	8 00	
Powdered, boxes	8 00	
Powdered, bbls.	7 50	
Hard lump (109-lb. case)	8 30	
Montreal, yellow, bags	6 95	
Sugar, Western Ontario—		
Sacks, per 100 lbs.	7 30	
Halves, 90 lbs., per cwt.	7 40	
Bales, 20 lbs., per cwt.	7 40	
Powdered, 50s	8 05	
Powdered, 5s	8 05	
Icing, barrels	8 00	
Icing, 50s	8 25	
Cut loaf, barrels	8 10	
Cut loaf, 50s	8 35	
Cut loaf, 25s	8 60	
Sugar, British Columbia—		
Extra standard granulated	7 35	
Bar sugar, bbls.	7 80	
Bar sugar, boxes	7 75	
Icing sugar, bbls.	7 70	
Icing sugar, boxes	7 95	
H. P. lumps, 100-lb. cases	8 20	
H. P. lumps, 25-lb. boxes	8 45	
Yellow, in bags	6 95	

SYRUPS.—Wholesalers state that they would not be surprised to see an advance in cane syrup, as there has been no change in months, whereas sugar has gone up considerably. It is pointed out that when sugar was quoted at \$6.75,

CANADIAN GROCER

syrup was quoted at the same price as to-day when sugar is on a \$7.35 basis. However, it must not be forgotten that a decline in sugar is expected to take place shortly. The demand for cane syrup remains good. The corn syrup market is as usual.

Corn Syrup—	
2s, per case 2 doz.	2 63
5s, per case 1 doz.	2 98
10s, per case 1/2 doz.	2 88
20s, per case 1/4 doz.	2 87
1/2 barrels, lb.	0 04 1/2
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case.	3 15
5-lb. tins, 1 doz. to case, per case.	3 60
10-lb. tins, 1/2 doz. to case, per case.	3 30
20-lb. tins, 3 tins to case per case.	3 25

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

Molasses—	
Barbadoes, fancy	Per gal. 0 70
Barbadoes, choice	0 63
New Orleans	0 36 0 37

DRIED FRUITS.—The market in California is quiet, little business doing on account of the Panama Canal being out of business, thus cutting off the export trade. Anyhow, this is a quiet period, and there are few buyers in the market. Raisins are holding firm, and this is one line in which there will probably be an advance in the new year, as stocks are held firmly by packers. Owing to the high price of apples compared with peaches, few are being sold. There was a recent advance in peaches, but they are still cheap, selling from 3c to 4c under apples. Currants are still strong, and there is difficulty getting shipments, especially for futures. Importers get little satisfaction from Greece—cables sent twelve days ago not yet replied to. Spot stocks are comparatively light. Package dates, which have been scarce on this market for some time, are now arriving, relieving the situation. Package dates are a comparatively staple article, and will sell during the winter.

Dried Fruits—	
Evaporated apples, 50's	0 10 1/2
Pears, 25's	0 12
Apricots, choice, 25's	0 13 0 14 1/2
Apricots, choice, 10's	0 14 0 15
Peaches—	
Choice, 25-lb. boxes	0 05 1/2
Choice, 10-lb. boxes	0 07 1/2
Currants—	
Dry clean	0 11 0 11 1/2
Washed	0 11 1/2 0 12
1 lb. package	0 12 1/2
2 lb. package	0 25 0 25
Dates—	
Hallowes, loose, per lb.	0 07 0 09
Hallowes, 1-lb. pkgs.	0 07 1/2 0 07 1/2
Fard dates, 12-lb. boxes	1 25
Raisins, California—	
16 oz. fancy, seeded	0 10 1/2
16 oz. choice, seeded	0 10
12 oz. fancy, seeded	0 08 1/2
12 oz. choice, seeded	0 08
Raisins, Muscatels—	
3 crown, loose, 25's	0 09 1/2 0 09 1/2
3 crown, loose, 50's	0 08 1/2 0 09
Raisins, Sultanias—	
California, 50's	0 13
Raisins, Valencias—	
4-cr. layers, 28-lb. boxes	4 10
4-cr. layers, 7-lb. boxes	1 05
Fancy selected, 14-lb. boxes	1 90
Prunes—	
80 to 100, 25s	0 07 1/2 0 08
80 to 90, 25s	0 08 0 08 1/2
70 to 80, 25s	0 08 1/2 0 09
60 to 70, 25s	0 09 1/2 0 09 1/2
50 to 60, 25s	0 09 1/2 0 10
40 to 50, 25s	0 09 1/2 0 11 1/2
Table Layer Figs—	
7-crown, 35-lb. boxes, per lb.	0 17 1/2
5-crown, 10-lb. boxes, per lb.	0 14 1/2
4-crown, 10-lb. boxes, per lb.	0 14
3-crown, 10-lb. boxes, per lb.	0 12 1/2
Glove boxes, per doz.	1 25
Cooking figs, taps, about 5 lbs. lb.	0 09

DRIED VEGETABLES.—The demand for white beans eases off as a rule

when spring approaches, but the market is holding firm. About the best prices that can be offered are \$4.35 for hand-picked, and \$4.50 for fancy Japans.

Beans—	
Choice, hand-picked, per bushel.	4 35 4 50
3-lb. pickers, bush.	3 90 4 00
California Lima Beans—	
Bag lots	0 07 1/2
Less than bag lots	0 06 1/2
Barley—	
Pot, per sack, 96 lbs.	3 30
Pearl, per sack, 96 lbs.	4 30
Peas—	
Split peas, sack, 96 lbs.	6 00 6 10
Sacks, 40's	3 02 3 07 1/2
Whole peas, bushel	2 65

RICE.—An advance was made by wholesalers this week in the price of Siam, which is now quoted at 37/8c per lb. Lower grade rices are firming up considerably. This is a good line for the grocer to push, as there is no better food value in Canada to-day than rice at prevailing prices. There is also a good profit in it.

Rice and Tapioca—	
No. 1 Japan, per lb.	0 05 1/2
No. 2 Japan, per lb.	0 04 1/2
Siam, per lb.	0 03 1/2
Patna, per lb.	0 07 1/2
Carolina, per lb., extra fancy	0 08 1/2
Sago, pearl, lb.	0 05 1/2
Tapioca, pearl	0 05 1/2 0 06 1/2

TEAS.—A number of wholesalers are drawing the attention of the trade to fact that there is considerable likelihood of the Government imposing a tax on tea. They draw particular attention to fact that the British Government has recently taxed tea to the extent of a shilling per pound, and they argue that it is only reasonable to expect that Canadian Government, who are also in need of money, will impose a proportionate tax on tea in this country.

BRITISH COLUMBIA MARKETS

By Wire

Vancouver, Jan. 6.—In case of large stocks now stored in city the onion market has suddenly developed an advance. Oregon onions have advanced to around \$1.50 on local market. Large stocks were secured a month ago at an even dollar. The rise is attributed to the cold snap. Spuds which slumped with onions some weeks ago are still steady. Asherofts market is unsettled ranging from \$16 to \$18 chillowacks \$10 to \$15. Florida grapefruit is \$7 per case. Manchuria walnuts are now on the market in two grades at 14 to 16 cents.

Produce and Provisions—	
Butter, creamery, per lb.	0 34 0 36
Butter, New Zealand, lb.	0 42
Cheese, per lb., large, 19 1/2c; twins.	0 21
Cheese, Stilton, lb.	0 23
Eggs, local fresh	0 50
Eggs, Vancouver Island	0 48
Eggs, Eastern select, doz.	0 38 0 40
Grapefruit, Florida, case	7 10
Lard, 3's, per case	8 85
Lard, 5's, per case	8 45
Lard, 10's, case	8 40
Lard, 20's, each	10 80
General—	
Almonds, shelled, lb.	0 42 1/2
Beans, Lyton, per lb.	0 05 1/2
Cream of tartar, lb.	0 05
Beans, Lyton	0 06 1/2
Figs, 12-16 oz. pkgs., per box	0 80
Figs, 50-60 oz. pkgs., per pkg.	2 25
Cocoanut, lb.	0 18 1/2
Cornmeal, ball	3 00
Flour, best patents, per bbl.	7 10
Honey, Idaho, 24 lbs.	4 80
Lemons, Ashcroft, 4 doz.	4 00 4 50
Potatoes, Ashcroft, per ton	16 00 18 00
Potatoes, Chilliwack, ton	10 00 15 00
Rolled oats, ball of 80 lbs.	2 80

Onions, Oregon, cwt.	1 60
Oranges, new navel, box	3 25
Rice, 50's, sack	1 90
Sugar, standard gran., per cwt.	7 65
Sugar, yellow, per cwt.	7 00
Walnuts, shelled, lb.	0 45
Walnuts, Manchurian, lbs.	0 14
Jams, glass jars, doz.	2 25
Jams, 4-lb. tins, doz.	7 50

Canned Goods—	
Apples, gals., 6-case	1 62
Beans, 2's	2 10
Corn, standard, per 2 doz. case	2 15
Peas, standard, per 2 doz. case	2 10
Plums, Lombard, 2's, case	1 90
Peaches, 2 1/2's, case	4 00
Strawberries and raspberries, 2's, case	4 50
Tomatoes, standard, per doz., case	2 30
Salmon—	
Sockeye, 1's, 4 doz. case	9 00
Sockeye, 1/2's, 8 doz. case	10 75
Pinks, 1's, 4 doz. case	4 00
Dried Fruits—	
Apricots, per lb., 11c; Apples, lb.	0 12
Prunes, 70-80, 25's, lb.	0 08
Currants, per lb.	0 12
Raisins, seeded, lb.	0 08 1/2
Peaches, per lb.	0 05 1/2
White figs, per lb.	0 07 1/2

ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Jan. 6.—The best month in 1915 was December. Wholesalers look for good business during 1916. Cold weather setting in is having a depressing effect on business generally. Collections and sales keep up well. Flour advanced 10 cents cwt. on Monday followed by advance in feed of a dollar per ton. Canned goods are moving freely, tomatoes showing an advance of 10 cents a case.

