

**PAGES  
MISSING**

FEATURING—GETTING AFTER COUNTRY TRADE

# CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD

Vol. XXIX

PUBLICATION OFFICE: TORONTO, FEBRUARY 5, 1915

No. 6

## A Revolution in Chewing Tobacco

## A Revelation in Cleanliness

Here it is at last—just what you and thousands of other Grocers have always wanted—plug chewing tobacco put up in as cleanly and attractive a form as candy, sugar or tea.



Dark Chewing

Each plug is individually wrapped to protect it from all dust and dirt, as well as to keep it from soiling the pocket and clothes. The wrappers also keep the tobacco in perfect condition and prevent the plugs being chipped or broken.



Light Chewing

Both **GOOD LUCK** (Dark) and **PACIFIC** (Light) come in these clean wrappers, packed in 2-pound cartons, as shown above.

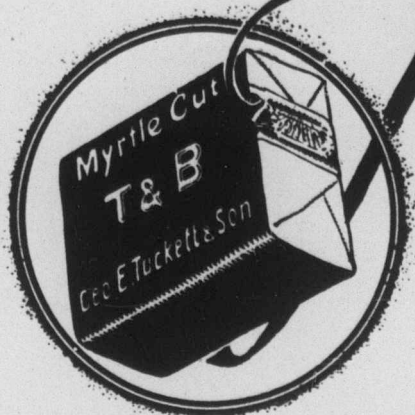
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A Satin Insert Is Enclosed With Each Plug

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**HANDLED BY ALL THE WHOLESALE TRADE**

CANADIAN GROCER

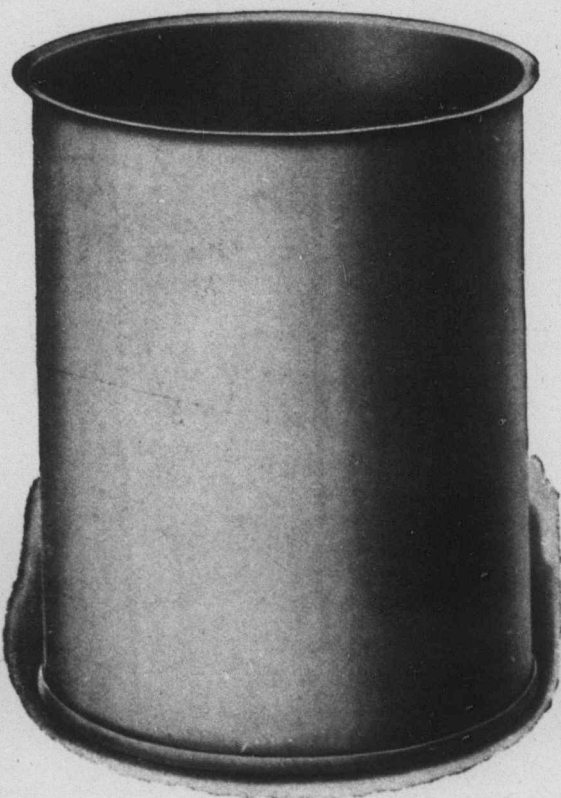


# Tuckett's

## T and B Myrtle Cut

For 50 years T and B Myrtle Cut has been the true friend of the veteran smoker—the man who delights in the smooth, cool, sweet flavor of the well-aged, sun-cured Virginia leaf. Win the trade of the head of the house by stocking his favorite blend, one of the Tuckett three—“Myrtle Cut,” “Orinoco” or “Our Seal”—a tobacco for all stages of smokers.

*Order from your wholesaler.*



## Sanitary Cans

*“The Can of Quality”*

Baked Beans,  
Soups,  
Meats and Milk.

## Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

No telling how soon the War  
will affect shipments of

# Le Calice Castile Soap



In times of peace Le Calice is produced with many eager hands 'way off in sunny southern France, where Marseilles overlooks the broad, blue Mediterranean. But the inexorable grind of war is slowly drawing off the energetic workers and even now shipments are hampered. Shrewd, far-seeing grocers are laying up a goodly stock of this famous, long-established soap NOW, while shipments are good, to avoid the inconvenience of uncertain, doubtful shipments.

Le Calice is made only from the purest of oils; is antiseptic and healing; good for the complexion, and cleanses thoroughly the most frail and delicate fabrics without the slightest injury.

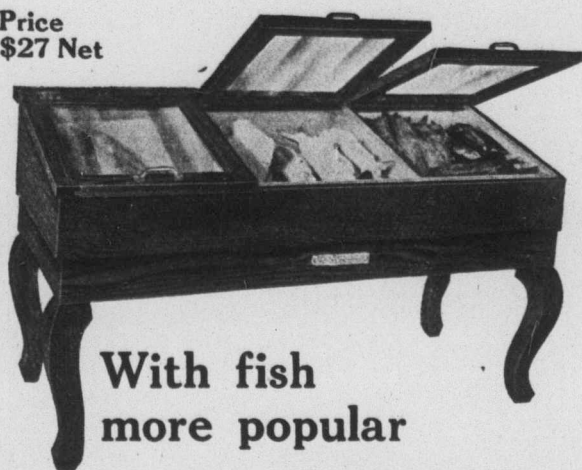
Don't run the risk of having to do without this steady, regular seller; lay in a good supply now to avoid uncertain shipments. Your wholesaler will supply you.

**A. P. TIPPET & CO.**

AGENTS

MONTREAL

Price  
\$27 Net



**With fish  
more popular**

to-day than ever before in the Dominion of Canada the investment of \$27 in the **Arctic Fish Display Case, shown above**, will bring big returns in increased sales. If you do not handle fish you should consider it from the new-customer-bringing and profit standpoint.

Meat is very high—fish is low and has a ready sale. Now is the time to start, for Lent is the big fish season.

Send us your order to-day and ask for refrigerator catalogue.

**John Hillock & Co., Limited**

Makers of High-Grade Refrigerators and Fish Cases

TORONTO

**GOOD NEWS FOR CANADA  
McVITIE & PRICE, Limited**

Biscuit Manufacturers

EDINBURGH (Scotland) and LONDON (England)

have now a complete chain of Agents from the Atlantic seaboard to the Pacific Coast, who carry fresh stocks of their high-grade Biscuits.

Write to any of these Agents for samples and terms and you will receive prompt attention:

- |  |  |
|--|--|
| <b>Nova Scotia.</b>                        | C. E. Choat & Co., Halifax, N.S.             |
| <b>Quebec and Ontario.</b>                 | C. H. Cole, 501 Read Buildings, Montreal.    |
|  | C. H. Cole, 33 Front East, Toronto.          |
| <b>Manitoba and Saskatchewan. Alberta.</b> | Richards & Brown, Ltd., James St., Winnipeg. |
|  | Campbell, Wilson & Horne, Ltd., Calgary.     |
|  | Campbell, Wilson & Horne, Ltd., Lethbridge.  |
|  | Campbell, Wilson & Horne, Ltd., Edmonton.    |
| <b>British Columbia and Yukon.</b>         | Kelly, Douglas & Co., Ltd., Vancouver.       |
|  | Kelly, Douglas & Co., Ltd., Victoria.        |
|  | Kelly, Douglas & Co., Ltd., New Westminster. |
|  | Kelly, Douglas & Co., Ltd., Prince Rupert.   |

GENERAL CANADIAN REPRESENTATIVE:

Mr. Sydney Owthwaite, 501 Read Bldgs., Montreal

**Cleave's**

CELEBRATED

DEVONSHIRE CREAM

**Chocolate**

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

**THE CHOCOLATE THE PEOPLE WANT.**

Also other new and attractive  
5 cent lines.

AGENTS:

MONTREAL—F. Davy & Co., 6 St. Sacrament St.  
TORONTO Mason's Ltd., 25 Melinda St.  
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.  
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

**JOHN CLEAVE & SON, LIMITED**  
CREDITON, DEVON, ENGLAND

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



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

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

Have you a copy of Catalogue 913C?

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

**COLES MANUFACTURING CO.**

1615 North 23rd St.

PHILA., PA.

Agents: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

Recall if you can any more pleasant recollection in your boyhood days when tired, thirsty and hungry than a glass of sparkling, cold, spring water, right from the hillside, and a slice of home-made bread and butter deep with mother's raspberry jam.



Yes, you have been there, Mr. Grocer, and you have the very taste in your mouth that inspired the manufacture of E. D. S. Jams and Jellies.

Right from the sparkling, pure spring water drawn from the mountain at the rear of our factory to the fine-flavored, fresh-picked, ripe fruit, to the ground loaf-sugar, the clean, sweet conditions of the kitchens and utensils, to the careful sealing, not a stone is left unturned that will bring and keep our products up to the standard set years ago.

The very name E. D. S. is the housewife's cue for buying jams and jellies. Now is the time to give her the cue, for her stock is getting low. Put up a display to-day and refresh her memory.

She too remembers her childhood days and associates E. D. S. Jams with her early recollections.



**E. D. SMITH & SON**  
Limited Winona, Ont.

Agents: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N.S.; A. P. Armstrong, Sydney, Nova Scotia.

Why Not Try  
**"EAGLE BRAND"**  
In Your Own Home?

You'll find Borden's Eagle Brand Condensed Milk, and all the Borden Lines, just as good, as wholesome, as convenient for you and your folks as it has proven for the many families round about you.

There is so much absolute goodness and purity about Eagle Brand Condensed Milk that three generations of physicians have prescribed it as the only safe substitute for mother's milk. Together with its uniform high quality, the utility and convenience of Eagle Brand will appeal to you hard-working, bite-and-run fellows as well as most families in your community.

And besides, you'll be able to recommend the Borden Lines to your customers all the more convincingly. That's certain. You'll try it TO-DAY, will you?

**Borden Milk Co., Limited**

"Leaders of Quality"

**MONTREAL**

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



Peek Frean's Motto:  
**BISCUITS and BUSINESS**  
**AS USUAL**

Send for new Price List and  
New Biscuits



**AGENTS:**

BRITISH COLUMBIA—The W. H. Malkin Co., Ltd., Vancouver.  
ALBERTA, MANITOBA, SASKATCHEWAN—Ruttan, Alderson & Lound, Ltd.,  
Fort Garry Court, Winnipeg.  
ONTARIO—The Harry Horne Co., 309-311 King St. W., Toronto.  
OTTAWA AND EASTERN CANADA—Frank L. Benedict & Co., 45 St. Alexander  
St., Montreal.

**PEEK FREAN & CO., Limited**  
London, England

The call of Spring-  
cleaning—is the call for



It curtails the housewife's work and heightens the effect in the wash. No Laundry soap is so good as Wonderful Soap and none so pure, perfect and uniform in quality.

The purity of the ingredients used makes it perfectly safe in the washing of the most delicate fabrics.

Stock now and be ready.

**THE GUELPH SOAP CO.**  
GUELPH, ONTARIO

"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

## Fresh Summer Vegetables in Mid-Winter

In winter time there is nothing more welcome than a dish of hot Soup.

The housewife often has the meat but not the Vegetables.

Every housewife will be glad that she now can get fresh Vegetables for her Soups, all ready for use.

To supply this demand, the Simcoe Canning Co. have put out in popular-sized tins, each containing an assortment of chopped Vegetables, namely:—Turnips, Carrots, Onions, Barley, Rice, Peas, Cabbage, Celery, with seasoning.

The element of waste and trouble is altogether eliminated. All that the housewife now requires to do to make an appetizing, wholesome Soup, is to add the contents of a tin to the boiling meat, and season to taste.

*Don't be the last Grocer in your town to have this new line of canned fresh Summer Vegetables.*

*Be the first, if possible.*

Ask travellers for more particulars.

Don't forget the brand—"SIMCOE" Brand.





# Safeguard Your Investments!

## READ

### THE FINANCIAL POST



Gives its readers information essential in determining the quality of investments. Provides an up-to-date history of financial and commercial undertakings as a guide to present and prospective investments.

*The Investor's Information Bureau is conducted, free of charge, for the benefit of subscribers.*

*Write for a free sample copy.*

## The Financial Post of Canada

*"The Canadian Newspaper for Investors."*

143-153 University Avenue  
TORONTO

# Where Canada Leads the World

In a strong article in the February issue of MACLEAN'S MAGAZINE, Elmesley Bartlett brings out a host of interesting facts with reference to Canada's pre-eminence in certain lines. Silver, nickel, asbestos, furs, binders are among the products of the Dominion that are dealt with. Much has been done to bring the name of Canada into the limelight of foreign competition and to establish the possibility of a manufactured product from a "tenderfoot" country winning its place against a phalanx of freight rates, tariffs and prejudice.

After reading this article you will gain a deeper pride in the land of your birth and a wider view of the possibilities that the future holds forth.

The February issue is full of other features that will appeal especially to business men. Here are some of them:

#### Safeguarding Canada's Level Crossings.

#### Service and Super-Service.

An article dealing with new ideas in retail merchandising.

#### Canadian Women in Business.

#### Organize Men for Peace.

#### The Camphor Monopoly.

#### Cutting the Cost of Education.

#### The Business Outlook.

A review of conditions in Canada by the Editor of The Financial Post.

And in addition twenty-four other features—war articles, stories and sketches, covering a wide range and appealing to every taste.

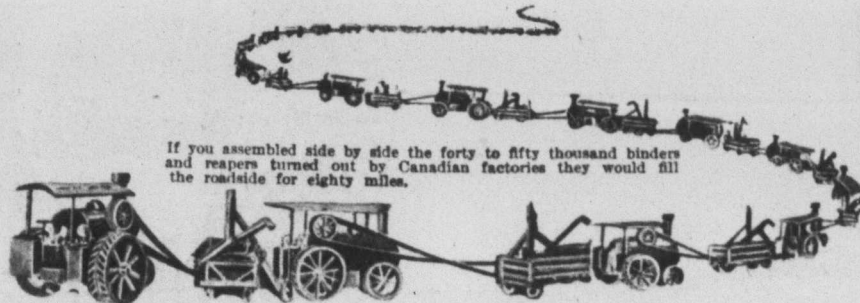
## MacLean's Magazine

FEBRUARY NUMBER NOW ON SALE

\$2.00 a Year

20 cts. a Copy

MACLEAN PUBLISHING CO., LIMITED  
143-153 UNIVERSITY AVENUE, TORONTO, ONT.



**NEW CROP  
No. 1 Japan Rice in Stock**

100 Bags - 5c. per lb.

FULL RANGE PATNAS, JAVAS,  
SIAMS, CAROLINAS

**SPECIAL**

**EXTRA FINE PRUSSIAN BLUE  
PEAS, GOOD BOILERS, 200-LB.  
BAGS, \$3.00 BUSH.**

**CLIPPER BRAND MARROWFAT  
PEAS, IN PACKAGES, cs. 36, 90c  
DOZEN.**

**OLIVER'S SEEDLESS VALENCIA  
RAISINS, 28-LB. BOXES, WHILE  
THEY LAST, 8c. Per Lb.**

Write, wire or phone at our expense  
ADELAIDE 867, 1057, 941

**Warren Bros. & Co., Ltd.**  
Queen and Portland Streets  
TORONTO

**EXTENSIVE ADVERTISING**

combined with the superior qualities of Ioco Liquid  
Gloss, has made the name a household word.