General—	
Beans, Ashcroft, lb.	0 06 1/2
Beans, white navy, per bush.	4 20
Bran, ton	18 00
Coffee, whole roasted, Rio	0 18 0 19
Potatoes, per bush.	0 36 0 45
Rolled oats, 20's, 80c; 40's	1 60
Rolled oats, ball, \$2.30; 80's	1 75
Flour, fancy patents, 98-lb. sack	3 25
Flour, seconds	3 10
Rice, Siam, per cwt.	4 65
Shorts, ton	20 00
Sugar, standard gran., per cwt.	7 65
Sugar, yellow, per cwt.	7 55
Walnuts, shelled, lb.	0 38
Produce and Provisions—	
Cheese, lb.	0 18 1/2
Bacon, lb., 20c; bellies, lb.	0 20 1/2
Butter, creamery, per lb.	0 32
Butter, dairy, No. 1, 2c; No. 2	0 22
Eggs, extra, per doz.	0 40
Eggs, No. 1	0 32
Eggs, No. 2	0 30
Lard, pure, 3's, per case	9 00
Lard, pure, 5's, per case	9 85
Lard, 10's, per case	9 75
Lard, pure, 20's, each	3 25
Canned Goods—	
Corn, standard, per two dozen	2 25
Peas, standard, 2 dozen	2 20
Plums, Lombard	2 25
Peaches	3 85
Strawberries, \$4.45; raspberries	4 00
Tomatoes, standard, per 2 doz.	2 95
Salmon, sockeye, 4 doz. tins, case, 1s	9 65
Sugar, pinks, case	4 14
Cohoos, 1's, \$5.80; humpbacks, 1's	4 35
Lobster	2 35
Dried Fruits—	
Currants, per lb.	0 13
Prunes, 70-80, 25's, lb.	0 08 1/2
Evaporated apples, 60's, lb., 10 1/2c; 25's, 10 1/2c; 35's	0 12

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Jan. 6.—Flour has advanced 10c per sack. Supply of milling wheat is short, and mills have to close until further supply is available. Matches are up about 20c a case all round. Storage eggs are now lower at \$9.50, and likely to be cheaper. Smoked hams are easier, but lard and bacon are firm. Business is opening up nicely for the New Year. Few price changes are made this week.

General—	
Beans, small white Janan, lb.	0 07 1/2
Flour, No. 1 patent, 35's	3 35
Molasses, extra fancy, gal.	0 67
Rolled oats, ball	2 70

In Municipal Offices

Many Grocers and General Dealers Elected to Municipal Honors—Number Increasing From Year to Year.

Each succeeding year there appears to be an increasing number of merchants elected to municipal honors. While the following list is only a partial one—and only includes grocers and general merchants—it indicates that retailers are becoming more and more actively engaged in municipal affairs:—

Grocers.—J. Dwyer, Parry Sound, Mayor; R. D. Little, Owen Sound, Mayor; William Trott, St. Thomas, Mayor; E. B. Reist, Preston, Reeve; E. K. Barnsdale, Stratford, Mayor (re-elected); W. M. Hogg, Bridgeburg, Reeve; John McQuaker, Owen Sound, Second Deputy Reeve; Thomas S. Poole, St. Thomas, Alderman; F. H. Bonnerville, Cobalt, Alderman; J. C. Cholette, Cobalt, Alderman; R. Welsh, Brantford, Alderman; F. C. Harp, Brantford, Alderman; W. J. Mellen, Brantford, Alderman; W. R. Cole, Mitchell, School Trustee; J. R. Henderson, Kingston, Board of Education; T. H. Knight, Bowmanville, Councillor; J. P. Sheppard, Clinton, Councillor; R. A. Climie, Listowel, Councillor; J. Staunton, Deseronto, Councillor; A. J. Bourne, Grimsby, Councillor; T. H. Ellis, Mount Forest,

Councillor; John Reist, Berlin, Councillor; Geo. E. Zettel, Berlin, Ont., Councillor; D. Le Barre, Oakville, Ont.; Councillor; D. E. Duncan, Owen Sound, Councillor; A. Lloyd, Owen Sound, Councillor; J. B. Kemp, Pembroke, Councillor; J. R. Robinson, Parkhill, Councillor; P. Cardno, Seaforth, Councillor; F. Sterling, Simeoe, Councillor.

General Merchants.—Charles Pierce, Timmins, Ont., Councillor; J. P. McLaughlin, Timmins, Ont., Councillor; T. S. Ford, Mitchell, Commissioner; R. D. Robertson, W. Flour and Prov., Cobalt, Ont., Alderman; David Korman, Englehart, Ont., Councillor; Arthur Stevens, Englehart, Ont., Councillor; B. P. D. Boyer, Haileybury, Ont., Councillor; T. B. Shillington, Blenheim Hydro Commission; W. J. Armstrong, Campbellford, Mayor; J. A. Anderson, Campbellford, Councillor; T. Clarke, Mount-Forest, Mayor; R. Stinett, Petrolia, Ont., Mayor; P. F. Reilley, Petrolia, Ont., Deputy Reeve.

Canadian Grocer would be pleased to hear of others who have been elected to municipal offices.

Rolled oats, 80s	2 30
Rice, Siam, cwt.	4 00
Potatoes, local, per bush	0 35
Sugar, pure cane, granulated, cwt.	7 95
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30
Produce and Provisions—	
Cheese, No. 1, Ontario, large, per lb.	0 20 1/4
Butter, creamery, lb.	0 35
Butter, No. 1, dairy, lb.	0 30
Eggs, select, storage, case	9 50
Lard, pure, 3s, per case	9 60
Lard, pure, 5s, per case	9 85
Bacon, smoked backs, per lb.	0 21
Bacon, smoked bellies, per lb.	0 22 1/4
Canned Goods—	
Tomatoes, 3s, standard, case	2 85
Corn, 2s, standard, case	2 25
Peas, 2s, standard, case	2 35
Tomatoes, gals., case	2 10
Apples, gals., Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 00
Raspberries, 2s, Ontario, case	4 50
Salmon, finest sockeye, talls, 4x1s, cs.	10 00
Salmon, pink, talls, 4x1s, per case	4 60
Lobster, 1/2s, per doz.	2 65
Dried Fruits—	
Currants, lb.	0 13
Evaporated apples, 50s, per lb.	0 12
Peaches, choice, 25s, per lb.	0 07 1/4
Apricots, choice, 25s, per lb.	0 10
Pears, choice, 25s, per lb.	0 14
Prunes, 9s-100	0 07
Sultana raisins, Cal., extra fancy	0 15
Valencia raisins, Cal., lb.	0 10
Fruits and Vegetables—	
Apples, No. 1, box	1 75 2 00
Apples, cooking, box	1 00 1 25
Grapefruit, Cal.	3 50
Grapefruit, Florida, case	4 50 5 00
Oranges, navel, case	3 50 4 00
Onions, B.C., ton	32 00
Lemons, case	4 50 4 75
Peaches, crate	0 90 1 00
Tomatoes, Cal., crate	2 00

SASKATCHEWAN MARKETS

By Wire.

Regina, Jan. 6.—An advance in Eddies matches is reported this week. Brooms have also advanced, and lard is higher, following prices being quoted: Threes, \$8.85; 5's, \$8.80; 10's, \$8.75; 20's, \$2.90. All other staple lines remain stationary. Splendid business is reported between Christmas and New Year's, and while market is fairly quiet, a good volume of business is being done from this centre.

Produce and Provisions—	
Butter, creamery, per lb.	0 35
Butter, dairy, No. 1	0 27
Cheese, per lb.	0 19 1/4
Eggs, new laid	0 45
Eggs, fancy, storage	0 35
Eggs, good, storage	0 30
Lard, 3's, per case	8 35
Lard, 5's, per case	8 50
Lard, 10's, per case	8 75
Lard, 20's, per case	2 90
General—	
Beans, Ontario, white, per bush	4 75
Coffee, whole roasted, Rio	0 17 1/2
Cream of tartar, lb.	0 50
Cocunut, lb.	0 18
Cornmeal, ball	2 80
Apricots, per lb.	0 12
Flour, 50's	3 40
Rolled oats, 80's	2 20
Rice, per cwt.	4 00
Onions, 100 lbs.	1 75
Sugar, standard, gran., per cwt.	7 75
Sugar, yellow, per cwt.	7 34
Walnuts, shelled, 47-49c; almonds	0 45 0 47
Canned Goods—	
Apples, gals., case	1 80
Beans	2 25
Corn, standard, per 2 dozen	2 25
Peas, standard, per 2 dozen	2 40
Plums, Lombard	2 10
Peaches	3 10
Raspberries, 44.33; Strawberries	4 73
Tomatoes, standard, per case	2 00
Salmon—	
Sockeye, 1's, 4 dozen case	9 55
Sockeye, 1/2's	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 00
Fruits and Vegetables—	
Apples, Washington, bbl.	1 75
Celery	0 06 1/4
Cranberries, per bbl.	10 50
Grapefruit, case	4 00 4 50
Lemons	5 00
Navel	4 00 4 50
Potatoes, bushel	0 60 0 65
Dried Fruits—	
Clifton peel, lb.	0 24
Lemon peel, lb.	0 17
Orange peel, lb.	0 17 1/4

NEW BRUNSWICK MARKETS

By Wire.

St. John, Jan. 6.—The grocery trade in New Brunswick reviews the year just

closed with considerable satisfaction, and looks forward to coming season with confidence. Only noticeable effect of war so far is slight lessening of demand for fancy goods or luxuries. Collections are somewhat slower, and wholesalers are watching credits more carefully; but there have been few failures and few prospects of more. Market this week shows slight advances in cheese, with corn meal, apple and potato stocks getting low and prices advancing. Apples have increased a dollar a barrel, and cornmeal and potatoes 25c per barrel. The changes are: Cheese, 18 1/2c to 19 1/2c; cornmeal, gran., \$6; ordinary, \$1.80; apples, \$4 to \$5; lemons, Messina, \$5, and potatoes, \$2.75.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 22 0 23
Bacon, roll, per lb.	0 17
Beef, corned, 1's	2 90 3 35
Pork, American clear, per bbl.	26 00 28 00
Butter, dairy, per lb.	0 27 0 30
Butter, creamery, per lb.	0 32 0 34
Eggs, new laid	0 54 0 55
Eggs, case, per doz.	0 32 0 34
Lard, compound, per lb.	0 12 1/4 0 13
Lard, pure, per lb.	0 14 1/4 0 14 1/4
Cheese, new	0 18 1/4 0 19 1/4
Flour and Cereals—	
Cornmeal, gran.	5 00
Cornmeal, ordinary	1 80
Flour, Manitoba, per bbl.	7 65
Flour, Ontario	7 10
Flour, buckwheat, western, 95-lb. bag	3 50
Rolled oats, per bbl.	6 25
Fresh Fruits and Vegetables—	
Apples, bbl.	4 00 5 00
Lemons, Messina, box	5 00
Oranges, Val., case	4 00 5 00
Potatoes, bbis.	2 75
Sugar—	
Standard granulated	6 70 6 75
United Empire	6 60 6 65
Bright yellow	6 50 6 55

No. 1 yellow	6 30	6 35
Paris lumps	7 75	7 75
Lemons, Messina, box	4 00	4 00
Beans, yellow eyes, per bush	4 50	4 60
Canned pork and beans, per case	3 00	3 40
Molasses, Barbadoes, gal.	0 53	0 54
Cream of tartar, per lb., bulk	0 50	0 55
Currants	0 12	0 13
Rice, per cwt.	4 75	4 80

John Galt of the Blue Ribbon Tea Co., Winnipeg, has presented to the Canadian Red Cross Society a new touring car valued at about \$5,000 which will be used in connection with Canadian convalescent hospitals in England.