**I O C O  
LIQUID GLOSS**

Women now recognize that this product does more  
than merely polish. It cleans and disinfects, and  
at the same time keeps the varnish from cracking.  
Ioco Liquid Gloss is also popular with motorists as  
the most reliable polish and cleaner for the highly  
finished surfaces of automobiles.

Ioco Liquid Gloss comes in half-pint, pint, quart,  
half-gallon and five-gallon lithographed cans.

Write for prices to the nearest branch of

**THE IMPERIAL OIL COMPANY, LIMITED**

TORONTO ST. JOHN WINNIPEG SASKATOON  
MONTREAL HALIFAX REGINA CALGARY  
EDMONTON VANCOUVER



Made in

Canada

**Security**

**That's the Big Thing  
With Anchor Caps**

Security from the loss of  
the delicate flavor of  
your product. Security  
from the loss of its  
goodness, its purity.

Security from the half-  
hearted dealer co-opera-  
tion — from side-track-  
ing your line, or relegat-  
ing it to the farthest  
away shelves. Safety  
from the lukewarm in-  
difference of customers  
that makes good sales  
impossible.


Anchor Caps bring you  
safety from all these  
things — and MORE:  
Anchor Caps bring to  
your product a prestige  
and distinction that im-  
mediately places it to  
the fore in quality, se-  
curity, popularity.  
Booklets on request  
without obligation.  
Write to-day.

**Anchor Cap & Closure  
Corp. of Canada, Ltd.**

Sudbury St. West, Foot of Dovercourt

TORONTO, CANADA





**The Brightest Star**  
in the Coffee Essence World!

Retailers who stock 'Camp' Coffee are in for a busy time and a paying one! 'Camp' this season is going to boom. Strong and constant advertising coupled with the best article of its kind on the market, explains why.

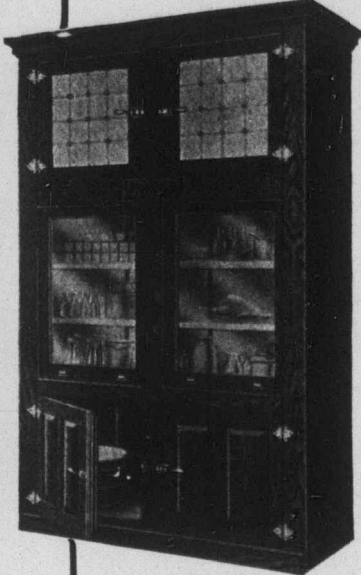
Replenish your stock—quick—before the rush comes!

**CAMP COFFEE**

Sold by all wholesalers, everywhere.  
PROPRIETORS: R. J. PATERSON & SONS, COFFEE SPECIALISTS, GLASGOW

**Freeman's Improved Standard**

Cold Dr., Air **Refrigerator**



for  
**Butchers  
Grocers  
Creameries  
Householders  
Restaurants  
Hospitals  
and all  
Institutions**

SATISFACTION GUARANTEED  
Send for Catalogue, Price List and Discounts

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



**GOOD FLOUR**  
*versus*  
**Indifferent kinds**

**MAKES GOOD BREAD**

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

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

**Leitch Brothers' Flour Mills**  
LIMITED  
Oak Lake, Manitoba

**Consistent Smokers**

will tell you—after giving Rose Quesnel and Master Mason Smoking Tobaccos a trial—that for a pleasing and satisfying smoke these tobaccos are unsurpassed. They have tried other brands and they know.



Only the finest blends of tobacco are used in the production—they are sweet, fragrant, pure.

Your tobacco department will be a greater success with the addition of these lines.

Sales are easy to make, and the profit makes it worth while.

**The Rock City Tobacco Co.**  
Quebec, Winnipeg

## Stop the Leak!

IF all your customers do not buy Stove Polish from you then it is a practical certainty some of them are going where they can get

# GIPSY Stove Gloss

Leakages of this kind total up surprisingly, and open the door to a permanent turn-over of trade to competitors—your competitors.

Order from your Wholesaler.

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

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

# "SOVEREIGN" SALMON



**FINEST  
BRITISH  
COLUMBIA  
SOCKEYE**

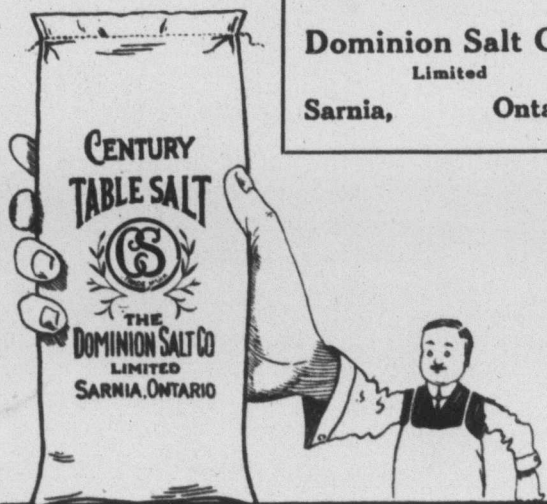
**QUALITY  
IS OUR FIRST  
CONSIDERATION**

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

## There's money in the right salt

Hundreds of dealers have realized that the right salt, the salt that gives the best satisfaction, is CENTURY. Every crystal is pure. It is the best for table or dairy, and the most profitable for the dealer to handle. Those that know push CENTURY SALT. Put up in small, white cotton bags and 100-lb. sacks.

**Dominion Salt Co.,  
Limited  
Sarnia, Ontario.**



Made  
in Canada

*How long are you going to  
lose money by using anti-  
quated methods*

—the old, rusty cheese knife and the guessing are long since left behind. The "Perfection" Cheese Cutter has the "counter," with its five-ply, non-warp birch board, its glass shield, double-edge steel knife, and its accurate computation. No intricate parts, simplicity itself.

Order to-day through nearest jobber, agent, or direct.

**AMERICAN COMPUTING CO. OF CANADA  
HAMILTON, ONT.**

# INCREASE YOUR TRADE

BY

## Modern Show Card Lettering, Designing, Etc.



**SIXTH EDITION---NOW READY  
WITH THIRTY-TWO ADDITIONAL PAGES  
TO THAT OF FORMER EDITIONS**

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

**Marking Pen Lettering  
Soennecken Pen Lettering  
Automatic Pen Lettering and  
Up-to-Date Brush Lettering**

outside of fifty-one page alphabet plates and lettering exercises of a large variety of standard show card alphabets with practical instruction, together with show card designs, showing how to produce neat and fancy border and scroll outlines, tinted backgrounds, etc.

This book is far beyond anything ever published in this line. It contains solid, practical, common-sense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

All orders payable in advance. If you do not find this book worth the price return it inside of five days and get your money back.

The price of the Book is \$1.00  
delivered to your address postpaid

Page size of book 6x9 in., 144 pages

**The MacLean Publishing Co., Ltd.**

BOOK DEPARTMENT

143-153 University Ave., Toronto

# *A well-filled Pocket Book*

is a guarantee against hard times. Many persons of moderate income are increasing their salaries by representing us during their spare time. Our representatives are earning from five to thirty dollars a week during their off-time by taking new subscriptions and renewals for MacLean's Magazine and The Farmer's Magazine among their friends and acquaintances.

MacLean's Magazine is the largest and most influential monthly in Canada, presenting articles on national subjects and strong Canadian fiction in addition to a digest of world events.

Farmer's Magazine is the herald of agricultural progress—a monthly magazine which deals with the problems of the farm in virile and readable form.

Let us show you how you can earn the extra money you need.

*Write to-day to*

*The Agency Division*

THE MACLEAN PUBLISHING CO.  
LIMITED

143-153 University Ave., TORONTO

# CLARK'S SOUPS

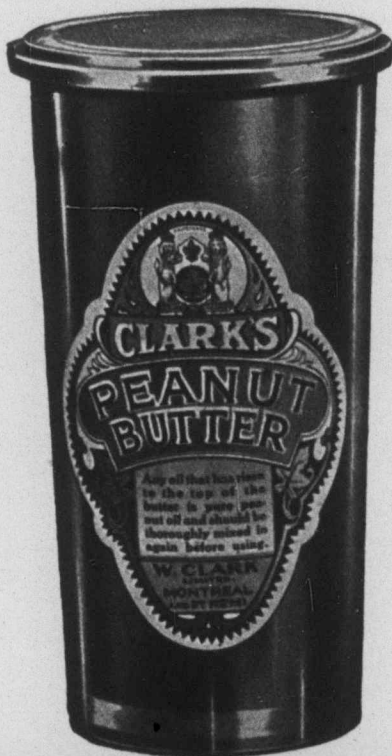
Highly Concentrated, Absolutely  
Pure, and Prepared from the  
Very Finest Ingredients

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 business 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*

# Tartan BRAND

THE SIGN OF PURITY

Our annual Tea Sale. All goods bought before advance. If our travellers don't call send for samples—it will pay you.

After-stocktaking bargains. Our travellers have a big list.

'Phone at our expense.

3595, 3596, 3597, 3598, 4656, 748; Night 'Phone, 1807.

**BALFOUR, SMYE & CO.,** Wholesale Grocers **HAMILTON**

## They like to come for Symington's



the Coffee Essence that makes such delicious coffee without trouble, waste or delay; only boiling water need be added, and it's ready. Economical, too—40 cups of perfect coffee from one bottle.

# SYMINGTON'S

*Reg'd Trade Mark*

# COFFEE ESSENCE

is a proven seller everywhere. The liberal profit makes pushing it worth while. Order from your wholesaler to-day.

**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. Shallcross, Macaulay & Co.



# Perfect Seal Fruit Jars

“Made in Canada”

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

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

Guaranteed in every respect.

Order from your wholesaler.

Specify “Perfect Seal.”

**Dominion Glass Company, Ltd.**

Manufacturers

Montreal Toronto Hamilton Wallaceburg Redcliffe



Prices for early Shipment:

Wine Measure.	
Pints . . .	\$ 7.00
Quarts . . .	7.50
½ Gallon . . .	10.75
	per gross.

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

CANADIAN GROCER

# St. Lawrence

## Granulated

When you are buying you might as well  
buy the best

### We Can Supplant German and Austrian Woodenware Specialties

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

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

### THE WM. CANE & SONS CO., LIMITED

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

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

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

## LARGEST MAKERS IN THE WORLD

**Tin Foil**—all descriptions

**Tea Lead**—all gauges and sizes

**Metal Bottle Capsules**—any size, color or stamping

**Collapsible Tubes**—plain or colored

ALL BRITISH MADE

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

**BETTS & COMPANY, LIMITED**

Chief Office:—1 Wharf Road

LONDON N., ENGLAND



# Readers Of The Grocer, Let Us Know Your Wants

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

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

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

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

## The Canadian Grocer

Montreal

Toronto

Winnipeg

Vancouver

# LEADERS— Melagama

TEA AND COFFEE are real live leaders. They are a credit to your store. They will get you new customers and hold them in line. Be a LEADER by handling LEADERS.

MINTO BROS., Ltd., Toronto



Sales on the New Cream are climbing "way up." In Tumblers, Anchor Caps, this line is an unusually popular seller. Shrewd grocers are stocking heavily. Order to-day from your dealer or direct.



Mustard  
ing "way  
with An-

T. A. Lytle & Co., Limited  
Sterling Road      -:-      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 of agents wanting agencies.

**ONTARIO.**

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

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

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

**The Harry Horne Co.**  
**GROCERY BROKERS**  
**Manufacturers' Agents and Importers**  
 309-11 King W., Toronto, Can.  
 We can place your goods on the market successfully.  
 (Correspond with us.)

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

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

**HENRI DE LEEUW**  
 28 Front Street E.    **TORONTO**  
 Importer - Foodstuffs - Exporter  
 I am a buyer for Beans, Peas, Seeds, Dried and Evaporated Apples, and pay cash. Send me samples and wire what you have to offer.

**WESTERN PROVINCES.**

**GEORGE E. MEASAM**  
**COMMISSION MERCHANT**  
 Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City.  
 P. O. BOX 1721,  
 Edmonton, - - - - Alberta.

**H. P. PENNOCK & CO.,**  
 Limited  
 Wholesale Grocery Brokers and Manufacturers' Agents.  
**WINNIPEG.**  
 We solicit accounts of large and progressive manufacturers wanting live representatives.

**W. H. Escott Co.,**  
 LIMITED  
 Wholesale  
 Grocery Brokers and  
 Manufacturers' Agents  
 Commission Merchants  
**WINNIPEG                  REGINA**  
**CALGARY                  EDMONTON**

**WATSON & TRUESDALE**  
 Wholesale Commission Brokers and Manufacturers' Agents.  
 120 Lombard Street  
**WINNIPEG                  MAN.**  
 Domestic and Foreign Agencies Solicited.

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

**RUTTAN, ALDERSON & LOUND, Ltd.**  
**COMMISSION BROKERS**  
 Representing Canadian and British Houses  
 Agencies Solicited  
**WINNIPEG.                  MAN.**

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

**BRITISH COLUMBIA.**

**The Campbell Brokerage Co.**  
 Manufacturers' Agents and Commission Brokers.  
 We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.  
 857 Beatty Street, - Vancouver, B.C.

**NEWFOUNDLAND.**

**T. A. MACNAB & CO.**  
**ST. JOHN'S - NEWFOUNDLAND**  
**MANUFACTURERS' AGENTS**  
 and **COMMISSION MERCHANTS**  
 Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

**QUEBEC.**

**W. J. McAULEY**  
 Commission Broker  
 Flour, Feed, Grains, Potatoes.  
 We are open for a good agency in food-stuff line, calling on the retail trade.  
 522 Board of Trade Bldg., Montreal.

**Grocery Advertising**  
 By Wm. Borsodi

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

PRICE, \$2.00.

ALL ORDERS PAYABLE IN ADVANCE

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

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

# "India"—On Everybody's Lips



**T**HE whole Empire is proud of India—and the Indian troops. For vigor and strength, the khaki-clad hill men of India are unsurpassed.

The same may be said of the hill-grown teas of Northern India. And it's this unsurpassed vigor and strength of Indian tea that gives Red Rose Tea its distinctive flavor and richness, and makes it go farther than it would if it consisted entirely of Ceylon tea.

Now, while the name "India" is on everybody's lips, is the strategic time to emphasize to your customers the "Indian" reasons for the distinctive quality of Red Rose Tea. You'll find that your customers will respond enthusiastically.

## Red Rose Tea "is good tea"

T. H. Estabrooks Co., Limited, Toronto, Montreal, St. John, Winnipeg, Calgary

## When it Comes to a Choice



the discriminating housewife unquestionably selects Jonas' Extracts. For forty-five years their uniform purity, strength and high quality have kept customers coming back.

When it comes to a choice with you, Mr. Grocer, insist on extracts your customers will find pleasure and satisfaction in continuing to use—make it Jonas'. Stock up now.

**HENRI JONAS & CO.**

MONTREAL, QUE.

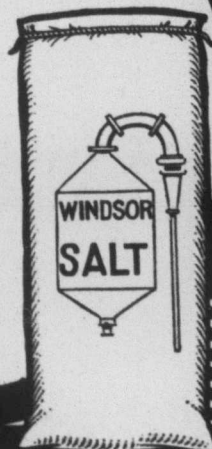
ESTABLISHED 1870

## WINDSOR TABLE SALT

is just clean, pure Salt, refined to the highest degree of purity, in the most modern Salt works on the continent and Made in Canada.