The Robert Gillespie Co., have started business as brokers and manufacturers' agents at 123 Bannatyne Ave., Winnipeg, and will conduct an import and commission business comprising grocery specialities and high class imported confectionery, etc. R. Gillespie, the manager, was for nearly nine years with Maclure & Langley, and lately manager of their Winnipeg branch.

Among the travelers of the Royal Crown Soaps, Ltd., Winnipeg, who spent their holidays in the East were: A. E. Moyer, traveler from Saskatoon West, who went to Berlin, Ont.; A. H. Cameron, who travels in Southern Manitoba, and east to Port Arthur, visited his father in Peterborough, Ont., and G. E. Edlestein, of Regina, N. P. McCallum, J. Houghton and N. J. Lawrie, all of whom spent Christmas and New Year's in Winnipeg.



FRUIT AND VEGETABLES



Cranberries Higher: New Potatoes In

Scarcity of Cranberries Reason for Advance—Florida Sends Some Head Lettuce—Potatoes Still Firm—Pineapples Higher: Florida Oranges Down.

MONTREAL

FRUIT.—On account of wet weather in California, higher prices are being asked for navel oranges on track. This, however, has not as yet affected the local market, and it is doubtful if it will, as there are lots of oranges here, and the demand is not heavy following the holiday period. There is a firmer tendency in the quotations on apples, which is largely the result of a wider range of quality as the season advances; prices for the better qualities show an advance of about 50c. Some dealers believe that the prices are going higher than the demand warrants. Cranberries are quoted higher, Nova Scotia berries now being quoted at \$8. The fruit market is quiet following the holiday demand, which was generally satisfactory.

Apples—	
Fameuse, No. 1's	6 50
McIntosh Reds	6 00
Starks	5 00
Spys	6 00
Ben Davis	4 00
Russets	4 50
Greenings	4 50
Baldwins	4 50
Bananas, bunches	2 00
Cranberries, Cape Cod, bbl.	9 00
Cranberries, Nova Scotia, bbl.	8 00
Grapefruit, 46-54-64-80-96	2 50
Grapes, Malaga, heavy weight, bbl.	7 00
Lemons—	
California	4 00
Verdellis	4 50
Malaga, 420 size	4 00
Messina, 300 size, box	3 75
Oranges—	
Valencia, 714 size	6 50
Valencia, 430 size	5 50
Navels	3 50
Jamaica, 196-200-216	2 50
Porto Rico, 126-150-250-288	2 75
Mexican	2 25
Pineapples, 18-24 and 30-36	4 00

VEGETABLES.—Both green and wax beans have advanced to \$7. The demand, however, at that price is very poor, as it is considered as abnormally high. The market for Green Mountain potatoes is still firm at \$1.50, and for Montreal at \$1.25. Advances are noted in the quotations on parsnips, which are now 75c to \$1. Outdoor parsley is done now, and hothouse grown is being offered, the price being 40c. Canadian watercress is off the market, and 75c is being asked for Boston hothouse grown. A car of Florida lettuce is expected this week, and we are told that from now on there will be a car arriving each week. This should put down the market.

Florida lettuce has been offered on the market before, but the shipments have never been made in carload lots.

Artichokes, bag	1 25
Beets, bag	0 50
Beans, wax, N.Y., per basket	7 00
Beans, green, N.Y., per basket	7 00
Brussel sprouts, qt.	0 14
Cabbage, Montreal, per bbl.	1 00
Cabbage, red loz.	0 40
Carrots, bag	0 50
Cauliflower, crate	3 75
Cauliflower, Canadian, doz.	1 50
Celery, Cal., crate	6 25
Celery, Montreal, doz.	0 50
Celery roots, doz.	0 50
Cucumbers, fancy, Boston, doz.	2 50
Egg plant, N.Y., doz.	2 00
Leeks, bunch	0 15
Head lettuce, Boston, box	2 50
Curly lettuce, box 4 doz.	2 50
Mint, doz.	0 50
Mushrooms, 4-lb. basket	2 00
Onions—	
Montreal, 75 lbs., bag	1 75
Spanish, crate	5 50
Parsnips, bag	0 75
Parsley, Canadian, doz. bunches	0 40
Potatoes—	
Montreal, 80 lbs., bag	1 15
New Brunswick, 80 lbs., bag	1 25
Sweet, hamper	1 75
Spinach, New York, bbl.	3 50
Turnips, bag	0 50
Tomatoes, hothouse, lb.	0 20
Pumpkins, doz.	1 00
Watercress, Boston hothouse, doz.	0 75

TORONTO

FRUIT.—After a busy two weeks it is not unexpected that the fruit market is somewhat quiet again. Lots of oranges and grapefruit continue to arrive. Florida oranges are down about 25 cents. Large-sized fruit is offered as low as \$2.25 to \$2.50, which shows, inasmuch as there is a big demand, that stocks are plentiful. Grapefruit is unchanged in prices, with excellent demand. Cranberries are firmer and scarcer, and \$14 is a more likely price than \$13, though we quote both. Pineapples from Porto Rico have taken a big jump to \$4.50 or \$5. There is a fair demand with scarce stocks. Tangerines are selling more by the strap than by the box, and we quote \$4.50 to \$5. Some more strawberries have arrived from Florida, but they are too high for any but the deep-pocketed. Pomegranates sell here and there. Business, taking it all round, is a trifle dull, for the moment.

Apples, new, bbl.	2 50	4 50
Apples, snow, bbl.	3 00	6 00
Apples, Spies, bbl.	4 00	6 00
Apples, Baldwins, bbl.	3 00	4 50
Apples, Greenings, bbl.	3 00	4 50
Apples, Russets, bbl.	3 00	4 50
Apples, 11-qt. basket	0 20	0 40
Apples, B.C., box	2 25	2 50
Bananas, per bunch	1 50	1 80
Cranberries, bbl.	13 00	14 00
Figs, 10-lb. box	1 35	1 40

Grapefruit—	
Florida, case	3 50
Porto Rico, case	3 00
Cuban, case	3 25
Grapes, Malaga, keg	6 00
Oranges—	
California, Valencia	4 25
Florida, case	2 50
Navels	3 50
Lemons, new, Calif., box	3 50
Lemons, new, Messina, box	3 50
Limes, per 100	1 50
Pears—	
Canadian, box	2 75
Pineapples, Porto Rico	4 00
Pomegranates, case	2 75
Strawberries, Florida, box	0 90
Tangerines, strap	4 50

VEGETABLES.—A car of Florida head lettuce came in this morning and was eagerly snapped up at \$3 to \$3.50 a hamper, of a bushel. Cauliflower, selling in cases, was lower at \$3 to \$3.50. Hothouse cucumbers, however, were up about 25c., on limited supply. Lettuce from Boston still fetches around \$4, with some second stuff half a dollar lower. Canadian onions in 75-lb. sacks are higher at \$1.30 to \$1.50. So are sweet potatoes, although demand is occasional in character. New potatoes are worth \$4.25 to \$4.50 a hamper. Tomatoes are down two or three cents. There is not very much doing on the vegetable market. Demand is steady, and rather on the light side.

Artichokes, 11-qt. basket	0 25	0 30
Cabbage, new, bbl.	1 20	1 25
Beets, Canadian, bag	0 60	0 60
Cauliflower, case	3 00	3 50
Carrots, new, bag	0 75	0 80
Celery, doz.	0 15	0 25
Celery, Cal., case	5 00	6 00
Cucumbers—		
Hothouse, doz.	2 50	2 75
Onions—		
Can. 75-lb. sack	1 30	1 50
Spanish, large case	4 75	4 80
Lettuce, Boston, hamper	3 50	4 00
Mushrooms, imported, 6 qt.	2 75	2 75
Parsnips, bag	0 75	0 80
Peppers, green, doz.	0 65	0 70
Potatoes, new, hamper	4 25	4 50
Potatoes, N.B., Delaware	1 50	1 50
Parsnips, bag	0 80	0 85
Potatoes, sweet, kiln-dried, hamper	1 40	1 45
Potatoes, B.C., 10-lb.	1 00	1 50
Sprouts, qt.	0 10	0 10
Tomatoes, hothouse, lb.	0 25	0 27
Vegetable oyster, 11-qt. basket	0 75	0 80

WINNIPEG

FRUITS AND VEGETABLES.—There is little new on this market, and is not likely to be for about a month. Newest arrival is California celery, which is quoted at \$1.35 per doz. B. C. apples are being offered as low as \$1.65 and \$1.90. Washington pears and Danjou pears are scarce. California tomatoes are quoted at 30c per lb. California cabbage are quoted at 1½c lb.



FISH AND OYSTERS



Some Frozen Fish Scarce

Fresh Lake Trout Selling Well—Prawns From Missouri in Great Demand — Lobster More Plentiful and Lower—Express Stock Haddies Higher—Extra Smelts Advance.

MONTREAL

FISH.—With the new year the fish business turned a new leaf, and the first few days augur well for a good steady trade. A healthy demand started in with first of month. It is a known fact that throughout the season up to the present time the ordering has been done from hand to mouth, but now that the weather will be more seasonable, business has improved wonderfully. As is customary, an inventory is always taken by the holder the last day of the year, and from what can be learned stocks were not as large as it was thought. For instance, there is likely to be shortage of Eastern fish, such as frozen haddock, market cod and steak cod, and, therefore, in the smoked lines, like fillets and haddies. Another scarcity is likely to take place in frozen lake fish, such as yellows, jacks and whitefish. Happily, a good deal of pan frozen stock has been stored, and this will help the situation. In the pickled, salted and prepared lines there is little demand, and no inquiries are expected for a few weeks yet.

TORONTO

FISH AND OYSTERS.—“Now that it's all over, I don't mind telling you,” said one wholesaler, “that we've had the best holiday business in years.” That seems to be the sum total of opinions from fish men as to the Christmas and New Year's trade. The two holidays proved mighty good harvesters, and they brought in a crop of orders. Hotel and restaurant trade was particularly good.