**Canadian Salt Co., Limited,**

WINDSOR, ONT.



# BUSINESS LOGIC!

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

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

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

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

¶ If not, why not?

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

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



## LATEST BULLETIN



Just as the presses close, we get the final check of last month's business.

We find that our sales for January, 1915, are

# 92,064 lbs.

in excess of the sales for January, 1914. This extraordinary increase in four weeks is not due to any unduly large shipments, but is the tried and proved verdict of the public on our persistent policy of "QUALITY FOREMOST"—always.

# "SALADA"

TORONTO

MONTREAL

## The Last Day

you can avail yourself of Diamond Cleanser Special Offer is February 15th.

Cash in on it immediately—it is intended for your personal benefit just to show our appreciation of your energetic co-operation during 1914.

Here is the offer, good at any wholesaler, from January 4th to February 15th inclusive:

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

The popularity gained by Diamond Cleanser last year augurs well for 1915 and succeeding years. Pick out the order best suited to your requirements and get in on the extra profits.

Order from your wholesaler.

**STEPHENS, WELCH & CO.**

7 Ossington Ave.

Toronto

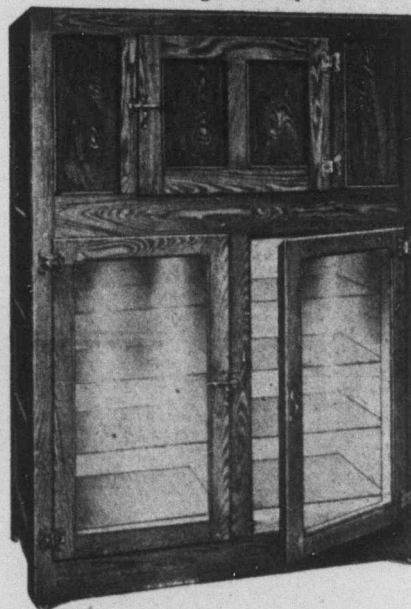


## A EUREKA REFRIGERATOR FOR NOTHING—

This is not an advertising "stunt" but a statement based on absolute fact, proven by Grocers and Butchers all over this great Dominion of ours, that the EUREKA Refrigerator, made in Canada, does not cost one single penny above the loss you sustain every season by an inefficient refrigerator system. In other words, the increased

profits gained by the use of the EUREKA will pay for its installation in a single season.

Make us prove our statement—we can do it.



**Eureka  
Refrigerator  
Company  
Limited**

31 Brock Ave.  
TORONTO

## Children Thrive Best on Robinson's "Patent" Barley

And mothers know this too. Maternal pride demands the best, demands the most nourishing and healthful, de-



mands Robinson's "Patent" Barley. A first order will enable you to see just what this demand really is in your locality.

ORDER FROM YOUR WHOLESALER TO-DAY.

Agents for Canada

**MAGOR, SON & CO., LIMITED**  
403 ST. PAUL ST., MONTREAL      30 CHURCH ST., TORONTO

## Backing up our \$60,000 Consumer Advertising



In every household in your community there is a demand for a remedy that will straighten up disordered or devitalized nerves. Every day you have dozens of patrons placing orders with you for groceries, who, if they knew the merits of

### Dr. Cassell's Tablets

would include a package in their list and derive untold benefit from their use. Their merits have been proven beyond a shadow of a doubt for the past 30 years in the "Old Country." Now we want Canadians to know and appreciate them. We want grocers to back us up in our extensive consumer advertising campaign.

A small trial order will pay you well. Send for it and make a little counter display. Don't stick them back in the shelf, but show them to everybody.

50% profit is yours.

ORDER NOW.

**Dr. Cassell's Medicine Co., Ltd.**  
MANCHESTER, ENG.

Agents for Canada: Harold F. Ritchie Co., Ltd.  
10-14 McCaul Street      Toronto

# CANADIAN GROCER

VOL. XXIX

FEBRUARY 5, 1915

No. 6

## Getting After Country Trade \*

Methods of a Village General Merchant for Beating Out the Mail Order Institutions—How He Sold a Customer an Article She Had Contemplated Buying from the Catalogue House—When You Save a Farmer Money, Tell Him About It.

“OUR business last year,” remarked a village general merchant to the writer the other day, “was away ahead of that of 1913—in fact, ahead of any year in our career.”

“Why, we’d never know there was a big war on if we did not see it in the newspapers,” he added.

There you have in a nutshell the conditions of business among the more aggressive merchants in the smaller centres of the country where the farming trade is depended upon to a large extent.

“There is every reason,” he went on, “why business with us should have been better last year than the preceding one. Isn’t the farmer getting more for practically everything he produces? Look at the price of wheat and oats and hay, butter and eggs and hogs. The farmers in our district were never better off and as we went after business good and strong, we got it.”

“Are the mail order houses getting much from your community?” he was asked.

“Not a great deal.” was the reply. “You see we keep the post office here and we know pretty well who attempts to buy from out of town. We do not make it a point to find this out—we simply cannot help knowing. Catalogues come through frequently to several of our patrons and of course are passed on as if we knew nothing of them. We get the catalogues too and study them. In

\*This is the first of a series of articles on getting more business from the rural communities. Every merchant knows that apart from a few districts throughout the country the farmers are to-day the most prosperous people, because of the fact that the war has brought to them opportunities that otherwise they would not have realized. Prices are high in all grains, and it begins to look as if wheat will reach the \$2 mark before the next crop is harvested. Canadian Grocer would appreciate any instances of how merchants have increased their business with the farming communities. Watch for the other articles of the series.

### BUY YOUR FLOUR NOW

The wheat market has been soaring and flour is going up too. We would urge every one to buy a bag of flour now. See our window when you come to town on Saturday. Now is pancake time too. Ask to see our pancake flour and our syrups.

**Flour**—When you bake your own bread you want satisfactory flour. Blank Brand is guaranteed. Per sack.....

**Pancake Flour**—In the winter months the old-fashioned pancake supper cannot be beaten. Try a package of our Blank Brand pancake flour and see what delicious cakes it makes. Per package.....

**Corn or Cane Syrup in Tins**—Syrup is one of the best winter foods that can appear on the table. With pancakes, bread, hot biscuits or muffins syrup is delicious. Per tin...c up to...c.

**Maple Syrup**—It is early for new Maple Syrup yet, but we have a limited quantity left from last year in quart bottles—as pure and with as fine a flavor as when it was first boiled. Per bottle, ...c.

**Pork and Beans**—For a winter meal a steaming hot plate of tasty pork and beans is unsurpassed. There is strength in them. Per tin, ...c. and ...c.

**Canned Tomatoes, Peas or Corn**—You can get here a nice vegetable for dinner that tastes just as fresh as if it were just picked from the field, for ...c.

Visit our store on Saturday. Ask us to show you these goods.

**John BROWN**

75 John Street

Phone 54

With an advertisement like this in the daily or weekly newspaper, considerable business from the farmers is possible.

fact, one or two of them lie around the counters all the time, just so that they will be handy when required.

“Let me give you a concrete example of how the other day I won over a customer from sending a lot of her money to one of the big stores. I knew she had received a catalogue and that sooner or later she would be sending a \$25 order to ——. So when she came in for her groceries that week I took her in charge myself. After she had given her order—and the family had been enquired about—she was about to leave the store. Going towards the door we passed the china counter. Of course I knew the woman well, so I asked her opinion on a new set of dishes we had placed in stock about that time. She looked the dishes over carefully and admired them, for the set was a pretty one.

#### A Convincing Talk.

“‘Do you know,’ I said, ‘I was just looking through ——’s catalogue and saw exactly the same set for \$2.50 more than what we are selling them at.’ I picked up the catalogue near by and showed her the exact set. It surely opened her eyes. I didn’t expect she was in the market for a set of dishes and neither was she. But my aim was to show her that we could sell goods just as cheaply if not cheaper on the whole than the mail order houses.

“Before she left the store she asked me if we had any nice winter coats for children. We had and I showed them to her. While she didn’t say so, I knew that the catalogue had been gone over thoroughly, and I had no doubt that a child’s coat was one of the articles decided upon. I quoted our regular prices for I knew that in coats we could do just as well as ——’s, and I sold her one. I found out from the catalogue after she left that we could beat the mail order

(Continued on Page 34.)



# How Other Grocers Do Things



## Handles High-Class Chocolates

Murphy Bros., who have two stores in Montreal, recently commenced to handle high-class chocolates, a line which has been left more or less to the druggist and confectioner, the grocer handling the cheaper grades. Murphy Bros. decided upon a special brand, the manufacturer of which sent them samples to give away to their customers. These were not put in the delivery boxes for the maid to eat, but were handed to better class customers when they entered the store. At Christmas they practically sold out their stock of better-class lines, and had to re-order. The line handled ran up to a dollar per 1-lb. box, the 10 oz. size bringing 50 to 60 cents. They also carried 2-lb. and 5-lb. sizes, but the latter did not go very well.

The druggist, as a rule, gets this business because he pushes it. He makes displays of chocolates at every opportunity, and gradually he has become known as headquarters for the better-class chocolates. Possibly the fact that he keeps open at night has something to do with the success he has achieved. There is large profit in good chocolates—around 33 1/3 per cent. They require special showcases, which are kept clean and reserved for high-class confectionery only.

It is not generally known that one of the best known manufacturers of chocolates in Canada first handled them in a grocery store. He started by pushing a good line. Eventually he went into the business. The industry grew, until today he is a well-known manufacturer of high-class chocolates.

## An Effective Talk

When a customer makes a purchase in the grocery department of the Robt. Simpson Company, Limited, Toronto, and pays for the goods at the time, he gets a counter check slip announcing the Sales No. of the clerk, the Amount Received, the Date, the names of the articles and the price. This is intended to be kept by the customer, so that in case he desires to change the goods the store will have a complete record of the transaction.

But on the back of this slip is a splendid little talk designed to show the customer how much his visit to the store is appreciated. It runs like this:

"Our intention is that this bill shall record a transaction so satisfactory in all respects to the customer that confidence in and friendship for this store may be established.

"If for any reason we have not succeeded we will thank you if you call out attention to the shortcoming. Please be assured we will promptly rectify any error or omission on our part."

It costs but little extra to have this on the counter check and it is bound to create among customers the feeling that the store is endeavoring to give them satisfaction.

## A Full-Page Grocery Ad.

The F. R. MacMillan store, Saskatoon, Sask., does a great deal of newspaper advertising. A full-page grocery advertisement from a Saskatoon paper is before the writer and there are many points to it that readers will be interested in.

In the first place, it is extra well illustrated. Surrounding the entire page are cuts of various lines of goods such as ketchup, canned spaghetti, baked beans, canned pineapple, soap, corn starch, packages of quick dessert, olives, etc. One section of the ad is given over to a lengthy list of goods each of which could be purchased at the same price—45 cents. The list was as follows:

- 3 lb. — Lard.
- 4 packets — Mince-meat.
- 2 lb. Best Ontario Cheese.
- 2 tins Norwe-zian Fish Balls.
- 2 Jars Pure Clover Honey.
- 2 Bottles Queen Olives.
- 2 Bottles — Pickles.
- 2 Bottles — Sauce.
- 3 lb. New Fard Dates.
- 5 lb. New Cooking Fies.
- 2 Packets — Soda Biscuits.
- 1 Tin — Mixed Biscuit.
- 2 1/4-lb. Tin — Baking Powder.
- 2 Packets — Washing Powder.
- 4 Packets 16-oz. Seeded Raisins.

- 4 Tins — Lye.
- 4 Packets Macaroni.
- 4 Tins — Soups.
- 4 Tins — Sardines.
- 1-lb. Tin — Cocoa.
- 2 lb. Shredded Coconut.

Another part of the ad is devoted to a number of Combination Offers, such as:

- 1 lb. Fresh Ground Coffee, 2 lb. Finest Valencia Raisins, 2 lb. Finest Cleaned Currants, 2 pkts. — Mince-meat, \$1.

Other lists include breakfast foods, dried fruits, beans, peas, rice and other cereals, jams, marmalades, canned fish.

## Valentine Confectionery

Confectionery should be prominently featured from now until after St. Valentine's Day, on the 14th of the month. Boxes of candy of the heart-shape is a good line to place where it can be readily seen. In fact, a window trim of confectionery, both box and in bulk, is necessary if the passing trade is to be secured. Some grocers sell considerable quantities of heart-shaped candy itself for St. Valentine celebrations. This business should be gone after at once if the maximum amount of benefit is to be derived from it. This is a year when the retailer must, if ever, take advantage of every opportunity for increased business, and now that St. Valentine's Day is close at hand, and a new avenue of trade opens out, a strong effort should be made to sell appropriate confectionery.

## Want Early Closing

The Walkerville, Ont., branch of the Retail Merchants' Association held a banquet recently at which more than 60 were present. The association was re-organized five months ago and has now a membership of 40. Some time ago a largely signed petition was presented to the town council requesting the passage of a by-law making it compulsory for all stores, with two or three exceptions, to close at 7 p.m., excepting Saturdays and days preceding holidays. The by-law has now been prepared and will likely be passed at the next regular meeting of the town council.

# London Gets Grocers' Convention

Enthusiastic Meeting of Executive of Ontario Grocers' Section of the R.M.A.—Preparations Well Under Way and a Big Crowd is Anticipated—Several Important Matters Slated for Discussion—Work of the Head Office Reviewed.

*Reported by Staff Representative.*

**H**AMILTON, Ont., Feb. 3.—The purpose of the executive meeting of the Grocers' section of the Retail Merchants' Association of Ontario, held here on Wednesday night last was the making of preparations for the annual convention of 1915. These preparations are now well under way and it is expected that in a short time the entire program will have been completed. The great enthusiasm displayed, the harmony that prevailed and the vital topics slated for discussion indicate a convention full of life and profit. One of the important parts of the proceedings was the selection of the convention city. The Ontario grocers have usually met in Toronto but this year, London has been decided on. The London members of the Executive were present, and—together with their publicity commissioner who sent a telegram—advanced the claims of the Forest City, and won their point with no opposition.

One of the big questions that will come before the grocers at this convention include the selling by wholesalers direct to consumers. A report will be presented by a committee setting forth exactly the limit to which the retailers think the wholesalers should go. The Federal Flour and Cereal Branding Act will be another problem for discussion. Still others include the Dominion Weights and Measures Act, and the On-

tario garnishee law. The so-called "Co-operative Store" operations; the Contract Selling Plan and various principles connected with buying and selling will also be given prominence. The revision of Provincial acts relating to merchants such as the Transient Traders and Peddlars' Act, and the price of biscuits, so that the retailer can secure a fair profit will be other questions on the list.

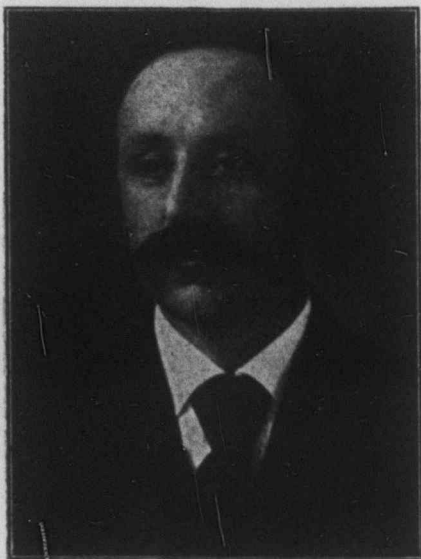
## Executive Well Represented.

President W. J. Mellen, of Brantford, occupied the chair and in opening the discussion referred to those members of the executive upon whom municipal honors had been bestowed at the last municipal elections — London, Stratford, Brantford and Hamilton grocers were all included in the honors, Mr. Mellen himself having been elected an alderman of Brantford in January. Secretary W. C. Miller read the minutes of the last meeting and also a letter from E. K. Barnsdale of Stratford, a member of the Executive, who has been elected Mayor of that city. Mr. Barnsdale regretted being unable to attend on account of the extra duties the mayoralty had imposed upon him. Stratford was, however, well represented by W. J. McCully. Adam Palmer, Thos. Shaw and Gordon B. Drake represented London; Chas. McCausland was there from Paris; F. C. Harp with Mr. Mellen from Brantford;

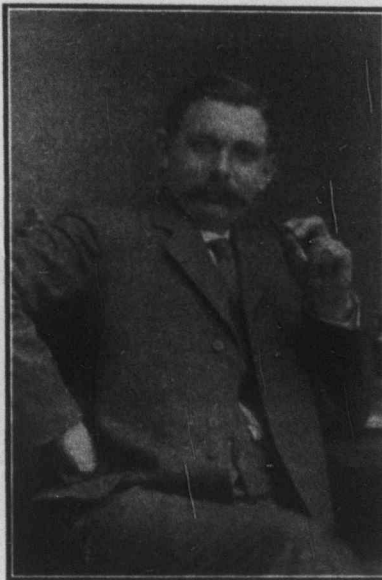
J. A. McIntosh from Hamilton; W. C. Miller, E. M. Trowern, D. W. Clark and Donald McLean, from Toronto, and E. F. Mason, was there from Peterborough.

While the dates for the convention have not yet been actually decided upon, it is likely that it will be held sometime during the first week in May, probably the first Tuesday and Wednesday. That matter was left in the hands of the London members of the Executive, who will determine as soon as possible where the convention will be held in their city, and when the hall for it can be secured. London is one of the prettiest cities in Western Ontario, is easy of access from every direction, and there is no more enthusiastic bunch of grocers than the members of the association there. Together with the vital problems stated, all this assures a good big crowd for the 1915 convention. Last year the grocers were not amalgamated with the Retail Merchants' Association, and they all expressed the opinion that with this connection this year better and more effective work will be accomplished. If the enthusiasm of the executive as displayed at the meeting is an evidence of the character of the coming event, it can be safely said that the big convention will be the most successful the grocers of this Province ever held.

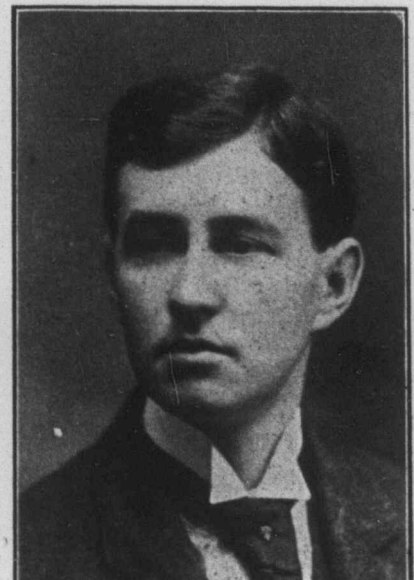
E. M. Trowern, Provincial and Dominion secretary of the Retail Merch-



THOS. SHAW.



ADAM PALMER.



GORDON B. DRAKE.

The three members of the Executive of the Ontario Grocers' Section of the R.M.A. in business in London, Ont., where the convention will be held this year. Preparations are now being made by them to handle a big crowd.

ants' Association of Canada, was asked to resume some of the work the parent association was doing and to suggest some of the problems that would come up at the convention. He has been working diligently in determining where wholesalers and manufacturers are at in reference to selling to co-operative stores. Some time ago he sent out letters to them, and at the meeting displayed a bundle several inches thick. A synopsis of these letters is going to be printed and sent to the various branch associations so as to show each the attitude of the various manufacturers and wholesalers to the retailers—favorable or unfavorable. The Ontario secretary made the remark that there were several "running with the hare and hunting with the hounds."

He had also sent out another letter to wholesalers and manufacturers in reference to whether large department stores were receiving goods at lower prices than the smaller retail dealers. This letter also asked whether goods were being sold at uniform stipulated prices or not. The replies will also be compiled so that the retailers of Ontario will know exactly where the firms from whom they purchase stand. The Contract Selling Plan was discussed and in the light of so much price cutting going on now-a-days it has become a very live problem for the grocers. Secretary Trowern believes that no firm can protect the profits of the retail trade unless it sells its goods not only to the retailer but to the consumer as well, on the contract selling basis. He cited a case, where a certain article was being sold on this fixed price plan to the retailer, but not to the consumer, and a cut price was placed upon it by a certain large retail store. The profits of the retail grocers in that city, were less on this account. He read some correspondence between the grain growers of Western Canada and an Eastern wholesaler. The former wanted to get car loads of groceries sent them from the East at cut prices. The wholesaler refused absolutely to sell to any organization of that character. This was the problem that the retailers had to consider deeply. There are too many wholesalers willing to supply consumers and it was thought that some means should be adopted to separate the firm that was willing to deal squarely by the retailers from the one who was out to get business from any source whatever. In fact the entire theme of the Provincial secretary's talk was more favorable conditions for the retailer with a chance to maintain his profits.

#### An Obscurely Prepared Act.

The Flour and Cereal Branding Act was discussed. Readers of Canadian Grocer will remember that this was taken

up a few weeks ago in this paper, and the ridiculous nature of it fully explained. If the retail dealers of Canada have to put the weight and names and addresses on every package of flour or cereal they sell to any but the ultimate consumer thereof, it is going to mean a great hardship. Mr. Trowern was down to Ottawa to see the officials in regard to this, and when the matter was gone into thoroughly with them, they also came to the conclusion that the meaning of the act was obscure. Whether the Government can read the retailer into this Act or not is a question. The matter will be taken up at once with different retailers for an expression of their opinion. Mr. Trowern was not far astray when he made the remark that one has got to understand Government acts before he reads them, for if he doesn't understand them before he reads them, he will never understand them.

Supplementary evidence of wholesalers selling direct to the consumer was supplied by W. C. Miller, secretary of the Ontario Branch Grocers' section. Mr. Miller stated that recently when in a northern Ontario town on organization work, he came across plain evidence that wholesalers were selling direct to cottagers and other consumers in that district, bills of goods amounting to around \$3 and \$4 including a couple pounds of tea, pepper, icing sugar, etc. This he claimed was not legitimate business for a wholesale grocer and urged that something definite should be done immediately to clean off the slate. He suggested that specific rules be drawn up by the retailers and presented to the wholesalers, showing definitely what "consumer" meant. D. W. Clark urged that where members heard definitely of wholesalers selling direct to consumers that plain direct evidence be secured, such as the invoice if at all possible. Specific instances were absolutely necessary before the association could take definite action in regard to any one wholesaler.

One of the interesting features of the convention will be a talk on eggs by Mr. Porter of the Department of Agriculture at Ottawa. This man has given the egg question a great deal of thought and has something good in store for those who hear him at the convention in London. An invitation has been forwarded to have him there.

F. C. Harp, of Brantford, suggested that more information regarding new acts should be passed on to the various branches by the head office, and J. A. McIntosh, of Hamilton, asked whether the retailer would not be allowed a certain length of time during 1915 to get rid of stocks of compound maple sugar, etc. It was pointed out that the new maple sugar and syrup regulations came into effect on Jan. 1st, and that a retail-

er would be liable to prosecution in case the Government inspectors collected samples of compound goods containing the word "maple." It was understood that compound syrup could be sold as "table" syrup for instance.

#### Acts to Be All Printed.

Adam Palmer and F. C. Harp moved that the Retail Merchants' Association take up the Garnishee Law and the Weights and Measures Act and give their advice re amendments at the coming convention. This was carried. Mr. Palmer also referred to the Transient Traders legislation as requiring attention. Chas. McCausland pointed to the faulty construction of the latter and it was generally felt that amendments were needed.

As intimated above, the head office is having printed all the Ontario acts referring to the retail trade, and these will be submitted to the various branches. They will be gone over thoroughly and where necessary, amendments to them will be gone after so that they will be more workable. Secretary Trowern pointed out that some councils were passing by-laws without any statutes back of them. In Toronto for instance a by-law was passed last year by the city council telling all dealers in coke to sell it by the bushel, but as there was no statute back of it, that by-law could not be enforced.

On motion of Gordon B. Drake and D. W. Clark, a vote of thanks was tendered E. M. Trowern for the lucid way in which he presented the problems of the retailer.

#### The Profits on Biscuits.

E. F. Mason, of Peterborough, reported on the biscuit matter. He maintained that more consideration should be given by the manufacturers to the retailers in the matter of prices and profits. He had had an interview with a manufacturer prior to attending the meeting and had pointed out that no article intending to sell to the consumer at 10 cents should be priced to the retailer at \$1. On the other hand an article costing 90 cents a dozen favored cutting to three for a quarter by those inclined, and he thought that the 95 cent price would be preferable to either of the others. The biscuit people were of course handicapped in the making of changes in view of the fact that many of them have always large quantities of certain sized packages on hand, their dies or the making of the tins, labels, etc. But as an article always sold the better at a popular price like 10 cents or a quarter he felt that the reform should come in the way of the different charges for the biscuits to the retailer.

"For instance," said Mr. Mason, "biscuits costing us 26½ cents, we could

(Continued on page 35.)

# Forty Years in Business

F. A. Scott, an Ottawa Merchant, One of the Veterans of Eastern Ontario—Changes in Methods Brought About by Passing of Time — Retailer Went to the Wholesaler Then.

Written by C. W. BARTON for *Canadian Grocer*.

**G**ROCERS in Eastern Ontario who did business with Montreal wholesalers thirty or forty years can speak of the days when the retailer went to the wholesaler. How different to-day! The man who waited for the grocer to come with his orders in this twentieth century would be reported by mercantile agencies before he had the chance to get his sign up. The waiting travelers in the retail store speak of the change which has taken place in the last thirty or forty years.

F. A. Scott, of Ottawa, remembers those early days. He remembers when he used to leave the Capital one day and reach the metropolis the next. It seems hardly believable in these days, when the distance can be covered comfortably in three hours. The route was via the old St. Lawrence and Ottawa Road to Prescott, where it was necessary to wait three or four hours for the Grand Trunk to Montreal. Fancy having to travel via Prescott to Montreal from Ottawa to-day! Our legislators would not like it.

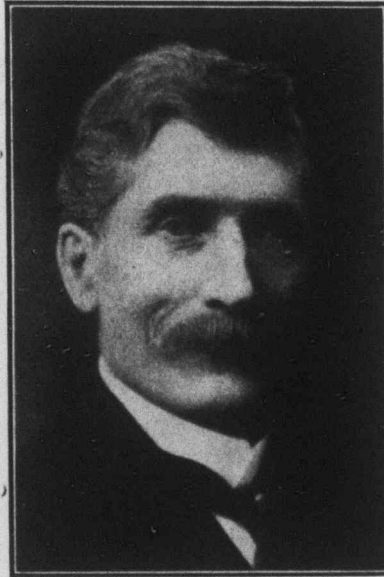
It was customary for Ottawa grocers to make this journey every three months. When the fall trip was made, sufficient goods were purchased to last until spring, supplies coming up by boat. But that is hurrying. The purpose of this article is to tell a little of the life story of F. A. Scott, one of the old-timers of the Capital, still in business, but leaving its direction more or less to his sons.

When Mr. Scott was a boy there were no delivery wagons in Ottawa, and it was customary for the last boy engaged to deliver the groceries. This was the kind of job they tell yarns about, just as they tell them about sweep boys who crawled up chimneys. It was a job that boys cried over. It was desperate. It was the day when real earnest grocers were made. From delivery boy he advanced to a full-fledged clerk, and remained with his first firm for nine years. At the end of that period he started for himself on Sussex Street, and was there for nine years. At the same time he did a little jobbing in lumber, eventually buying a sawmill. Unfortunately he broke into this business about the time of the great depression in 1876, and eventually lost every cent he had made, amounting to about \$22,000.

Following that he was engaged on salary by Howell & Co., Sparks Street. It was while with this firm that Mr.

Scott bought out a small tea jobbing business, but this did not go very well. Only bulk tea was handled, and the country merchants were not inclined to divide their orders, as by so doing they were unable to secure good prices on their other purchases. Eventually Scott was compelled to close the business up.

Before abandoning it, however, a bankrupt stock came on to the market, which he bought, and sold it at a profit just as it stood. This enabled him to open up in the retail business again, this time on Wellington Street, west of Bank



F. A. SCOTT, Ottawa, Ont.

An old-timer in the grocery business who tells of conditions in the past in the Capital City.

Street, in the store now occupied by R. A. Powell. Later he moved across the street to the big store in which he is now located.

## Moved With the Times.

It will be noticed that Mr. Scott moved with the city. While he had his ups and downs, he managed to keep pace with the times. Forty years ago, as all Ottawans know, the business section was in lower town, in the neighborhood of Sussex Street. It moved along Rideau to Sparks, and thence to Wellington Street, which street held sway at the time when Ottawa was the centre of the great lumbering industry, which has since moved north in the direction of North Bay, Mattawa, and is now in the vicinity of Cochrane.

With the growth of Canada, and the consequent growth of the Capital, business began to centre around Sparks Street, and to spread towards Bank Street, which two streets can now be considered the two chief thoroughfares of the Federal Capital. To cope with this advance, Mr. Scott opened a branch store at the corner of Bank and Gilmour Streets, where a higher class trade is done. The Wellington Street store goes under the name of F. A. Scott & Son, but is managed by Chas. F. Scott, whereas the Bank Street store is under the name of W. A. Scott, the eldest son.

Among the clerks who secured their experience with Mr. Scott were William Borthwick, T. Lemay, now on Sussex Street, and M. T. Pinkerton, who was with him for twenty-one years, and is now a well-known Ottawa grocer.

Speaking about the early days when he was in the jobbing business, Mr. Scott said that the whole of the country north as far as Minawaki was rough, but the people were fine to deal with. In those days they were all making big money, and, while he trusted everybody, he never lost a cent. He did a bigger business from 1870 to 1880 than he does to-day.

## Importance of Civility.

He has done business with one bank for forty years. Now that he is in advancing years, he leaves most of the work to his sons, putting his time in between the two stores. He never entered politics, but invested all his savings in his business, so that he knew where it was, and what it was doing for him. He believes that civility has played a great part in any success he has achieved, which is seen in the fact that some of his present-day customers were customers thirty years ago.

F. A. Scott was born at Bell's Corners, within ten miles of Ottawa, and left school, in order to work, when he was twelve years of age. He served his time with James Martin & Co., later becoming a partner in the business before opening up for himself. Mr. Martin died fifteen years ago.

When you cannot look back over a year of your business life and see where in you have improved, it is time for you to consider whether you have reached the top of the ladder.