There was a shipment of fresh lake trout in Tuesday from Owen Sound. Quality is excellent and 14 cents a lb. is asked and gotten. Trout is about the only fresh caught stuff selling. In smoked lines express stock haddies are worth 12 cents and fillets 13 to 14 a lb. There is no smoked halibut selling. Nor is there must eastern halibut. Western has a good sale, frozen, of course. Extra smelts, for which demand is excellent, are advanced to 20 cents. Prawns seem to be a feature. The quality is more than usually good this year, and the stuff

coming in from Belaski, Miss., is selling like hot cakes. It is worth \$2.50 Imp. gallon. Lobsters are more plentiful and lower in price. We now quote 45 cents, at which there is a firm demand. Steak cod is fetching 9 to 10 cents, while flounders are higher at 14c. There is a temporary scarcity.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07 1/2-.08	.12
Haddies, 15-lb. and 30-lb. boxes, lb.	.07 1/2-.08	.09 1/2-.10
Haddies, fillets, per lb.	.10	.13-.14
Haddies, Nobe, boneless, per lb.	.09
Herring, Ciscos, baskets	1.25	1.50
St. John bloaters, 100 in box	1.10	1.25
St. John bloaters, per box	1.00	1.00
Yarmouth bloaters, 60 in a box	1.20	1.25
Smoked herrings, large, box	.14	.15
Smoked herrings, medium, box	.15	.16
Smoked boneless herrings, 10-lb. box	1.40	1.50
Kipperd herrings, selected, 60 in box	1.25	1.50
Smoked salmon, per lb.	.20	.18-.17
Smoked halibut	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.13	.13
Red, steel heads, per lb.	.12	.11-.12
Red, sockeyes, per lb.	.12	.12
Red Cohoes, dressed, lb.	.10	.10 1/4
Red Cohoes or silvers, per lb.	.09-.09 1/2	.12
Pale qualla, dressed, per lb.	.07 1/2-.08	.08
Halibut, white western, large and medium, per lb.	.10-.11	.10-.12
Halibut, eastern, chicken, per lb.	.10	.12
Mackerel, bloater, per lb.	.08 1/4-.09	.12
Haddock, medium and large, lb.	.04 1/2-.05	.06
Market codfish, per lb.	.04
Steak codfish, per lb.	.05 1/2-.06	.10
Canadian soles, per lb.	.06	.10
Blue fish, per lb.	.15-.16	.20
Smelts	.15	.12
Smelts, extras	.15	.20
Herrings, per 100 count	2.50-3.00	3.00
Round pike, dressed	.06
Grass pike	.07 1/2
Swordfish, lb.	.10

DRIED AND PREPARED FISH.

Dried Haddock	6 00	6 00
Dried codfish, medium and small, 100 lbs.	7 00	7 00
Dried hake, medium and large, 100 lb.	6 00	6 00
Dried pollock, medium and large, 100 lb.	6 00	6 00
Dressed or skinless codfish, 100-lb. case.	6 50	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 10
Boneless codfish, 2-lb. blocks, 30-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes.	0 11	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 75	1 75
Standard, bulk, gal.	1 80	1 75
Selects, per gal., solid meat	2 00	2 25
Best clams, imp. gallon	1 50
Best scollops, imp. gallon	2 00	3 50
Best prawns, imp. gallon	2 25
Best shrimps, imp. gallon	2 00
Sealed, best, pt. cans, each	0 40	0 40
Sealed, best select, quart cans, each	0 50	0 75
Rockaways, 100	1 50
Blue points, small	1 00
Blue points, large	1 50

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	9 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	9 00	8 00
Malpeques, ordinary, bbl.	9 00	9 00
Live lobsters, medium and large, lb.	0 30	0 45
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut	12-13	12-14
Haddock, fancy, express, lb.	5 1/2-6	8
Mackerel, medium, each	14-15
Steak, cod, fancy, express, lb.	5 1/2-6	9-10

Herrings, each	3	3
Flounders	5	5
Flounders, New York	14	14
Salmon, Western	15-16	20-22
Salmon, Eastern	15-16	..

FRESH LAKE FISH.

Carp, lb.	0 12
Pike, lb.	0 08
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 04
Whitefish, lb.	0 12	0 14
Herrings, per 100	3 00	3 00
Lake trout	0 12	0 14
Dressed bullheads	0 12
Eels, lb.	0 10	0 08
Dore	11-12	0 13

FROZEN LAKE AND RIVER.

Whitefish, large, per lb.	.09-.09 1/2	.09-.10
Whitefish, small tulbees	.07-.07 1/2	.08
Lake trout, large and medium, lb.	.10	.10
Dore, dressed and headless, lb.	.06 1/2-.09	.09-.13
Pike, dressed and headless, lb.	.06 1/2-.07	.07
Pike, round, per lb.	.06 1/2-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.	20 00
Salmon, Labrador, bbls., 200 lbs.	14 00
Salmon, Labrador, half bbls., 100 lbs.	7 00
Salmon, B.C., bbls.	12 00	14 00
Sea trout, Ruffin's Bay, bbls., 200 lbs.	11 00
Sea trout, Labrador, bbls., 200 lbs.	12 00
Sea trout, Labrador, half bbls., 200 lbs.	6 50
Mackerel, N.S., bbls., 200 lbs.	20 00
Mackerel, N.S., half bbls., 100 lbs.	12 00
Mackerel, N.S., pails, 20 lbs.	3 00	2 00
Herrings, Labrador, bbls.	6 00
Herrings, Labrador, half bbls.	3 25	3 50
Lake trout, 100-lb. kegs	5 50	6 00
Quebec sardines, bbls.	6 00
Quebec sardines, half bbls.	3 50
Tongues and sound, per lb.	0 08
Scotch herrings, imported, half bbls.	10 00
Holland herrings, im'td milkers, hf bbls	6 50
Holland herrings, im'td milkers, kegs	1 25	85-1 00
Holland herrings, mixed, half bbls.	8 50
Holland herrings, mixed, kegs	1 15	70-0 95
Lochfyne herrings, box	1 50
Turbot, bbl.	12 00
Green cod, No. 1, bbl.	9 00	10 00
Green cod, No. 2, bbls.	7 50	8 50

WINNIPEG

FISH AND POULTRY.—Difficulty is being experienced getting fresh dressed turkeys, as the farmers will not deliver them until frozen. Geese are cheaper, as the demand is off. This might be said of most poultry lines, as people are pretty well sick of it after the holidays.

Fish—		
Frozen salmon	0 10
Fresh halibut	0 08 1/2
Pickrel	0 07 1/2
Steak cod, per lb.	0 07 1/2
Lake Winnipeg whitefish	0 09
Finnan haddie	0 09
Kippers, per box	1 75
Lake trout, per lb.	0 11
Bloaters, per box	1 75
Salt mackerel, 20-lb. kit	3 50
Smoked gold-eyes, doz.	0 50
Oysters, per gal.	2 50
Oysters, 3-gal. tins	2 75
Oysters, on shell, doz.	0 25
Poultry, Live—		
Fowl	0 10
Roosters	0 08	0 09
Chickens	0 12	0 13
Turkeys	0 14	0 15
Ducks	0 11
Ducklings	0 12
Geese	0 10	0 10
Poultry, Dressed—		
Ducks, No. 1	0 18
Fowl, No. 1	0 15
Turkeys, No. 1	0 24
Ducks, No. 1	0 16
Geese, No. 1	0 15



PRODUCE AND PROVISIONS



Creamery Butter Easier

Newlaid Lower Too on More Suitable Weather For the Hen—Poultry Prices Keep Quite Firm—No Change in Cheese—Storage Egg Surplus Being Exported.

MONTREAL

PROVISIONS.—The demand during past week has been good. Hams and bacon especially were in good demand. The market is firm and steady, but there are no changes in quotations with exception of slight firmness in pure lard.

Hams—	
Small, per lb.	0 20
Medium, per lb.	0 19
Large, per lb.	0 18
Bacon—	
Plain, bone in	0 24
Boneless	0 23
Peameal	0 22
Bacon—	
Breakfast, per lb.	0 23
Roll	0 17
Shoulders, bone in	0 15
Shoulders, boneless	0 16
Cooked Meats—	
Hams, boiled, per lb.	0 23
Hams, roast, per lb.	0 31
Shoulders, boiled	0 25
Shoulders, roasted	0 26
Dry Salt Meats—	
Long clear bacon, 50-70 lbs.	0 15½
Long clear bacon, 80-100 lbs.	0 14½
Flanks, bone in, not smoked	0 15½
Barrelled Pork—	
Heavy short cut mess	27 00
Heavy short cut clear	27 50
Clear fat backs	28 00
Clear pork	28 00
Lard, Pure—	
Tierces, 350 lbs. net	0 14½
Tubs, 50 lbs. net	0 15
Boxes, 50 lbs. net	0 17
Pails, wood, 20 lbs. gross	0 15½
Pails, tin, 20 lbs. gross	0 14½
Cases, 10 lbs. tins, 60 in case	0 16½
Cases, 3 and 5-lb. tins, 60 in case	0 16½
Bricks, 1 lb., each	0 17
Lard, Compound—	
Tierces, 375 lbs. net	0 12
Tubs, 50 lbs. net	0 12½
Boxes, 50 lbs. net	0 12½
Pails, wood, 20 lbs. net	0 12½
Pails, tin, 20 lbs. net	0 12½
Cases, 10-lb. tins, 60 in case	0 13½
Cases, 3 and 5-lb. tins, 60 in case	0 13½
Bricks, 1 lb., each	0 14½
Hogs—	
Dressed, abattoir killed	13 00 13 25
BUTTER.— The market is firm and steady, and the demand is good. Stocks are not as large as they were at this time last year. Prices are the same.	
Butter—	
Finest creamery, September make	0 36
Finest creamery, fresh made	0 34½
Dairy prints	0 28
Dairy, solids	0 27
Separator prints	0 28
Bakers	0 23
CHEESE.— The market shows considerable firmness. Stocks are larger than they were last year at corresponding date, but the demand is very good and no drop is anticipated. Quotations remain the same as last week.	
Cheese—	
Old make	0 22
Stillton	0 21
New make	0 19 0 20
EGGS.— The stock of storage eggs, though not as large as last year is ample for the local market. The surplus of storage eggs has been exported, and it	

is not expected that any more will be exported this year. Receipts of new laid eggs are increasing and the market is a little easier on that line alone. New laid are now at 45 cents.

Eggs, case lots—	
New laid, stamped	0 45
Selects	0 33
No. 1's	0 30
No. 2's	0 28

POULTRY.—The demand for fresh killed poultry for Christmas and New Year trade was exceptionally good, and all the fresh killed poultry was pretty well cleaned up before the New Year. Though prices were not as high as Toronto market, yet the farmers were paid prices which should encourage them and show them that it is worth while raising all the poultry they can. From now on there will be little fresh killed poultry available, and the demand will be for frozen stocks. Live stock is commencing to be in good demand, and there is little stock moving on account of stormy weather. The result is an advance in prices. Small fowl are now selling at 14 to 15 cents. Geese are 14 to 16, ducks 18 to 20, and chickens 13 to 16.

Poultry—	
Frozen stock—	
Fowl, small	0 12 0 13
Ducks	0 14 0 17
Geese	0 12 0 15
Pigeons, pair	0 25 0 30
Fresh stock—	
Turkeys	0 24 0 26
Fowl, large	0 17 0 19
Fowl, small	0 10 0 12
Ducks	0 16 0 20
Geese	0 16 0 17
Roasting chicken, milkfed, 4 lbs. or over	0 21 0 23
Roasting chicken, ordinary	0 18 0 20
Spring broilers, dressed, pair	0 75 1 00
Squabs, Canadian, pair	0 40 0 40
Squabs, Philadelphia, pair	0 70 0 70
Live stock—	
Fowl, 5 lbs. and over	0 17 0 18
Fowl, small	0 14 0 15
Turkeys	0 19 0 20
Ducks	0 18 0 20
Geese	0 14 0 16
Chicken	0 13 0 16
HONEY.— The market is quiet and the demand is fair.	
Honey—	
Buckwheat, tins	0 67
Strained clover, 60-lb. tins	0 10½
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11½
Comb honey, No. 1, doz.	3 00
Comb honey, No. 2, doz.	2 40

Receipts in Montreal

	Butter	Cheese	Eggs
Week ending Jan. 1, 1916	1,441	1,550	2,345
Week ending Jan. 2, 1915	877	543	1,910

Stocks in Montreal

	Butter	Dec. 30, 1914	Dec. 31, 1915
Creamery, pkgs.	78,414	64,871	
Dairy, pkgs.	1,591	4,713	
Cheese, boxes	19,441	32,300	

Eggs—	
Fresh, cases 30 doz.	61 352
Cold storage, 30 doz.	23,280 31,074

TORONTO

PROVISION.—There is nothing of importance to record in this market. Pork products are all firm. Lard shows no appreciable change.

Hams—	
Light, per lb.	0 18 0 19
Medium, per lb.	0 17½ 0 18
Large, per lb.	0 14½ 0 15
Bacon—	
Plain	0 24 0 25
Boneless, per lb.	0 27 0 28
Pea meal, per lb.	0 27 0 28
Bacon—	
Breakfast, per lb.	0 22 0 23
Roll, per lb.	0 16 0 17
Shoulders, per lb.	0 16 0 17
Pickled meats—ie less than smoked.	
Dry Salt Meats—	
Long clear bacon, ton lots	0 16 0 16½
Long clear bacon, small lots	0 16½ 0 16½
Flat backs, lb.	0 13 0 13½
Cooked Meats—	
Hams, boiled, per lb.	0 27 0 28
Hams, roast, per lb.	0 27 0 28
Shoulders, boiled	0 24 0 25
Shoulders, roast, per lb.	0 24 0 25
Barrelled Pork—	
Heavy mess pork, per bbl.	25 00 26 00
Short cut, per bbl.	26 00 27 00
Lard, Pure—	
Tierces, 400 lbs., per lb.	0 13½ 0 14
Tubs, 60 lbs.	0 14½ 0 14½
Pails	0 14½ 0 14½
Tins, 3 and 5 lbs., per lb.	0 14½ 0 14½
Bricks, 1 lb., per lb.	0 14½ 0 15
Lard, Compound—	
Tierces, 400 lbs., per lb.	0 12 0 12½
Tubs, 60 lbs., per lb.	0 12½ 0 12½
Pails, 20 lbs., per lb.	0 12½ 0 12½
Hogs—	
Dressed, abattoir killed	14 00 14 25

BUTTER.—With the exception of a slight decline again in creamery, this market, likewise, is featureless. Dairy has firmed up a trifle, but it shows no appreciable advance. There is rather more creamery coming, and that, coupled with a lighter demand, is responsible for the decline.

Butter—	
Creamery prints, fresh	0 34 0 35
Dairy prints, choice, lb.	0 29 0 32
Dairy prints, lb.	0 27 0 28
Bakers	0 23 0 23

CHEESE.—Prices and conditions are about the same. Oversea demand still continues heavy, and domestic demand shows no abatement. Business is good at firm levels.

Cheese—	
Large, per lb.	0 18½ 0 19
Twins, per lb.	0 18½ 0 19½

EGGS.—New-laid are easier, and we quote 45c to 55c. The milder weather is chiefly responsible; supplies are more plentiful, and though demand has not abated at all, there are now enough to go round. The storage situation has

changed little. No advances are recorded.

Eggs—

New laid, specials, in cartons	0 45	0 55
Extras	0 33	0 36
No. 1, storage	0 30	0 31
No. 2, storage	0 25	0 26

POULTRY.—The list shows little easiness after the holiday demand, most prices being firmer, rather. Turkey is still in big demand, with none too good supplies. Spring chicken, at high prices, gets good business, too.

Poultry—

	Live	Dressed
Old fowl, pound	0 09—0 11	0 10—0 12
Spring broilers	0 12—0 13	0 14—0 16
Old turkeys	0 18—0 19	0 22—0 23
Ducklings	0 11—0 12	0 24—0 25
Turkeys	0 16—0 18	0 26—0 27
Chickens	0 11—0 12	0 15—0 16

HONEY.—The situation, both as to prices and conditions, is unchanged.

Buckwheat, tins	0 08
Strained, clover, 60-lb. tins	0 11
Strained clover, in 10-lb. tins	0 12
Strained clover, in 5-lb. tins	0 12½
Comb honey, No. 1, doz.	3 00
Comb honey, No. 2, doz.	2 40

WINNIPEG

PRODUCE AND PROVISIONS.

Meats are naturally quiet at this period due to so much poultry being used for the holidays, but prices are held firm, as there has been another local advance in live hogs. The advance was not a big one, but sufficient to keep prices firm. Butter prices remain firm.

The creamery buttery market is firm, and all the poorer grades have practically been cleaned up, leaving only the finest available. Eggs are being exported from here to sell at 20 shillings for 10 dozen, which is equal to 50c dozen. As it costs 8 to 9c to get them over, exporters are paying 41c in Winnipeg which shows the condition of the egg market. Prices will remain firm for some time, but it is hardly likely they will go higher. The cheese market is high, 19½c being quoted here. It will probably go higher, as the British Government is expected to place an order for 40,000 boxes, which will about clean up the East.

Hams—

Light, per lb.	0 18
Medium, per lb.	0 17
Large, per lb.	0 14
Backs, clear, per lb.	0 25

Bacon—

Breakfast, per lb.	0 19
Shoulders, per lb.	0 12

Dry Salt Meats—

Long clear bacon, light	0 15
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Cooked Meats—

Hams, boiled, per lb.	0 26
Shoulders, boiled, per lb.	0 22

Barrelled Pork—

Heavy pork, per bbl.	20 00
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Lard, Pure—

Tierces	0 13½
Pails	2 80
Cases, 56	8 77
Cases, 36	8 86

Lard, Compound—

Tierces	0 12½
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Butter—

Creamery	0 33
Best dairy	0 25
Cooking	0 22

Eggs—

No. 1 storage	0 27
Cartons	0 32

Cheese—

Ontario, large	0 19½
Ontario, twins	0 19½

Is An Honest Man Worthy of Credit?

Winnipeg Banker Advises Credit Men, While Inquiring Into Character and Ability of Merchants, to Pay Particular Attention Also to Their Health.

CHAS. O. HODGKINS, Winnipeg manager of the Sterling Bank of Canada, addressing a gathering of credit men at the Winnipeg Y.M.C.A. on Dec. 15, advised his hearers, when considering applications for credit, to learn something of the health of the merchant, claiming that while honesty was a fine qualification, it did not always pay the bills. He took as his subject, "Credit From the Banker's Standpoint," and he outlined the methods followed by the bankers in investigating and determining risks. He also briefly touched upon the Bank Act as it affects securities in relation to credit. The business of extending credit by the bank and by the wholesale house was different, although the principle was the same. Bank credit was extended on a comparatively small profit, while mercantile credit provided a larger profit. There was no guide for bankers to follow in the matter of extending credit, and the banker had to merely size up his customer and gather information about him.

Banking was a business of experience and common sense, and one of the qualifications of a successful banker was that he must get business and also turn business away. Bankers got information through paid agents, such as mercantile houses, sending special missions out seeking the facts, and through the registry office, while one of the best methods of keeping an up-to-date grasp on men and affairs was to peruse the local papers. It was surprising to find so many men approaching bankers and deliberately giving false information regarding their financial standing.

Advice to Credit Men

Mr. Hodgkins stated that in his experience he had found that a man who had failed once was more liable to fail a second time, for his back was easier to be broken a second time than the first. Then they had the visionary men to deal with in the matter of credit. Frequently it had come to his notice where men would buy some real estate one day for \$10,000 and next day set it down to be worth \$15,000, because they were optimistic that the property would quickly become more valuable.

During the past two or three years, Mr. Hodgkins declared, he had been struck with the "declining extravagance" of the people of the West. A few years ago the extravagance of Western people was shocking, for men and

women simply threw their money away. The speaker advised credit men that they could take a man who possessed ability, honesty and good health as a reasonably good risk.

CALENDARS FOR 1916

The Hudson Bay Co. have issued this year a most attractive calendar, and one of an historic character. The illustration is a reprint of a celebrated painting showing the voyage of the first Hudson Bay expedition. Those who remember their history will recollect that in 1666 two French traders came to the court of Charles II., into whose sympathetic ear they told a tale of the wealth of the great North-Western part of Canada, and inspired in him the idea from which was developed the Hudson Bay Co. This was incorporated back in 1670—246 years ago. The illustration of the calendar is, of course, in colors, and shows an old-time trading vessel that was so familiar in the seventeenth century.

The Crosby Molasses Co. of St. John, N.B., have issued a most useful combination calendar and memo pad. The cover is of leather, there being an opening in the front showing the day and date printed on the page for memos. As each day passes the page is torn off, showing the next day and date. It is accompanied by pencil in neat leather holder at the side. Besides being useful as a calendar, its virtue as a memo. pad makes it doubly acceptable on the desk of a busy man.

DUTY ON TEA PACKAGES

In Appraisers Bulletin No. 1233, issued by the Department of Customs, the following item in reference to tea packages appears:—

"Small paper packages containing tea, which have to be destroyed to get at contents, entitled to entry as usual coverings when containing tea entitled to free entry. If tea is subject to duty, such packages would be dutiable at same rate as tea unless the value was separately stated on invoice, in which case dutiable at 20 per cent. general tariff, under tariff item 710 (b)."

Is the phrase "if tea is subject to duty, etc.," ominous? Shall we see a duty when the Finance Minister brings down his budget?