# CANADIAN GROCER

ESTABLISHED 1886

*Only Weekly Grocery Paper Published in Canada.*

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TORONTO, FEBRUARY 5, 1915

## 1915 RESOLUTIONS OF A LIVE WIRE.

*Not only will I sell my customers what they ask for but I will tell them what they want. I mean that there are always new goods being put on the market which they may want and they expect me to judge for them which of these goods they should buy. It is my business to judge what my customer wants just as much as it is to supply what is asked for. It does not need a grocer to fill orders; the errand boy could do that—I will be a grocer.*

—A. L. W.

## Coloring Matter Regulations

RETAILERS should realize that there are new regulations regarding the mention on the label of coloring matter in foodstuffs, and that they are liable under the Adulteration Act for any breach of these regulations. The Standards for Quality for Coloring Matters in Foods were decided upon last April, and came into effect in May; but because of objections from manufacturers affected, no attempt has yet been made by the Government to enforce the measure. However, this attempt may be made any time.

In future manufacturers who add coloring matter of any kind to their products must so state the fact on the label. It is of course not necessary to state the name of the coloring matter, but simply place the word "colored" in a conspicuous place. There are some exceptions. In the first place only harmless coloring matters are allowed in any event. Full whole milk cheese, confectionery, ice cream and butter are exempt from the regulations. All these goods may be colored with harmless substances as in the past without a declaration of the fact on the label. Then again spirits, vinegar, sauces, non-excisable fermented beverages and summer or so-called "temperance" beverages may be colored with caramel only, without any declaration on the label. In all other instances the fact that coloring matter is used must be declared.

These regulations certainly look like a hardship on the retailer who is not familiar with coloring matters and does not know what goods have or have not been colored in the past—with a few exceptions. Nevertheless the Adulteration Act makes him responsible for any neglect on the part of the manufacturer to properly label his product. If there is any doubt about whether an article is properly labeled or not, the retailer should take the matter up with the manufacturer before purchasing.

## Scale Inspection Reform Needed

THE wife of a professor in a Canadian university bought some meat from a local dealer some time ago, and on weighing it on her home scale, came to the conclusion that it was a couple of ounces short. Indignantly she called up the retailer and told him of the shortage. Tirade of abuse followed that lasted several minutes.

Now the dealer in question was an honest man and prided himself on his honesty. So he took the matter up with a friend in the association who immediately sent a messenger to the house of the enthusiastic frau of the professor for the meat. The parcel was then taken to the local office of the Inland Revenue Department and weighed on a new Government tested scale. The meat instead of being a couple of ounces short weighed two ounces over the amount paid for without the paper.

Now it was the retailer's chance to score. A signed statement was secured from the Inland Revenue official as to the weight of the meat. The woman was called up on the phone by the association representative and told that she must apologize to the man she accused of cheating her. At first she refused. But on being told that the matter would be taken into court and that she would be made a public example of, there was a retraction and ample apology was made.

The trouble here was this woman had an old pair of scales that had become rusty with age and were therefore not fit for use. Not long ago there was a strong campaign on, urging the public to purchase their own scales to see that they were not being

cheated. Yet there is no provision whatever compelling private individuals to have their scales inspected. On the other hand the retailer is visited regularly by inspectors, and whether or not his scales are correct, he has to pay for the privilege of having them inspected to protect the "dear public."

That something is radically wrong is self-evident. There is assuredly work to be done by retail associations all over Canada to bring about a reform in this matter of scale inspection.

### A Presumptuous Newspaper

**W**HY is it that so many newspapers will turn against their local merchants whenever any new fangled proposition comes along? Read this from a Walkerton, Ont., paper:

"Walkerton is to have a co-operative store to assist in reducing the high cost of living. The Householders' Co-operative Stores Limited, of Toronto, a concern chartered by the Ontario Government with a capital stock of \$400,000 and who now have a chain of stores running successfully in Toronto are now prepared to open up branches in outside districts. They have appointed Wm. Bush to organize a branch here. He will start at once to appoint a provisional advisory board and treasurer to handle the funds for subscribers, upon which the company will pay a good interest as well as profit-dividends every three months. The company will also undertake to sell produce of all kinds on the Toronto markets for its members, without charge. This will be a decided advantage to the farmers."

Some newspapers are altogether too keen to subscribe to anything that is represented as a panacea for the "high cost of living." The Householders' Co-operative Stores have been in Toronto now for several months and one would certainly have to procure a pretty effective microscope to find any wide inroads they have made into foodstuff prices. The statement that this co-operative concern "will pay a good interest as well as profit dividends every three months" is mere presumption. Who can tell what it will do? That the cost of living will be reduced, as the paper says it will, and that substantial dividends and profits will be paid at the same time is the height of guesswork because it is most improbable.

The paper quoted above should be led to understand that the future of the town it represents depends on the success of its merchants and not upon consumer propositions such as this co-operative concern.

### Moisture Aplenty in the West

**A** TRIP through the Canadian West at the present—as was made recently by a Canadian Grocer representative—is not the disheartening experience that some people seem inclined to think. There is no pretence that business is as brisk as it has been in some past years, but there is also no feeling that the country is in for any permanent set-back. It seems, moreover, the spirit of confidence is based upon careful investigation.

At this season of the year there is always a great deal of speculation as to the crop. Moreover, conjectures as to this are usually very favorable. It is only during the summer that any real set-backs are admitted. In the present case, however, things are

somewhat different. More than ever manufacturers and wholesalers are anxious to get at the exact facts, for upon next year's crop a great deal depends. It is quite possible, of course, that there will be poor districts in 1915, but from what can be learned, there seems no possible reason to expect that over the whole West the yield will not be greater by a good many thousand bushels than it was during 1914.

All who are watching the West will remember that south-western Saskatchewan and southern Alberta had exceedingly poor crops last year. There were sections in this district where farmers did not take the trouble to thrash. There was not enough grain to make this worth while. This most unfortunate result came unexpectedly—after the crops had got a good start. Up probably to the middle of July everything was in fine shape, but then the ground was completely burned out.

That such a state of affairs should occur in this belt during 1915 seems practically incredible. Up to date conditions have been very satisfactory. There were exceedingly heavy rains in October, and now the snow has covered the ground—it has melted into the ground and covered the ground again. Experts state that there is seven feet of moisture in the land in this district. Talking with a farmer who has 2½ sections of land in this belt, and who last year reaped a crop of only 2,000 bushels, the statement made that whether there are any rains or not up to the middle of June the crops will be all right. It hardly seems reasonable that further moisture will not be secured during the course of the spring.

In the Western cities, where so much depends upon the coming crop, the feeling is one of confidence. All admit the possibility of failures in certain districts, but there have not for years been better prospects of a good general yield than at the present time. One going through the country sees on every hand that more land than usual is prepared for the crop, and it is very evident that the moisture is in the land in satisfactory quantities.

### Editorial Notes

FEBRUARY is a big fish month.

. . .

LIVE PEOPLE should not be expected to buy goods at a dead store.

. . .

THE AVERAGE store will make money by pushing the sales of seasonable lines.

. . .

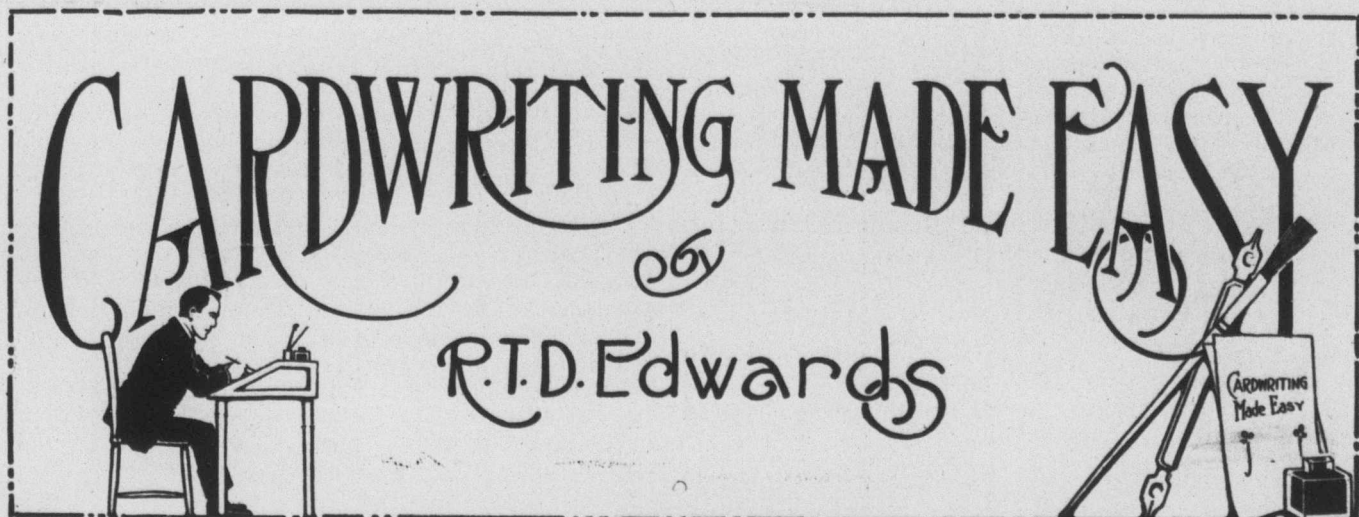
HON. MR. WHITE may come to be known, if not as Texas Tommy, at any rate as Taxes Tommy.

. . .

IT WOULD SEEM from news despatches that the Russians are providing well in advance for their 1915 Christmas celebrations. A few more army corps of Turks would put them on "easy street."

. . .

IF THE STEVENS Bill passes in Washington, D.C., manufacturers in the United States who desire it will have the privilege of placing fixed prices on their products to the consumer and will have the power to maintain them.



LESSON NO. 2.

**B**EFORE delving into this lesson I would urge all of you who have definitely decided to follow this card-writing series to ask yourselves this question: "Have I mastered the lesson set forth in this paper a month ago?"

Can you honestly say: "Yes," or is the answer "No." You know better than anyone else whether you have become master of all the lines, curves and figures. You also know that if you have not you are the only one who is going to lose thereby. If there is any doubt in your mind show your work to your employer or some other competent person, and let him say whether it comes up to the standard shown in chart No. 1. If he says that you haven't, then you have surely neglected that all important part of the work on which so much depends—PRACTICE. Omit the practice from all kind of study and the theory is soon to be forgotten. You must practice all the time even when

you are able to make the lessons correctly. If you don't you go back—you cannot stand still.

**Actual Show Cards Already.**

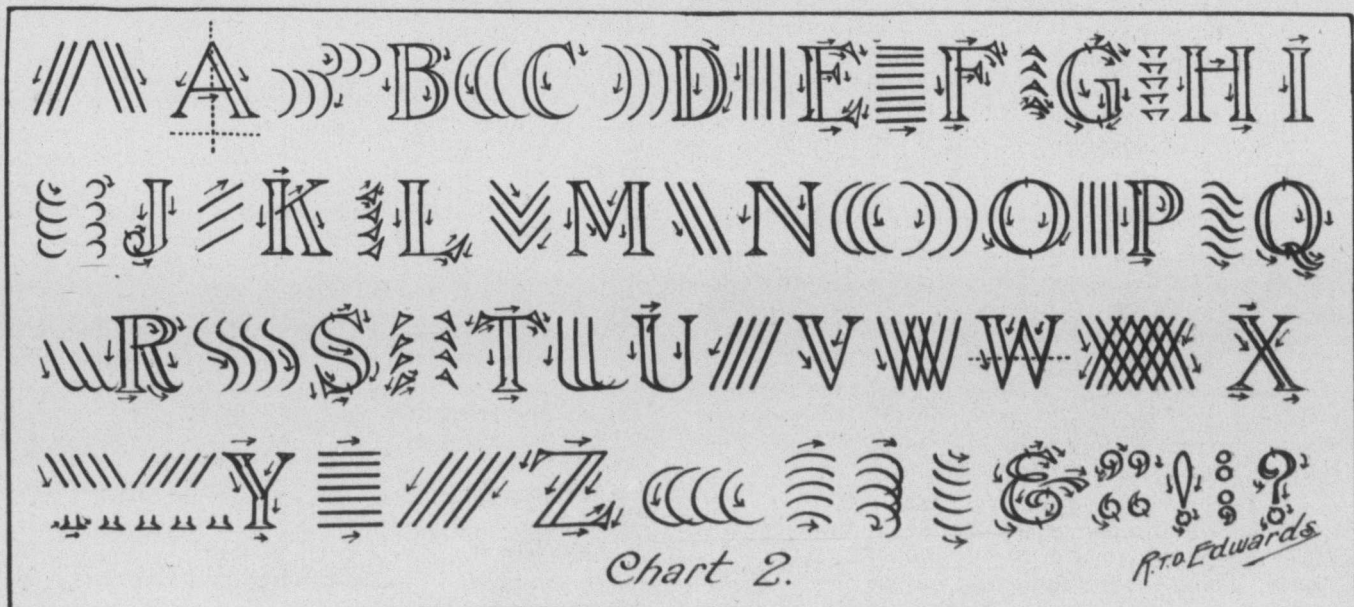
This month I am giving in chart form the upper case Roman alphabet. This form of lettering goes hand-in-hand with the figures of last month, and combining the two this month we can make show cards suitable and acceptable for any store.

The student should start practice work by laying out a half sheet card with guide lines one and one-half inches apart across the card. Then begin with the oblique line exercises preceding the "A" as shown in the chart, using a pencil to block out the work before the pen is applied. The exercises should be pursued until you have succeeded in getting the lines parallel—and remember a ruler must not be used. Having accomplished the straight lines, next make the letter "A." This letter requires and

needs a great deal of practice so as to have both sides properly balanced—the dotted lines illustrate one method to assist the student in this.

The two sets of curved lines in the letter "B" require frequent practice. Note that the lower one extends more to the right than does the upper. Care, too, should be exercised in getting the "C" graceful. The upper spur should come directly above the lower point. The curved lines of the "D" should be farthest apart at the centre. The upright lines necessitate a great deal of practice as many beginners have difficulty in keeping them from slanting either to the right or to the left. It makes the "E" more attractive to have the centre stroke slightly nearer the top than the bottom. Parallel horizontal lines such as precede the "F" constitute the best kind of a practising exercise.

The making of spurs should occupy considerable of the student's time as



The making of each letter in this chart is fully explained in the text.



Figure 1.—A, B, C, D, E.

they add the "life" to this class of letter. Make careful note of the exercises preceding the "G" and "H." The cross bar of the "H" should be slightly above the centre of the letter for the sake of good appearance. The straight lines of the "I," the same as all other similar ones, must be kept equal distances apart for the full length of the letter. The tail of the "J" requires much attention—the two preceding exercises will help the mastering of this. "K" is made up of straight lines but nevertheless requires long practice before it can be used on the show card. The upper right hand slanting line should join the upright a little above the centre. The lower arm of the "L" should extend to the right about two-thirds the height of the upright to balance it evenly.

**The Intricate Letters "M" and "O."**

"M" is a letter upon which many amateurs fall down so study it carefully. The centre point should be exactly in the centre of the upright lines. The two outside lines of the "N" should be

drawn first and the sloping lines inserted afterwards.