FLOUR AND CEREALS



Winter Wheat and Feed Flour Higher

Ontario Oats Also Up Two to Three Cents—Wheatlets Advance Slightly—Firmness Reigns in Flour Markets—Ocean Freights a Bull Factor—Wheat Prices About 20c Bushel Above Those of Month Ago

MONTREAL

FLOUR—On account of the holidays, business has been quiet. The market has shown slight advances and declines, the one counteracting the other. It might be noted that the market has advanced 80 cents in the last month. On December 3rd, the price was \$6.10 and to-day is 6.90. It is impossible to forecast future changes as the wheat market is uncertain and it will depend on how the demand comes back after the holidays. Winter wheat flour advanced 20 cents last week. The market is quiet and little business is being done.

Manitoba Wheat Flour—	Per bbl. of 2 bags	
First patents	6 90
Second patents	6 40
Strong bakers	6 20
	Car	Small
Winter Wheat Flour—	lots.	lots.
Fancy patents	6 05
90 per cent., in wood	5 55
90 per cent., in bags	2 90

CEREALS—The market is firm and steady and there are no changes to report. In the last two months oats have gradually advanced but in all only about 4 cents. However unless there is a marked advance rolled oats will not likely be affected. The government has forbidden the export of rolled oats with some exceptions with the result there are good supplies in Canada.

Cornmeal—	Per 99-lb. sack	
Gold dust	2 25
Unbolted	2 00
Rolled Oats—	90's in jute.	
Small lots	2 60
25 bags or more	2 60
Rolled oats in cotton sacks, 5 cents more.	2 60
Packages, case	3 90
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, n jute.	4 00
Rolled Wheat—	100-lb. bbls.	
Small lots	4 00
Hominy, per 99-lb. sack	2 75
Corn flour, bag	2 50
Rye our, bag	2 65
Barley, pot	2 30
Barley, pearl, lb.	0 04½

FEED—The demand for shorts continues strong but is not so good for bran. There is no change in quotations. Business in feeds is quiet generally and will be so until after January 6th, which is a big holiday in this province.

Mill Feeds—	Per ton	
Bran	24 00
Shorts	26 00
Middlings	29 00
Wheat moulee	34 00
Feed flour, bag	35 00
Mixed chops, ton	31 00
Crushed oats, ton	32 00
Oats, chop, ton	32 00
Barley chop, ton	31 00

Feed oats, cleaned, Manitoba, bush.....	0 53
Feed wheat, bag	1 90

TORONTO

FLOUR—The market retains all its firmness and levels show no disposition to go lower. There is, however, no advance to record. First patents are worth \$6.80, which was the figure attained after the 20 cent advance as we went to press last week. The export demand is very heavy. Difficulty is experienced in getting ocean space for January shipment, so disturbing is the worth of freights. Millers, if they could secure prompt shipment, could sell even more than they have contracted for. Domestic demand keeps up too, particularly for winter wheat flour, which is about 20 cents higher, at \$5.20. There is nothing to show lower levels at all.

Manitoba Wheat Flour—	Small	Car
	lots.	lots.
	per bbl. of 2 bags	
First patents	7 00
Second patents	6 50
Strong bakers	6 30
Ontario winter wheat flour 90 per cent. (Board of Trade quotation) car lots..	5 60	5 20

CEREALS—On the basis of higher Manitoba prices Graham and whole wheat flour are selling for \$3.05 and are quite firm. There is an advance in wheatlets of about 15 cents, bringing quotations up to \$3.40. Rolled oats is steady, with little feature, at \$2.60. Barley is in good demand, both pearl and pot.

Barley, pearl, 98 lbs.	4 00
Buckwheat grits, 98 lbs.	4 50
Corn flour, 98 lbs.	2 55
Cornmeal, yellow, 98 lbs.	2 25
Graham flour, 98 lbs.	3 05
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	2 86
Oatmeal, granulated, 98 lbs.	2 86
Peas, Canadian, boiling, bush.	3 00
Peas, split, 98 lbs.	6 00
Rolled oats, 90-lb. bags	2 60
Rolled wheat, 100-lb. bbl.	3 30
Rye flour, 98 lbs.	3 00
Whole wheat flour, 98 lbs.	3 05
Wheatlets, 98 lbs.	3 40

FEEDS—Feed flour, which advanced 5c last week, is higher again by a like amount, and we now quote \$1.65. Ontario oats, which declined last week, sold up Tuesday two to three cents, and our quotation is 39c which is low if anything. Demand for bran and shorts is very heavy.

Mill Feeds—	Mixed cars	
	per ton	
Bran	24 00
Shorts	26 00
Middlings	26 00
Feed flour, per bag	1 65
Oats—		
No. 3, Ontario, outside points	6 39

WINNIPEG

FLOUR AND CEREALS—An advance of 20c took place in flour Thursday last, being now quoted at \$6.60 per barrel, due to a further advance in wheat. The latter market eased off on Monday, but strengthened later on in the week. The demand for flour continues good from the country, but city business is quiet. City dealers are buying more from hand to mouth. Cereals are quiet, but prices are expected to remain firm. The demand was good until two weeks ago. The Eastern demand for feeds continues strong, although the advance predicted did not materialize in the West. Prices are up in the East, and it is expected that as a result Western prices will advance about \$1 a ton early in the new year.

Flour—		
Best patents	6 60
Bakers	5 50
Clears	5 40
XXXX	4 30

Cereals—		
Rolled oats, 80 lbs.	2 10
Oatmeal, standard and gran., 98 lbs.	2 70
Cornmeal	2 35

Feeds—		
Bran, ton	17 00
Shorts, ton	19 00
Middlings, ton	19 00
Mixed chop, ton	30 00

WANTED

COMMERCIAL TRAVELLER WORKING all Canada, from Halifax, N.S., to Victoria, B.C., is open to carry another line of goods suitable for wholesale grocers and large retail grocery establishments. Commission basis. Box 122, Canadian Grocer, Toronto.

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.



After Stock Taking

You will require to replenish your stocks. See that you handle only the highest grades during 1916.

TILLSON'S OATS

TILLSON'S "SCOTCH" FINE CUT OATMEAL

TILLSON'S "SCOTCH" HEALTH BRAN

RAINBOW FLOUR, For Bread

GOLD SEAL FLOUR, For Pastry

Are Trade Builders

FREE WINDOW DISPLAY

Sent Upon Request

Canadian Cereal and Flour Mills Company, Limited
TORONTO CANADA

OLIVE OIL

A limited quantity left of highest grade Extra Virgen Finest French Packed Olive Oil in Tins—

1/2 Gal. Size (e/s 20 Tins) \$1.10 Tin
1 Gal. Size (e/s 10 Tins) 2.15 Tin

Pure Olive Oil is becoming more and more recognized as having a high food and medicinal value.

High Grade Olive Oil is very scarce. Our quotations are below to-day's cost of importation.

Warren Bros. & Co.
LIMITED
Queen and Portland Streets
TORONTO, ONT.

WETHEY'S CONDENSED MINCE MEAT

Quality—better than ever, if such is possible.

Price unchanged.

Order from your jobber.

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER		3's Baked Beans, Tomato
ROYAL BAKING POWDER		Sauce, flats, 2 doz. to case,
		Aylmer only 1 40
		3's Baked Beans, Chill
		Sauce, flats, 2 doz. to case,
		Aylmer only 1 40
		3's Baked Beans, Plain,
		tall, 2 doz. to case 1 50
		3's Baked Beans, Tomato
		Sauce, 2 doz. to case 1 60
		3's Baked Beans, Chill
		Sauce, 2 doz. to case 1 60
WHITE SWAN SPICES AND CEREALS, LTD.		"AYLMER" PURE ORANGE MARMALADE
		Tumblers, Vacuum Top, 2
		doz. in case, per doz. . . . \$ 1 10
		12 oz. Glass, Screw Top, 2
		doz. per case, per doz. . . . 1 20
		16 oz. Glass, Screw Top, 2
		doz. per case, per doz. . . . 1 60
		16 oz. Glass Tall, Vacuum
		Top, 2 doz. per case, per
		doz. 1 60
		2's Glass, Vacuum Top, per
		doz. 2 80
		2's Tin, 2 doz. per case, per
		doz. 2 30
		4's Tin, 12 pails in crate,
		pail 0 40
		5's Tin, 8 pails in crate,
		pail 0 47½
		7's Tin or Wood, 6 pails in
		crate, pail 0 65
		14's Tin or Wood, 4 pails
		in crate, lb. 0 00
		30's Tin or Wood, one pail
		only, lb. 0 09
DOMINION CANNERS, LTD.		BLUE
JAMS		Keen's Oxford, per lb. . . . \$0 17
"Aylmer" Pure Jams and Jellies		In 10-lb. lots or case 0 16
16-oz. Glass Jars. Per doz.		COUPON BOOKS — ALLISON'S
Apricot	\$ 2 30	For sale in Canada by The
Assorted	2 20	Eby-Blain Co., Ltd., Toronto; C.
Blackberry	2 25	O. Beauchemin & Fils, Montreal.
Blueberry	2 25	\$2, \$3, \$5, \$10, \$15 and \$20. All
Currant, Red	2 20	same price, one size or assorted.
Currant, Black	2 25	UN-NUMBERED
Cherry	2 20	100 books and over, each 0 03½
Gooseberry	2 10	500 books to 1,000 books 0 03
Plum	2 10	For numbering cover and each
Plum, Green Gage	2 20	coupon, extra per book, ½ cent.
Pear	2 10	CEREALS
Peach	2 16	WHITE SWAN Per case
Raspberry, Red	2 25	Biscuit Flour (Self-rising)
Raspberry, Black	2 25	2 doz. to case, weight 70
Rasp. and Red Currant	2 20	lbs. \$3 00
Rasp. and Gooseberry	2 20	Buckwheat Flour (Self-rising)
Strawberry	2 30	ing), 3 doz. to case, weight
		70 lbs. 3 00
		Pancake Flour (Self-rising)
		3 doz. to case, weight 70
		lbs. 3 00
		Breakfast Food, 2 doz. to
		case, weight 85 lbs. 4 00
		King's Food, 2 doz. to case,
		weight 95 lbs. 5 00
		Wheat Kernels, 2 doz. to
		case, weight 65 lbs. 3 75
		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 00
		COCOA AND CHOCOLATE.
		THE COWAN CO., LTD.
		Cocoa—
		Perfection, 1-lb. tins, doz. . . . 4 50
		Perfection, ¼-lb. tins, doz. . . . 2 40
		Perfection, ½-lb. tins, doz. . . . 1 25
		Perfection, 10c size, doz. 0 90
		Perfection, 5-lb. tins, per lb. 0 37
		Soluble bulk, No. 1, lb. 0 21
		Soluble bulk, No. 2, lb. 0 19
		London Fearn, per lb. 0 22
		Special quotations for Cocoa
		in barrels, kegs, etc.

Tell your Wholesaler you must have

DA COSTA & CO.'S

EXTRA FANCY BARBADOS

MOLASSES

Owing to the high prices ruling for Sugar and which are likely to continue next season, it seems certain that prices of the new crop Molasses will again be high, though perhaps not so high as last season, as the Barbados Sugar Cane crop promises to be a large one.

Owing to the high prices it is all the more important that you should buy the brand of Molasses which you know will give satisfaction both to you and to your customers.

INSIST UPON HAVING

DA COSTA'S

The price is no higher than for other brands.

*Double Your Biscuit Sales
During 1916 by Central-
izing your Efforts on the
Biggest and Best Package
for the Money.*

Meadow Cream Sodas are the lightest, crispest biscuits made — the package is the largest on the market for the money.

This brings first sales; repeats come as a result of their delicious, rich, creamy flavor.

Don't stock Meadow Cream Sodas for the sake of handling them, but sell them. Give them a prominent display. Trial shipment on request.



W. J. CROTHERS & CO., KINGSTON, ONT.

Canada's finest wheat makes this popular, wholesome macaroni

Made from the very best wheat that Canada's rich soil produces, and made in a way that preserves all the body-building nutriment of the wheat.

L'Etoile Macaroni

(Star)

and

Hirondelle Macaroni

(Swallow)

possess every requisite of a popular selling line. These Canadian-made products equal in every respect the most expensive imported brands. Their splendid selling merits will convince you of their established popularity.

Ask your wholesaler for L'Etoile and Hirondelle Macaroni.

C. H. Catelli, Limited
MONTREAL

AGENTS:

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

(Unsweetened Chocolate)

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
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, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35
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, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections, Per doz.	
Maple buds, 5-lb. boxes	0 35
Milk medallions, 5-lb. boxes	0 38
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27
Nonparell wafers, No. 1, 5-lb. boxes	0 32
Nonparell wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

5 Box lots and upward—Freight prepaid up to 50 cents	
	Per case
Eagle Brand, each 48 cans	\$6 50
Reindeer Brand, each 48 cans	6 25
Silver Cow Brand, each 48 cans	5 75
"Gold Seal," Purity, each 48 cans	5 60
Mayflower Brand, each 48 cans	5 60
"Challenge," "Clover," each 48 cans	5 10

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	4 50
Jersey Brand, Hotel, each 24 cans	4 50
Peerless Brand, Hotel, each 24 cans	4 50
St. Charles Brand, Tall, each 48 cans	4 60
Jersey Brand, Tall, each 48 cans	4 60
Peerless Brand, Tall, each 48 cans	4 60
St. Charles Brand, Family, each 48 cans	4 00
Jersey Brand, Family, each 48 cans	4 00
Peerless Brand, Family, each 48 cans	4 00
St. Charles Brand, small, each 48 cans	2 00
Jersey Brand, small, each 48 cans	2 00
Peerless Brand, small, each 48 cans	2 00

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	\$4 80
Reindeer Brand, "Small," each 48 cans	5 50
Regal Brand, each 24 cans	4 50
COCOA Reindeer Brand, each 24 cans	4 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

1 lb. tins, 4 doz. to case, weight 80 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 20

MOJA

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 36
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 36

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin	
1 lb. tins, 2 doz. to case, per lb.	0 27
Shipping weight, 50 lbs. per case	

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 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.00	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50	45 00
Half gallons, each, retail each, \$10	7 50
Gallons, each, retail each \$18	14 50

GELATINE

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

W. CLARK, LIMITED, MONTREAL

Compressed Corned Beef, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18; 14s, \$37.	
Roast Beef, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Bolled Beef, 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Jellied Veals, 1/2s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, 1/2s, \$1.50; 1s, \$2.50; 2s, \$4.25.	
Beefsteak and Onions, 1/2s, \$1.50; 1s, \$2.90; 2s, \$5.	

Brooms of Quality

may always be had by ordering our brands. We have them at \$3.00, \$3.25, \$3.50, \$3.75, \$4.00, \$4.25, \$4.50, \$4.75, \$5.00, \$5.50, \$5.75, \$6.00 per dozen.

FACTORY and MILL Brooms \$3.75, \$4.25, \$4.75 per dozen.

Walter Woods & Co.

Hamilton - Winnipeg

Make Money in January

WHITEFISH

Large Assortment of Ocean and Lake Fish

FROZEN, SALTED AND SMOKED

HALIBUT SALMON WHITEFISH TROUT HERRINGS TULIBEES SMELTS ETC.

Pickled Herrings and Trout, Haddies, Ciscoes, Kippers and Bloaters. Oysters largest size and best value on the market.

White & Co., Limited

Wholesale Importers

TORONTO

Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto.

The Apple Crop

in the famous Georgian Bay District is very short this year. Write us before placing your winter order.

FISH

Salt Trout and Herring

Fresh Frozen Trout and Herring

Lemon Bros.

OWEN SOUND, ONT.

As Usual

The Finest Lemons on the market.

“St. Nicholas”

“Queen City”

“Kicking”

J. J. McCabe

Agent

TORONTO

Seasonable Goods For 1916

Extra Fancy
California Celery
and Cauliflower
California Oranges
and Lemons
Malaga Grapes
All Extra Quality.

HUGH WALKER & SON

GUELPH, ONTARIO



Don't
Guess

You cannot go on choosing your fancy biscuit stock forever. You must choose the right one some time or quit. CARR'S Biscuits have been chosen by more successful grocers more times than any other make. There must be a reason. Put in a stock right away.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamilton-Breerton Co., Ltd., Winnipeg, Man.; A. N. Cowdry & Co., Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

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. .07%
Barrels, 200 lbs.06%
Kegs, 100 lbs.06%
Lily White Gloss—
1-lb. fancy carton cases 30
lbs.01%
8 in case08
6-lb. toy trunks, lock and
key, 6-lb. toy drum, with
drumsticks, 8 in case08%
Kegs, extra large crystals,
100 lbs.07%
Canadian Electric Starch—
Boxes, containing 40 fancy
pkgs., per case 3 00
Celluloid Starches—
Boxes containing 45 cartons,
per case 3 60
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 Maize" Corn Starch—
1-lb. pkts., boxes of 40 lbs. .07%
20-lb. boxes ¼c higher than 40's)

COW BRAND BAKING SODA

In boxes only.

Packed as follows:
5c packages (96)\$ 3 20
1 lb. packages (60) 3 20
½ lb. packages (120) 3 40
1 lb. 30 } Packages Mixed 3 30
½ 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, ½ doz. in case.. 2 90
20-lb. tins, ¼ doz. in case.. 2 85
Barrels, 700 lbs. 3%
Half barrels, 350 lbs. 4
Quarter barrels, 175 lbs. ... 4%
Pails, 38½ lbs. 1 95
Pails, 25 lbs. each 1 40
3 lb. Perfect Seal Jar, 1 doz.
in case 2 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, ½ doz. in case.. 3 25
20-lb. tins, ¼ doz. in case.. 3 20
(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case..3 60
Barrels 0 04%
½ barrels 0 05

CANNED HADDIES.

"THISTLE" BRAND

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

INFANTS' FOOD

Robinson's patent barley, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, ½-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

STOVE POLISH

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

NUGGET POLISHES

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

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 08
12-oz. glass jar 1 15
Tumbler, glass 0 95

MARMALADE

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

Prices subject to change without notice.

YEAST

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

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

Black Watch, 8s, butts, 9
lbs.\$0 60
Bobs, 6s and 12s, 12 and 6
lbs. 0 46
Currency Bars, 12s, ½ butts,
12 lbs., boxes 6 lbs. 0 46
Currency, 6s, ½ butts, 9 lbs. 0 46
Stag Bars, 6½s, butts, 11
lbs., boxes, 5½ lbs. 0 48
Walnut Bars, 8½s, boxes 7
lbs. 0 64
Pay Roll, thick bars, 8½s,
6 lb boxes 0 68
Pay Roll, thin bars, 8½s, 5
lb. boxes 0 68
Pay Roll, plug, 8½s, 12 and
7 lb. caddies 0 68
Shamrock, plug, 7½s, ½
butts, 12 lb. boxes, 6 lbs. 0 37
Empire, 7s and 14s, caddies
15 lbs., ¼ caddies, 6 lbs.. 0 36
Great West, pouches, 9s ... 0 72
Forest and Stream, tins, 11s,
2 lb. cartons 0 89
Forest and Stream, ¼s, ½s
and 1-lb. tins 0 50
Forest and Stream, 1-lb.
glass humidors 1 00

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

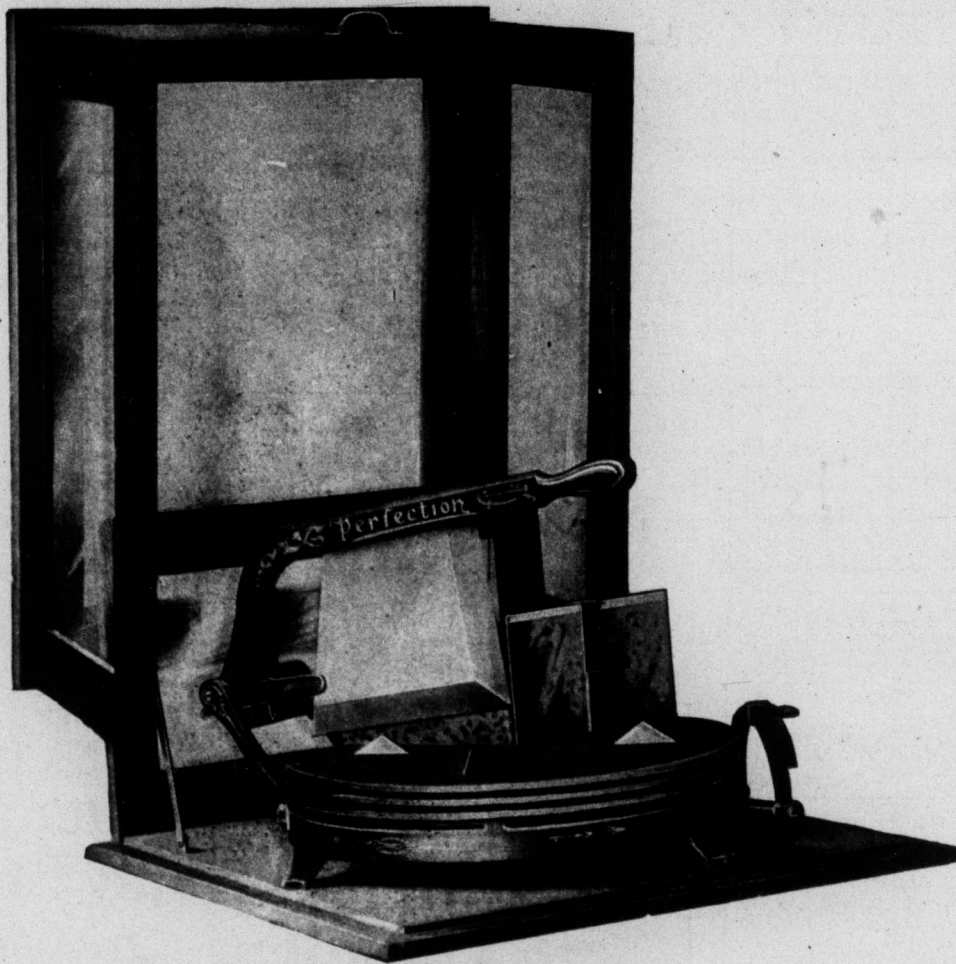
IT IS A CHEESE CUTTER WORTH HAVING.