"O" is one of the most difficult letters in the alphabet to make. Both sides must be of uniform curves. Four

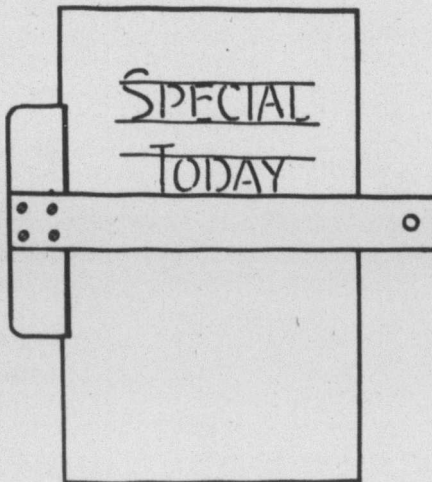


Fig. 2.

This shows how the "T" Square is used for ruling the card.

strokes are all that are required to make it.

The curved lines of the "P" should join the upright as near the centre as possible. The tail of the "Q" should be as graceful as the other part of the letter. The tail of the "R" when pointed as shown here should project a little more to the right than the upper curve. "S" like the "O" is very intricate and requires patience and practice to master. The curved lines should be practised many times. Perfecting the upper spurs of the "T" is where many have trouble. They must both be at the same slant only opposite. The upright lines of the "U" should terminate about one-eighth of an inch above the lower guide line so as to have room to join them both up with the curve lines. The "V" and "W" are of a somewhat similar nature, only the latter requires the angles of the slanting lines to be even as the dotted line indicates. The intersection of both lines of the "X" should be slightly nearer the top than the bottom. The angle of the



"Y" should be at equal distance between the guide lines. The sloping lines of the "Z" also require a great deal of attention. The "&" and all punctuation marks require just as much attention and practice as does any letter on the chart. The arrows indicate the direction in which to draw the strokes. The student should begin from the upper left hand corner and work towards the lower right corner always. The small cross lines indicate the beginning and end of the curved lines.

The same pen nibs as illustrated last month should be used for this work. The more blunt the nib is the better, providing the ink will flow off it freely.

**Hints on Spacing.**

One of the most important points for the beginner is the mastering of proper

chandise card, than the one well lettered and poorly spaced.

When a card is well spaced and properly balanced up, it can be read at a glance.

One serious error that the beginner often makes is the working in of too many curved lines. Once and a while they are all right but the majority of show cards should be lettered straight across, parallel with the top and bottom of the card. I have seen many cards of the amateur type, on which every word was written in a curve. Prospective customers waste much time if they stop to read it, but in the majority of cases the card is left unread.

**Read-As-You-Run Cards.**

The one great point to aim at when executing a show card is to make it the



A Completed Card.

spacing on the show card. The letters may be formed almost perfect but if the card is poorly spaced the good lettering goes for naught. I have heard experienced card-writers say, and I know it to be a fact, that a card poorly lettered and well spaced is far superior as a mer-

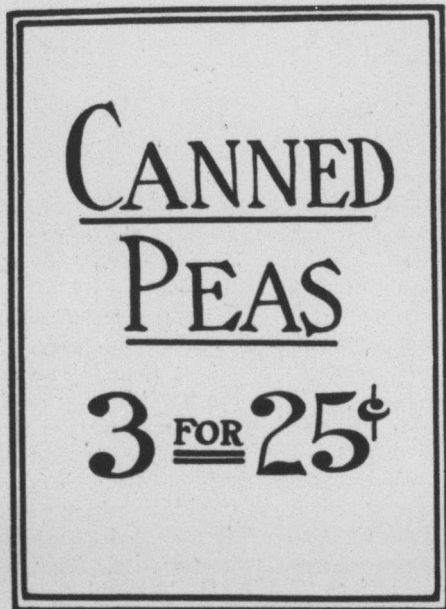


Fig. 3.

Type of word student should not be able to do.

"Read-as-you-run" variety, and all depends on the layout.

**Special To-day, \$2.00.**

Fig. No. 1 shows five different layouts for an ordinary card. Cards like these are of the ordinary sale variety, but you see how many different layouts all with the same wording can be made and all are probably equally effective.

**The "T" Square Helpful.**

Many card-writers use a "T" square with which to rule out the cards. This is a very sure and quick way of getting guide lines at right angles with the ends of the card. Fig. No. 2 demonstrates its use.

One can also get the same result if care is taken with an ordinary ruler by measuring with the eye; with continued practice you can rule a card just as accurately as if it had been measured.

The Fig. 3 card gives a fair indication of what kind of work should be expected from the person who follows this lesson thoroughly. This card gives the combination of the first and second lesson put into actual practice.

In the Fig. 4 card we have a combination of lettering and neat layout. The cards are exceedingly simple but you must admit that they could with propriety be used along with the very best display of merchandise.

**CANNED BEEF SITUATION.**

A report reached Canadian Grocer during the week to the effect that packers in the United States are having some

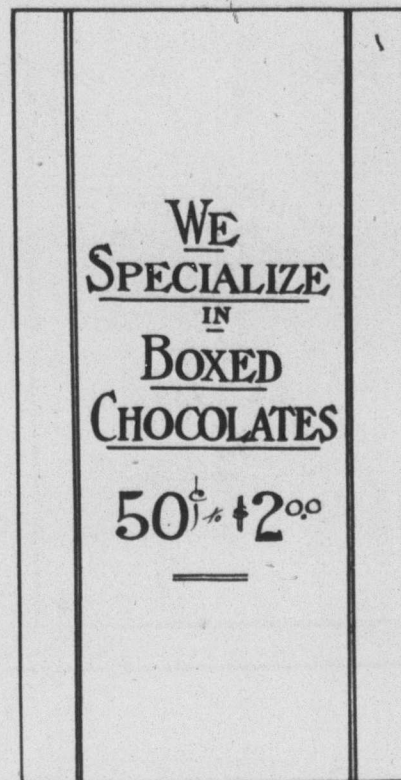


Figure 4.

Combination of lettering and neat layout.

difficulty getting beef. Both Australia and South America, from whom the United States packers have been obtaining large supplies—in view of a shortage of cattle in that country—have been shipping most of their dressed beef to England. The same report intimated that Canada has yet an abundant supply of cattle, and that consequently the prices for canned beef would ease off here, whereas the United States packers were looking for an advance.

A Montreal firm when asked as to the market situation in Canada, stated that there has been a tendency during the past two months for all meats to cheapen in Canada. It has been trifling, but nevertheless a decline. In reply to a contention that Canada might export in view of the absence of a duty, the firm said that was true, but there is none to export. They believe that an advance has already taken place in the United States.

This opinion was, however, not entertained by two or three large cattle dealers and packers in Toronto. They contended that so far as they could see there was nothing in the situation here that would tend to any decline, unless it was the fact that this is an off season for canned beef. Substantiating this contention, a large exporter recently purchased \$120,000 worth of canned meats to go to France and paid for them 10 per cent. more than he could have bought them at in Chicago. He was simply desirous of placing the business in Canada.

# Figuring Profits Accurately

Another Treatise on This Important Problem—Recent Article in Canadian Grocer Eulogized—  
Why Manufacturers Have Not Understood the Reason Why the Retailer  
Should Base Profits on Selling Price.

**I**N a recent issue of Canadian Grocer the problem of figuring profits was gone into, the methods of several Canadian retailers being given. Read in this connection the following from the Burroughs Adding Machine Co., will prove of value to those interested in this big problem:

Editor Canadian Grocer:

Dear Sir,—We note with interest an article in your January 8th edition of Canadian Grocer, entitled "Majority Figure Profits on the Selling Price."

The subject treated is a vital one, as the article points out; and you certainly deserve commendation on the enterprising way in which you have handled it.

When your article was brought to my attention, it naturally recalled to mind a little booklet we have had in print here for some time, and of which we have just finished printing the sixth edition, namely, "The Right Way to Figure Profits."

This booklet was written by Thomas A. Fernley, of Philadelphia, and advocates in no uncertain terms the selling price as the proper basis of figuring profits. From the letters and comments we have received since it was first printed, this booklet has created a profound impression in the retail world. Thinking that you might want to read this book over, we are to-day mailing you a copy under separate cover.

Upon reading "The Right Way to Figure Profits," you will find that in addition to comparing the relative merits of figuring profits on the cost basis and figuring them on the selling basis, it gives some simple examples which show specifically how profits should be figured on the selling price.

We trust this little book will prove of interest to you.

W. R. MELTON,  
Research Division,  
Burroughs Adding Machine Co.  
Detroit, Mich.

## The Need of Accuracy.

The book on "The Right Way to Figure Profits," to which Mr. Melton refers has been read before by the writer and it certainly covers the problem pretty thoroughly, and in a way that leaves little doubt as to the proper way to figure profits. Mr. Fernley's reasons are based on sound logic and a few ex-

## REASONS FOR FIGURING ON SELLING PRICE.

*"The fact that a profit is not made until a sale is actually effected further advances the selling price as the proper basing factor for percentage of profit.*

*"The salary or other form of remuneration of salesmen is always reckoned on the sale and the amount is always based more or less on a percentage of the sales totals.*

*"Mercantile or other taxes of a similar nature are assessed on a certain percentage of the annual sales.*

*"All allowances in percentage to customers for any reason, or no reason at all, are based on the selling price. There is the 10% allowance by Department Stores to the clergy, dressmakers, teachers, etc.—all deduct the 10% from the selling price, and they neither know of nor care about the cost.*

*"Certainly the astute managers of department stores do not add 10% and then allow 10%, thereby losing 1%."—Thos. A. Fernley.*

tracts from the book should prove of great value to readers.

"It is indeed remarkable," he says, "that on such an important subject as the method of calculating the percentage of profits there should be such a variance of opinion as seems to exist, for the issue involved is vital to the welfare of every one engaged in any form of commercial activity.

"True the vital issue is the showing of net profit in dollars and cents at the end of the year when the inventory is completed and books are closed, but in order that this showing should be satisfactory, the proper method of figuring profits should be pursued during the year. In our mind there should be no misunderstanding as to the correct method of calculating this most essential element in every business transaction, for accuracy is the twin brother of honesty and right methods are necessary for the attainment of any desirable thing.

"Every man engaged in business ought to be able to see that John does not have 50 per cent. more than James, because James has 50 per cent. less than John.

"Yet many business men seem to have persistently refused to acknowledge that

any per cent. of a smaller sum is a smaller per cent. of a larger sum—that if a fixed sum is a certain per cent. of a certain sum, it is a smaller per cent. of a larger sum—or to put it correctly, that if 25 is 25 per cent. of 100 it is only 20 per cent. of 125 and 25 per cent. increase over cost is 20 per cent. profit on the selling price.

## A Rock That Wrecks.

"An incorrect or incomplete understanding of percentage of profits and failure to observe the proper method of figuring the percentage of profit is the rock on which many commercial undertakings have gone to pieces.

"The subject of percentage of profit has not been given sufficient consideration by the school and college text-book writers, especially from the standpoint of business men, so that the insufficient and incorrect understanding of the question has led many to falsely believe that the percentage of profit should be figured on the cost.

"The method of figuring the ratio of profit on the sale is declared by many who may not be fully informed to be diametrically contrary to the methods taught in our schools and is, therefore, loudly decried by those who now insist on using the net cost as a base, to their consequent loss.

"So that it may not be misunderstood, it should be said that it is scientifically correct to use either the cost or the selling price as a base in figuring the percentage of profit, so long as it is stated on what base the percentage has been calculated."

## Gain and Profit Defined.

Dealing with the difference in meaning of loss or gain Mr. Fernley says: "School and text books refer to this question as 'Percentage of Gain or Loss,' and the initial figure or cost is used as the base.

"Some text books use as the base a prime or net cost and others again add a certain amount for expenses using the gross cost as the base. So far as the question under discussion is concerned, the percentage of profit should be figured on the selling price, just the same, whether prime cost or cost plus selling expense is used.

"Many of the examples given refer to abstract figures, citing such cases as the following:

"If the population of a town increases from 30,000 to 45,000, what is the percentage of gain? Answer—50 per cent."

"This is, of course, correct, and the words 'gain' and 'increase' are properly used in this connection, but this bears no relation to the question of percentage of profit as applied to commercial transactions involving money."

Here is another significant statement: "A percentage of gain or increase of many hundred per cent. is possible but as percentage of profit is on sale, 100 per cent. profit is impossible unless the goods are secured free of charge."

"The percentage of profit and the percentage of cost of doing business should both be figured on the same basis."

"First let us consider what we use as our cost. Almost all merchants consider as cost the invoice price or 'prime' cost, with no selling or other expenses added, merely figuring in the cost of delivery to their warehouse."

"All operating expenses, storage, selling, office expenses and every other item of expense and profit must be provided for in the difference between this net cost and the net selling price."

#### The Way of Some Manufacturers.

"On the other hand, manufacturers very generally start with their shop or mill cost, and add to this all the direct outlays incident to placing the goods in the hands of the buyer. This includes storage, selling expenses, office expenses, packing, freight, and all miscellaneous expenses, making a gross cost above which everything is profit."

"This fact accounts in a measure for the variance of opinion between some manufacturers and merchants on this question. Manufacturers are prone to tell merchants that on their line of goods a profit of 25 per cent. is made, when the fact is that the gross profit is 20 per cent. on the sale. If arguments of this nature are properly met a change of method beneficial to the entire business community will be effected."

"In every business (we refer more particularly to merchandising) two separate amounts of capital are required. One item of capital is required for investment in merchandise. Another item of capital is necessary for operating expenses, selling expenses, and all other expenditures not properly chargeable to merchandise account."

"All the capital invested in the business must produce a proper return. Dividends are obviously impossible on the entire amount of capital invested unless all is considered in making selling prices."

#### Sound Reasoning.

"If the percentage of profit is reckoned on the cost of merchandise only,

no provision is made for the other necessary item of capital demanding returns."

"The sales totals are always readily ascertained, but the total of each individual, daily and monthly cost of goods sold is seldom, if ever, recorded in the books of business houses."

"Therefore, with the sales totals always present and the fact conceded that the purpose of the business is primarily selling, is not the sale a proper base

for all calculations, and how could cost be considered when it is not definitely known by reference to sales books?"

"Gross costs can only be ascertained from the totals obtained at the end of the business year, and are not shown daily as are the gross sales."

"The amount of profits depends largely on the volume of business, so that the percentage of profits to sales is

(Continued on page 45.)

## World's Congress of Grocers

*Big Convention Called at San Francisco, Beginning May 10 —  
Invitation Extended Through Canadian Grocer  
to Retailers of Canada.*

CANADIAN Grocer has already discussed the probability of a World's Congress of Grocers at San Francisco, Cal., during the great Exposition there. In this connection the following letter from the President of The National Retail Grocers' Association of the United States will be read with interest:  
Editor Canadian Grocer,

Dear Sir:—I am writing to call your attention to the fact that the 18th annual convention of the National Association of Retail Grocers of the United States will be held in San Francisco during the week of May 10, 1915, and on Wednesday, May 12th, during that week, we are going to celebrate "Grocers' Day" at the Exposition. This day has been set aside especially for the delegates to our convention and all retail grocers from all parts of the world who will be here; therefore, we are arranging a World's Congress of Retail Grocers on that day.

We hope every retail grocer, every trader or provision man in Canada who is coming this way about that time to attend the Panama Pacific International Exposition, will make it a point to be here during the week of May 10th and attend the World's Congress of Retail Grocers on May 12th, on the Exposition Grounds, ending at Festival Hall, an immense Auditorium where we will arrange a program of speakers from different sections of the world, where they may tell us what is doing in an association way there.

I know Australia is doing well in an organization way and we have already been assured by Mr. Arthur Giles, secretary of the British Federation of Retail Grocers, that he will be present at this Congress and bring a delegation with him. To the secretary of the French Federation of Retail Grocers we have also extended an invitation.

We will have delegates to this Congress from Canada, Mexico, Alaska, Hawaii, and parts of South America, as well as the Philippines and Hong Kong, China; therefore, we hope you will boost all you can to see that a delegation from your different associations in your country will attend this—the only World's Congress of Retail Grocers, General Merchants and Traders that may ever be held.

Many who are coming to the Exposition can arrange their affairs to be here on the week of May 10th and take part in the biggest day of organized grocerydom. Wednesday, May 12th, the World's Congress of Retail Grocers.

I hope you will keep this office notified what the prospects are of having representatives from your part of the World.

Extending my best wishes for a successful year during 1915 to you and yours, I am,

Yours very truly,

NATIONAL ASSOCIATION OF RETAIL  
GROCERS OF THE U.S.  
F. B. Connolly, President.

# Getting Cured and Cooked Meat Trade

Reasons Presented Why There is Good Business to be Secured and Methods of Different Dealers for Going After It — Importance of Display.

**I**N the sales of the average grocery store to-day the cured and cooked meat counter is playing a prominent part. While there are some who treat this department more as an accommodation to a few customers than anything else, there are others who have developed this into one of the most paying of the entire store. That there is a demand for cured and cooked meats is indisputable. The question is, can this demand be increased by the judicious display and aggressive selling methods of the retailer? This question is answered by a great many retailers in the affirmative, who have by featuring meats and sausage built up a nice paying department with little extra expense.

## Saving in Expenses.

There are a few points that the grocer should consider in the operation of a cured and cooked meat counter. The first is that meats can be delivered along with groceries at no extra expense. It is usually the case where a person orders meat from a grocer she will also order her groceries there. In the second place, the dealer can operate his meat department usually with the same staff as the grocery end of the business. Of course, when the meat sales reach the extent where an extra salesman is required to handle it alone, then it is a paying investment to employ an extra salesman.

It is apparently human nature that when a woman goes out on a shopping tour she calls upon her grocer first. If she sees there the meat she requires she will buy it from the grocer.

Again, a corner in the majority of stores can be readily found for a meat counter without crowding the remainder. One dealer, interviewed by Canadian Grocer not long ago, stated that with the recent addition of a provision counter he had greatly increased his turnover and at the same time brought in new customers for the grocery department. The fact that it was costing him nothing extra for delivery meant that he was able to make a nice little profit.

In discussing the provision department, David Wilson, Cranbrook, B.C., gives some pointers for the trade to consider. "From my experience in handling a provision department," he says, "I find it advisable to appoint an assistant who takes more than the ordinary interest in cured and cooked meats and sausage. I allow him to do all the slicing of hams or bacon ordered by our customers. I believe that by this method I

am saving many dollars in a year, because if several assistants are allowed to slice or cut up bacon, there will be no end of trouble and waste. My advice is that when slicing bacon one should never begin to cut a side in two, but rather to slice it from one of the ends. When the piece is sliced down to about four pounds, no more should be cut off, as cuts of that size have a very ready sale in the piece. People requiring their bacon sliced get it from another piece. This method prevents small ends lying around the store, which are of no value whatever.

"I have found a platter covered with nice crisp lettuce and sliced bacon, neatly laid around it, a great help to sales. This makes a tempting display, and is certainly a creator of business.

"My method is to purchase no more than will last for two weeks, so that we never have a lot of stale goods on hand. We order perishable goods, such as sausages daily, if at all possible, and we always make it a point to sell the old stock first."

W. J. Bragg, Gainsboro, Sask., has an annual turnover in cured and cooked meats, etc., of more than \$500, and his department is so conducted that he always makes a net profit. He claims that keeping meats on display where they will be seen by every customer coming into the store is bound to be responsible for a good many sales.

## Sells \$2,000 Worth.

C. Laundry, St. Flazie, Que., sells in the neighborhood of \$2,000 worth of cured and cooked meats and sausages in a year. He also makes a net profit on them. Practically all his goods are sold in the whole piece and none are sliced, which, of course, prevents any loss in slicing or waste through ends being unsalable. He makes it a point, too, to have the goods always fresh.

A. Griffin, Alma, Ont., sells cured and cooked meats to the extent of about \$500 a year, and says he makes a net profit on them too.

The experiences of these few merchants indicate that there is money to be secured in a cooked meat counter. An Ontario grocer stated recently that by featuring sliced bacon, cut evenly with a meat slicer, he was able to increase his provision sales more than 60 per cent. in a year. His method was to slice sufficient bacon to last a whole day. This was neatly laid on parchment paper and carefully piled in a display refrigerator

at the front of the store. The customers, he said, always saw this on entering the store and on leaving it, and in a great many cases the display alone produced a sale.

As the British Columbia dealer pointed out, a splendid method for displaying bacon and cooked ham is by the use of platters in the window garnished with lettuce or other green stuff. Now that many retailers are not finding the usual sales for goods that are in the luxury class, every endeavor should be made to get after logical grocery side lines, such as ham, bacon and sausages. Wholesale dealers point out that this year they are experiencing good business in cooked hams, which they did not expect, particularly in cold weather and when prices are fairly high. This shows the trend of the methods of the housewife. She is endeavoring to cut down labor to the greatest possible extent, and is buying cooked meats.

Take advantage of this and get the business that is passing in your district.

## FOOD VALUES AND COSTS.

How to secure the highest nutritive value in food at the lowest cost is the problem dealt with in a leaflet issued by Dr. John W. S. McCullough, chief officer of the Ontario Provincial Board of Health.

That dried peas and beans contain as much flesh-forming material as meat, is one piece of information given. It is also interesting to know that bread and pastry from "seconds" flour are more nourishing than from white flour, and that oatmeal, when thoroughly boiled, is highly nutritive. Another economic suggestion is the boiling or baking of potatoes without peeling. The leaflet recommends milk, meat once a day, herrings, codfish and bloaters, dripping, which is said to be as nourishing as butter, and cheese, said to have more food value than meat. There is a strong recommendation for the copious drinking of water. Milk and cocoa are regarded with favor.

The general advice given and principles set forth are supplemented by a number of recipes for cooking and serving various kinds of food. These are designed to aid in the preparing of dainty and wholesome courses, always with regard to obtaining food values with the minimum of cost.

## Canned Goods Situation

**T**HE fact that many canned goods have been sold recently rather cheap to the trade, has led to the assumption that the demand is poor, and that the supply is large, but if the situation is carefully analyzed, another reason for this condition of affairs presents itself. In the past, it has been the general custom of the retail trade to purchase yearly supplies of canned goods in the early part of the year in a sufficient quantity to keep them going until the new pack came in the following year. This has been somewhat changed of late, the retailer being content to order in smaller quantities, and more frequently, so that less of his money would be tied up in one particular line.

Some canners now are finding themselves in need of money. This is one reason why so many large stocks have been placed on the market of late at low figures. In discussing the canned goods situation too, it must not be forgotten that the heavy consuming season has not yet arrived. Between now and the new pack, there is going to be a heavy consumption, and it is certainly early to predict that the usual quantities of canned goods will not go into consumption.

In the West, the situation is exceedingly hopeful for heavy buying just as soon as Spring opens up. It is generally understood by the trade that the West has not an overload of canned goods in its possession at the present time. It bought exceedingly light last fall, and just sufficient stock to keep the trade going in a hand to mouth way. This means that western stocks must be pretty well depleted by this time. When spring opens out upon us, and the western farmer gets on to the land, there is bound to be a big revival in the consumption of canned goods, which means that there is going to be heavy ordering from the East. In so far as the three important vegetables are concerned—tomatoes, corn and peas—it is predicted that there will be little hold over and if any, it will be on tomatoes, as this was a particularly large pack last fall, due to the fine autumn weather that prevailed.

When all these things are taken into consideration it does not look as if prices will drop away very much. In fact those in close touch with the situation, are inclined to think that some advances will be made, if any change whatever occurs.

The Dominion Canners secured a large contract from the British Government which took every tin of canned poultry they had for sale. The prices secured

were in advance of those prevailing in Canada. They could have sold a much larger quantity had they had it.

Newspaper reports indicate that growers in Western Ontario are discussing the probable price of tomatoes for the coming canning season. One report stated that the growers decided not to accept anything less than 30c a bushel this year. This does not indicate that they will get it, or that canned tomatoes will be any dearer this year than last. It will be remembered that when a few years ago, some growers in Eastern Ontario, decided on a similar action, the canners bought their own farms and grew their own vegetables. A similar thing may happen again.

### U.S. SYMPATHISERS HELP THE BRITISH.

The British American War Relief Fund which was opened in New York last fall has done and is doing much to provide warm clothing and comfort for British soldiers and sailors on active service and in the hospitals. It is being conducted under the patronage of the presidents of the St. George Society, St. Andrews Society, St. David's Society and the Canadian Society, all of New York. Richard Harding Davis is the corresponding secretary. This is a most worthy object our friends in the United States have undertaken. Articles such as mufflers, wristlets, socks, woolen gloves, belts, woolen helmets, colored handkerchiefs, woolen underdrawers, undershirts, cardigan jackets, sweaters and tobacco; and for the hospitals, old linen, bandages, antiseptic gauze and anesthetics, are being collected and purchased. Already articles have been forwarded and have been acknowledged by Lord Kitchener.

Canada, as a part of the British Empire, hears with a great deal of gratitude of what our neighbors to the south are doing. Those connected with the fund are British sympathizers in a neutral country and are influential men and women.

### WHOLESALE FISH MEN MEET.

The wholesale fish dealers of Montreal met at Freeman's Hotel, Montreal, on Saturday, Jan. 30. A constitution for this new body has been drawn up, and a charter will no doubt be applied for. The name, "Dominion Fisheries Association" was suggested and met with some opposition on account of the word "Fisheries." The argument was ad-

vanced that this did not mean anything; that the word "fish" would be much better. A committee was appointed to arrange for a big convention for the whole of Canada, to be held in Ottawa some time in February. Mr. Byrne, manager of Leonard Bros., was in the chair.

### GETTING AFTER COUNTRY TRADE. (Continued from page 21.)

house by almost a dollar on that coat."

There you have a specific instance of how one dealer "put it over" the mail order house—to use a common colloquialism. You can bank on it that that woman will never again take it for granted that she can do better at the catalogue institution.

This same merchant told a sequel to this story. A week or so later the customer came in to look over wallpaper stock. As the majority of general merchants know, the mail order houses usually sell wall-paper at little margin, but they make up on the border. They were played at their own game and the merchant in question had no difficulty in getting the wall-paper order at a substantial margin, too.

About two weeks ago he decided to go after the flour trade to interest the farmers in flour. In the country the housewife has not forgotten the good old art of baking the home supply of bread. With an advancing flour market, a window display and some samples on the counter, there was no difficulty in getting considerable business. Since then flour has advanced about a dollar a barrel and to those he sold it, he did not overlook pointing out the real bargain they received by accepting his advice.

"That almost puts a farmer under an obligation to you," he told the writer, "and it is a splendid advertisement because he does not forget to mention it to his neighbors—and if he doesn't his wife will. It seems to me that is one of the most powerful methods of eliminating mail order competition—show the farmer that you are his friend and no mistake about it, he'll give you his trade."

If the retail trade is anxious to curtail the enormous business the mail order houses do with the rural population of the country, serious thought must be given to methods of convincing the public that it is making a mistake by going past the local dealer. The business of one at least of the large Toronto mail order houses during 1914 eclipsed by a good deal any year in the past. That house was particularly aggressive in going after the business. Remember that the chief features of the catalogue that get the bulk of this mail order business are the pictures of the goods and the convincing descriptions of them.



## Current News



### Quebec and Maritime Provinces.

Geo. Blanch, Amherst, N.S., suffered a \$3,500 loss by fire on Jan. 25.

Public notice has been given that a new company, bearing the name of Seroggie's, Limited, has been formed, with a capital of \$50,000 to carry on a departmental store in Montreal. Recently, the name of W. H. Seroggie, Limited, disappeared from the large departmental store on the corner of Bleury and St. Catherine streets, on the transference of that business to Almy's, Ltd. The letter patents of the new company bear the date of January 16, and it incorporates Walter Bruce Seroggie, Hortensia E. Seroggie, together with the three partners of Richards, Organ and Richards, liquidators, to carry on the business of a departmental store, among other things. One clause states that the purpose is to "acquire and operate the business now carried on by Walter Bruce Seroggie under the firm name and style of Seroggie's, and to pay for same either in cash or in fully paid-up and non-assessable shares of the new company's stock."

### Ontario.

Toronto has been made the head office in Canada of the Swift Canadian Co.

W. H. Lanning, Belleville, Ont., grocer, sustained a small fire loss last week; insured.

Gordon B. Drake, a London, Ont., grocer, has added a new meat slicer to his store equipment.

J. H. Caskey and R. J. Allan have purchased the general stock of G. W. Thomas, Campbellford, Ont.

J. N. Cauthers and Duncan Currie have purchased the grocery business of S. J. Bailey, Collingwood, Ont.

William J. Solomon, a traveller for Andrew Wilson Co., wholesale tobacconists, Toronto, for 18 years, died last week.

Joseph Ruddy, general manager of the Canada Starch Co., Brantford, Ont., was elected to the board of the Trust and Guarantee Co., Toronto, at its annual meeting.

Owen Sound merchants are conducting a strong advertising campaign to demonstrate to the public that goods can be purchased just as cheaply there as at the large mail order houses.

J. J. Fee, wholesale produce merchant, Toronto, on the occasion of his marriage last week, was presented with a silver service at the last meeting of the Toronto Produce Exchange by his confreres.

Chas. H. Belinger, traveller for Warren Bros., and formerly for Davidson & Hay Co., wholesale grocers, Toronto, died recently from pneumonia. He was well known among the retail trade of the city.

Henri de Leeuw, grocery broker, Toronto, recently paid a business visit to New York, Washington and Montreal. He contemplates opening an office in New York about February 15 in the Produce Exchange Building.

H. K. McCann Co., Limited, advertising agents, New York, are being incorporated as a Canadian agency and will have their headquarters in Toronto in the Dominion Bank Building. Raymond Atwood will be in charge.

W. N. Wilson, general sales manager of the T. A. Snider Preserve Co., Chicago, was in Toronto this week on a business trip. Mr. Wilson was formerly sales manager with the MacLaren Imperial Cheese Co., Toronto.

Ernest Wadge, representing Reekitts (Overseas), Ltd., in Western Ontario, has joined the Canadian Mounted Rifles and is leaving with the third contingent. Reekitts (Overseas) Ltd., have received a goodly number of letters from wholesalers and retailers in Western Ontario commending Mr. Wadge's action but regretting losing him from this field.