A REAL COMPUTER

AND YET SIMPLER THAN ALL OTHERS IN CONSTRUCTION AND OPERATION.

ABSOLUTELY NO FIGURING TO DO.

IT STANDS THE TEST FOR DURABILITY, FOR IT LASTS A LIFETIME.



A REAL PROFIT-SAVER

Write for Prices and Terms.

WE HAVE SPECIAL COMBINATION PRICES
WITH CABINETS AND PEDESTALS.

**American Computing
Company**

HAMILTON, ONT.

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

BUY IT NOW.

IF
BUSINESS
is BAD or
GOOD, you
need A PROFIT-
SAVER.

BUY IT NOW.

Buyers' Guide

CLASSIFIED ADVERTISING

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

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

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

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

MISCELLANEOUS

CASH FOR WASTE PAPER — YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont.

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

"Canadian Air-Line" Honey

The BEE-MADE Honey

PURE ATTRACTIVE TASTY

The Root Canadian House

185 Wright Avenue, TORONTO

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada

PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LIMITED
TRENTON, ONTARIO, CANADA

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO
COLLECTIONS ASSIGNMENTS

Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 913.

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager



TANGLEFOOT



The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

"The Utmost in Lemons"
Placido Costa & Co.
MESSINA BRANCH AT CATANIA
Agents for Canada Wanted

MAPLEINE

is a steady seller—there's no other "Mapley" flavor just as good—that is a point worth remembering.

Order from

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

Mason & Hickey
287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.



OAKLEY'S
KNIFE
POLISH

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

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

Coupon Books

Write
Us
For



Catalog
Samples
Prices

We extend to you our
Best Wishes
for a **Happy and Prosperous**
New Year.

Allison Coupon Company

Indianapolis, Indiana, U.S.A.

Kindly mention this paper when
writing advertisers.

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate



Registered
Trade-Mark

are always in
demand, sell
easily and are
thoroughly re-
liable. You
have no selling
troubles with
them.

Trade-mark on every
genuine package.

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

LARGEST MAKERS IN THE WORLD

Tin Foll—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 **QUANTITIES**
—We will give you **BEST QUALITY—BEST DELIVERY—BEST PRICES**

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND



No. 35

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

A good investment

Installing the Elgin Coffee Mill is about the best investment you can possibly make. It doesn't cost you a bit more than the inferior mill—initial expense is the only expense.

No complicated mechanism to get out of order; no cost for electric current.

Our large model cuts 3¼ pounds of coffee in one minute, the smaller ones in proportion.

Get our illustrated catalog with full particulars. Elgin Nationals handled by the best Canadian jobbers.



King Oscar spells profit for you

The secret of the wonderful selling power of King Oscar Brand Sardines is quality.

By Special royal permission

We realized that the quality would tell once it was placed before the public; hence our bill board and newspaper advertising. The advertising created the initial sale—the continuous demand followed.

Every box of King Oscar is uniform in quality, containing nothing but the pick of the Norwegian Sardines. Thus you are safe in recommending them to the most discriminating.

Is your stock in good shape for the big winter demand?

CANADIAN AGENTS

J. W. Bickle & Greening

J. A. HENDERSON

Hamilton

Ontario

IT IS IMPORTANT!

If you have something to dispose of in goods or service that as many buyers as possible get to know you and your product. This can be accomplished through

Canadian Grocer

143 University Avenue, Toronto



DIET FLOUR

This flour is milled to meet a definite demand of certain of your customers, and is distinct and different from other kinds. It is a special flour for a special purpose.

This flour is especially adapted to dietetic purposes, and as such has the hearty endorsement of Canada's leading physicians.

A large percentage of the starch has been extracted, which leaves it particularly rich in gluten and is therefore recommended for use in cases of diabetes.

It costs more to make—naturally—but is worth it.

Put up in 5-lb. bags, 1 doz. to a case—@ \$4.80.

Retails @ 50c per bag—and repeats. It is sold under the White Swan guarantee of complete satisfaction, or your money back.

We know our goods and want none but satisfied customers.

**The White Swan Spices
and Cereals, Limited**

156 Pearl Street

TORONTO

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LAPORTE, MARTIN, LIMITÉE

10th ANNUAL

Pro-Inventory

SALE

We herewith publish a partial list of the extraordinary Grocery Values we are offering in our annual sale. **You** are given an opportunity to save on the usual price for the best grade of groceries.

15,000 BOXES OF DRIED FRUITS

RAISINS—Valencias, Currants, Californias, Sultanas and Malaga Table, Figs, Dates.

EVAPORATED FRUITS—Apples, Pears, Peaches, Prunes and Apricots.

PEELS—Whole and Cut—Lemon, Orange, Citron.

Shelled and Whole Nuts of all kinds.

50,000 CASES OF CANADIAN CANNED VEGETABLES

Tomatoes, Peas, Corn, Wax Beans, Refugee Beans, Beets and Asparagus.
(2s and 3s, cases of 2 doz.)

Apples, Rhubarb, in gallon tins, 6 to a case.

7,000 CASES CANADIAN CANNED FRUITS

Strawberries, Raspberries, Peaches, Pears, Plums, Apples, Blueberries, Pumpkins. (2s and 3s, 3 doz. to the case.)

Apples, Rhubarb and Pumpkins, in gallons, 6 to a case.

10,000 CASES OF 1915 PACK SALMON

Red Sockeye, Red Cohoes, Pink and White, in 1s tall, 1s flat and 1/2s flat. Clover Leaf, Victoria, Horse Shoe, O-Wee-Kai-No, Autumn Leaf, Rainbow, P. P. P., Star, Cavalier, Smuggler, Scottish Lion Pink.

2,000 PACKAGES OF TEAS

Japan, Natural and Colored; China, Gunpowder and Young Hyson; Ceylon, Black and Green. Siftings of Japan and of Ceylon Teas. (Packed in 10, 30, 40, 80, 90-pound packages.)

We pay freight to all points of Quebec and Ontario on orders of 200 pounds or more. Assorted or of one kind.

Write for prices and our 1916 Calendar!

Telephone at Telegraph
Main 3766 at our expense "LAPORTE," Montreal

No single transaction is considered closed until the customer is completely satisfied. If it is not right we will make it so.

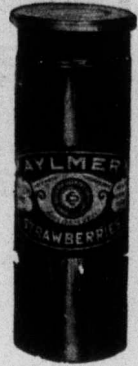


The point in this hardly warrants argument

We believe that most grocers will readily admit it—the serious drawback insecure sealing puts on a line of bottled goods.

The public are becoming more and more alive to the importance of a seal that leaves no doubt regarding freshness of contents. Consequently, bottled goods bearing the well-known *Anchor Caps* sell more readily than others whose seals are not so certain. Convince yourself of this by getting a trial line with *Anchor Caps*. Your wholesaler can supply them on any line of bottled goods whatever.

Write him to-day.



Anchor Cap and Closure Corporation
 TORONTO of Canada CANADA



Pneumonia Days Coming

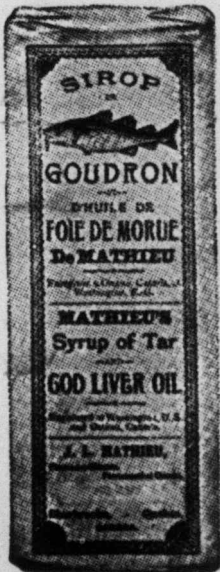
Save your customers doctors' bills and a whole heap of trouble by introducing the preventative of colds, coughs, La Grippe, Pneumonia.

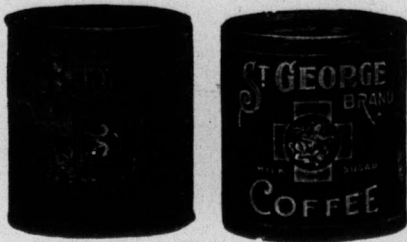
MATHIEU'S SYRUP of Tar and Cod Liver Oil

A big doctor's bill is not conducive to prompt payment of a grocery bill. It disorganizes finances. If you have a bottle of Mathieu's Syrup in every one of your customers' homes as a guard against winter's diseases you will ensure yourself better business. Nothing under the sun equals Mathieu's Syrup for the prevention and relief of colds.

STOCK UP NOW

J. L. MATHIEU CO., *Proprietors*
 SHERBROOKE, QUEBEC





The Original Made-in-Canada Sales Producers

For quick selling, profit pulling and customer satisfaction, you cannot beat the Malcolm Condensing Co.'s five leaders here shown. Their proven goodness places them in the front rank of repeat business-getters.

Our process of manufacture, by bringing out all that is most palatable and nutritious in these goods, produces a quality not easily duplicated.

Stock these Made-in-Canada lines for bigger and better winter selling. Feature them strongly in your windows, showcases and shelves. Your cash drawer will be ample evidence of their popularity.

NOTE THESE 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 Skimmed, 4 doz. in case	3.80

Order a 5-case lot to-day. We pay freight up to 50c per 100 lbs. in Ontario, Quebec and Maritime Provinces.

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

No. 30

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

TELEPHONE A NECESSITY

"Say, lad, ring up the corner grocery if you don't mind and ask them to send up half a pound of *King George Navy Chewing Tobacco* with the grocery order.

A telephone is a great convenience and I might say a real necessity these days. A grocer must make a lot of sales by having it that he wouldn't get. For instance, the tobacco store down the street keeps *King George Navy*, but he doesn't have a telephone and won't deliver small orders, whereas my tobacco is sent up every week with the groceries. Saves me a trip and makes a sale for the Grocer."

*Worth thinking about,
Mr. Grocer.*



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg

Wagstaffes'

Celebrated Orange Marmalade

New Season's 1916
now ready for delivery

Made from the finest Seville
Oranges and best granulated Cane
Sugar.

We are supplying the Canadian
Hospitals in England, also the
War Office and the Admiralty,
with our Jams and Marmalade,
put up in the most up-to-date,
hygienic Plant in Canada.

Mr. Grocer, it will pay you to
push WAGSTAFFES' JAMS and
MARMALADE.