In a game of progressive euchre the Retail Grocers' Association, Hamilton, Ont., lost to the Twentieth Century Club. C. H. Peebles, a former retail grocer, donated the prize. Bay Hill was presented with a rubber ball with the hope expressed that he would play a better game with it than with the cards. He responded with an appropriate humorous recitation.

### Western Canada.

McClocklin & Co. have purchased the general store business of Witton Bros., Strassburg, Sask.

Wm. Yates, who has operated the general store at Duhamel, Alta., for several years, has sold to R. L. Miller, of Edmonton.

Samuel Allan, Portage avenue, Winnipeg, sustained a fire loss last week. The stock was a total loss and building was damaged to extent of \$500; insurance \$3,000.

L. C. Perkins, who has been in the employ of W. H. Escott Co., Limited, wholesale grocery brokers, Winnipeg, for several years as city salesman, has been promoted to the management of the Edmonton branch.

### LONDON GETS GROCERS' CONVENTION.

(Continued from page 24.)

not sell at 30 cents and make a profit, and 35 cents is too much. Biscuits at 22½ cents could not be retailed profitably at 25 cents and 20 cents was the only price that was at all favorable." He suggested that a committee be formed to interview the manufacturers to determine if biscuits could be so priced to the retailer that they would be sold at a popular price and leave the matter in writing before the Biscuit Manufacturers' Association in an endeavor to have the matter properly adjusted.

"Every manufacturer who wants the co-operation of the retailer," said Mr. E. M. Trowern, "should consult him in setting his prices. It may be a long road to take to bring about that result, but if we never make a start we shall never get there."

The meeting closed with firm resolutions from every member to do all in his power to make the coming convention in London a worth-while success. Enthusiasm and harmony permeated the discussion. A fine city has been selected for the convention. Important, vital business problems will be delved into, and with the grocers of Ontario now united under one banner, splendid results are assured.

The more goods you show, the more people you will interest. The more goods you show-card, the more sales you make.

Modesty is not the basis of advertising, and the merchant who is afraid to tell the public what a good stock and store he has and what good service he gives, will die unknown.

# Is Sugar Due to Advance?

New York up on Raws and Refined—Position Strong in Canada—High Quality Teas Scarce—Market Very Firm—Beans and Split Peas up in Montreal.

Office of Publication, Toronto, Feb. 4, 1915.

**A**DVANCES in sugar, both raws and refined, in the New York market have firmed up the Canadian situation considerably and it now begins to look that the bottom of the market has been reached for the time being. There is, too, a feeling more or less general that we shall see another war-tax on sugar in which event prices would immediately advance. While this is not very likely, the fact remains that sugar is firm and it may be that next week a change will come.

Rumors are floating around that instead of war-taxes on a few articles we shall have a general increase in the tariff of say 10 per cent. However true this prediction is, we shall soon see, as parliament opened to-day (Feb. 4), and the budget will in all probability be brought down next week.

Ontario flour is again up about 50 cents per barrel, making a total rise in about a month's time of around \$1.50. It is now higher than for a good many years and the end is not yet. With wheat still on the upward climb, flour must follow suit and if wheat reaches the \$2 mark, flour will settle around \$10 a barrel before the new crop wheat is available. The oat market has also advanced and this has brought with it rises in rolled oats and oatmeal.

One of the interesting features of the egg market during the week was the sale of a carload of Chinese eggs in Toronto. These were laid in China in November, and were bought from the farmers of the Orient at about 8 cents per dozen. Everything paid, they cost 24 or 25 cents in Toronto and sold quickly. There is little, if any, difference in the flavor of Chinese and Canadian eggs, but the former are quite a bit smaller than ours.

Tea market in London is still firm. Prices here are high and there is a good sale, probably in view of the war-tax anticipated by so many.

## QUEBEC MARKETS.

Montreal, Feb. 4.—Without doubt, the most important event in the market this week is the advance which has taken place both in spring and winter wheat flour. This followed the phenomenal advance in the price of wheat, which early in the week exceeded \$1.50 for winter and spring grades. Naturally, with the market going up at this rate, considerable business has been placed. It was natural to expect an early advance in bran and shorts, which occurred early this week, amounting to a dollar per ton on each. The demand for feeds of all kinds is good. A further advance was made in the price of feed oats on Tuesday, which are now quoted at 77c. Feed flour was also advanced to \$2.55.

Next to flour, tea is the centre of interest. Except where dealers are anxious

**EXTRA.**—Since Canadian Grocer markets were written and the forms were placed on the presses, sugar advanced 10 cents in Montreal and Toronto, and 20 cents in Winnipeg. The quotations on sugar in the various markets should, therefore, be read 10 and 20 cents higher.

to hold for higher prices, stocks have practically been cleaned up in the later stages of the game, good prices being secured. Wholesalers have shown no inclination to tempt retailers to gamble, realizing that the Government might possibly ignore tea and place a certain per cent. duty on everything entering the country, as is reported. Retailers generally have taken the precaution to secure stocks of tea to protect themselves against a war tax. Unusual activity is taking place at the sugar refineries, where orders are arriving freely following a firmer feeling in the raw sugar market. Wholesalers are even willing to pay the war tax if there is one, in order to be on the safe side should there be a tax, and should the raw market begin to advance again. The fact that two Canadian refiners have bought heavily in raws recently shows that they consider the time right for buying. It will be remembered that on a previous occasion they bought wrongly.

**SUGAR.**—Raw sugar showed firmness this week, and it seems as though one refiner had a good opinion of the market, having made a heavy purchase of Cuban raws amounting to 30,000 bags. The

## Markets in Brief

### QUEBEC MARKETS.

#### FLOUR AND CEREALS—

Flour advances 50c.  
Rolled oats up again.  
Several feeds advance.  
Firm markets all round.  
Business booming.

#### PRODUCE AND PROVISIONS—

Chinese eggs offered.  
Butter and cheese firm.  
Live fowl very active.  
Provision prices unchanged.

#### FRUIT AND VEGETABLES—

Spies and Russets firm.  
Greenings from Nova Scotia.  
Pineapples touched by frost.  
Big advance in tomatoes.  
Curly lettuce jumps.  
Leeks now 25c per bunch.

#### FISH AND OYSTERS—

No frozen herrings yet.  
Business better for Lent.  
Lobsters arriving small.  
Stocks good; prices sagging.

#### GENERAL GROCERIES—

Tremendous business in tea.  
Better demand for sugar.  
Coffee and rice show activity.  
Beans and split peas up.

### ONTARIO MARKETS.

#### FLOUR AND CEREALS—

Flour still higher.  
Rolled oats very firm.  
Manitoba flour strong.  
Higher prices predicted.

#### PRODUCE AND PROVISIONS—

New laids firm.  
Big demand for fowl.  
Butter very strong.  
Cheese at top prices.

#### FRUIT AND VEGETABLES—

Navels advanced.  
Pineapples are higher.  
Hothouse rhubarb selling.  
American celery in demand.

#### FISH AND OYSTERS—

Lobster very dear.  
Finnan haddie scarce.  
Oysters moving freely.  
Business picking up.

#### GENERAL GROCERIES—

Strong position of sugar.  
High quality teas scarce.  
Dried fruits unchanged.  
Coffees firm.

price paid was 3 1/8 c. and f. New York. Another refiner is expecting a cargo of raws to arrive shortly. A marked improvement was shown in demand for sugar during the past week, orders coming in from both wholesalers and manufacturers. This movement is due to a combination of causes—speculation on a further duty on sugar, and strength of raw market. Hitherto there has been no desire to purchase sugar, for the simple reason that prices might advance when the budget was handed down, but when raw sugar commenced to show firmness there was a double reason for buying. There is a disposition to pay the war tax if one is imposed. Refined is said to be quoted as high as \$5.25 in New York. Big inquiries are being received by

# CANADIAN GROCER

Montreal refiners from houses who wish to protect themselves against a war tax, but with the present increased demand there is little inducement for the refiners to take the risk. It is rumored, however, in some quarters that business is being accepted on this basis.

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

**DRIED FRUITS.**—A good demand is being felt here for prunes, seeded raisins and Valencias. The latter are quoted at 8c for selected, and at 9c for 4-crown layers. Currants are reported very firm in the primary market, but are slow here. Prunes continue strong for reasons indicated before.

<b>EVAPORATED FRUITS.</b>		Per lb.
Apples, best winter		0 08
Apricots		0 15
Nectarines, choice		0 11
Peaches, choice	0 09½	0 10½
Pears, choice		0 13
<b>DRIED FRUITS.</b>		
<b>Candied Peels—</b>		
Citron	0 19	0 20
Lemon	0 12½	0 13
Orange	0 12½	0 13
<b>Currants—</b>		
Amalias, loose		0 07½
Amalias, 1-lb. pkgs.		0 08
Piliatras, fine, loose, new		0 07½
Piliatras, packages, new		0 08½
<b>Dates—</b>		
Dromedary, package stock, per pkg.		0 08½
Paris, choicest		0 12
Hallowee, loose		0 08
Hallowee, 1-lb. pkgs.	0 07½	0 08½
<b>Fig—</b>		
8 crown, 12 lb. boxes, fancy, layer, lb.		0 15½
7 crown, 12 lb. boxes, fancy, layer, lb.		0 15½
6 crown, 12 lb. boxes, fancy, layer, lb.		0 15
16 oz. glove boxes, box		0 12½
<b>Prunes—</b>		
30 to 60, in 25-lb. boxes, faced		0 14
40 to 80, in 25-lb. boxes, faced		0 13
50 to 60, in 25-lb. boxes, faced		0 12
60 to 70, in 25-lb. boxes, faced		0 11½
70 to 80, in 25-lb. boxes, faced		0 10½
80 to 90, in 25-lb. boxes, faced		0 10
90 to 100, in 25-lb. boxes, faced		0 09½
<b>Raisins—</b>		
Malaga table, box of 22 lbs., 3-crown cluster, \$2.00; 5-crown cluster		3 00
Muscadels, loose, 3 crown, lb.		0 12
Sultana, loose	0 09	0 09½
Valencia, selected		0 08
Valencia, 4-cr. layer		0 09
Cal. seedless, 16 oz.		0 10½
Seedless, 12 oz.		0 09
Fancy seeded, 16 oz.		0 10
Choice seeded, 16 oz.		0 09½

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

**RICE.**—A better demand has been felt during the past week, due no doubt to some wholesalers getting in stocks to safeguard against a possible war tax. There has been no tremendous rush, but a much better demand than has been felt for some weeks past. Retailers are also buying fairly well in rice. Sago and tapioca are in fair demand.

Rangoon Rice—	Per cwt.
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 55
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rice—	Per cwt.
Imperial Glace	5 55
Sparkle	5 85
Crystal	5 85

Ice drips	6 20
Snow	6 05
Carolina head	7 85
Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).	
Imported Patna—	Per lb.
Bags, 224 lbs.	0 06 0 06½
Half bags, 112 lbs.	0 05½ 0 06
Quarter bags, 56 lbs.	0 05½ 0 06½
Velvet head Carolina	0 09½ 0 10½
Sago, brown	0 05½ 0 06
Tapioca—	
Pearl, lb.	0 05 0 05½
Seed, lb.	0 05 0 05½

**MOLASSES.**—The firm raw sugar market will no doubt have an effect on the price of new crop molasses. Buying has not commenced yet, and is late compared with previous years. This is partly due to the fact that freight rates have not yet been fixed between Barbadoes and Montreal. Spot stocks are changing hands at good figures.

Barbadoes Molasses—	Prices for Island of Montreal.	
	Fancy.	Choice.
Punchoons	.41	.39
Barrels	.44	.42
Half barrels	.46	.45
For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.		
Carload lots of 20 punchoons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.		
<b>Corn Syrup—</b>		
Barrels, per lb., 3½c; ¼ bbls., 4c; ¼ bbls.	0 04¼	
Pails, 36¼ lbs., \$1.85; 25 lbs.	1 46	
Cases, 2 lb. tins, 2 doz. in case	2 65	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, ¼ doz. in case	2 90	
Cases, 20 lb. tins, ¼ doz. in case	2 85	

**WILL DUTY BE RAISED**  
10%?

*There is a well defined rumor going the rounds that the presentation of the budget by Finance Minister White will show an increase in duties of 10 per cent. all round on imported goods.*

<b>Cane Syrup—</b>	
Barrels, lb., 3½c; ¼ bbls.	0 04
Cases, 2 lb. tins, 2 doz. per case	2 35
<b>Maple Syrup—</b>	
Pure, per 5½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb. or per gal.	1 00
Maple sugar, pure, per lb.	0 10 0 11

**COFFEE.**—While coffee importers have no desire to be overwhelmed with business the way they were in August, they are beginning to feel a bigger demand from the trade on account of a possibility of coffee being taxed. They are, however, discouraging any gambling such as is taking place in the tea market. It means that retailers are buying coffee stocks just to be on the safe side.

<b>Coffee Roasted—</b>	
Rouffas	0 28 0 30
Jamaica	0 23 0 24
Java	0 30 0 33
Maricao	0 22 0 25
Mexican	0 27 0 29
Mocha	0 29 0 31
Rio	0 17 0 20
Santos	0 21 0 22
Chlorov. per lb.	0 16 0 17

**NUTS.**—New York brokers state that prices of shelled walnuts, which have been advancing, will decline shortly. This opinion is not held here generally, where the price in the primary market is still around 30c. Retailers are still able to secure supplies as low as 30c, and 29½c has been quoted for large quantities. Prices on other lines are about the same as a week ago.

Almonds, Tara	0 17
Greenobles, new	0 15½ 0 16½
Marbots, new	0 14 0 15
Shelled walnuts, new, per lb.	0 30 0 34
Shelled almonds, 28-lb. boxes, per lb.	0 36 0 38
Sicily filberts	0 13½ 0 15
Macas, large	0 15 0 16
Brazils, new	0 13 0 14
Peanuts, No. 1, 11½-12; No. 2	0 10½ 0 11
Peanuts, No. 3	0 09 0 10
Canadian chestnuts	0 12

**SPICES.**—Even more pronounced scarcity is felt in many lines, and moderate to sharp advances in peppers, gingers, nutmegs and cassias. Decreased crop supplies and rapidly advancing freight rates are expected to result in still higher prices, especially for February and March. The scarcity of peppers in New York is almost without parallel. Gingers are in large spot demand, with greatly diminished supply, spot stocks having diminished to a very small proportion.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. lb.
Allspice	—0 16	0 60-0 70	—0 23
Cassia	—0 22	0 72-0 99	—0 30
Cayenne pepper	—0 25	1 02-1 15	—0 32
Cloves	—0 40	1 15-1 30	—0 47
Cream tartar—40c.			
Ginger, Cochin	0 18-0 23		
Ginger, Jamaica	—0 22	0 90-1 05	—0 30
Mace	—0 80	0 93-1 05	—1 00
Nutmegs	—0 40	1 02-1 20	—0 75
Pepper, black	—0 24	0 80-0 90	—0 31
Pepper, white	—0 33	1 05-1 10	—0 39
Pastry spice	—0 22	0 85-1 10	—0 30
Pickling spice	—0 15	0 75-0 90	0 80-0 95
Turmeric	0 20-0 22		

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

Cardamon seed, per lb., bulk	2 00	2 30
<b>Carraway—</b>		
Canadian	0 14	0 12
Dutch	0 14	0 15
Cinnamon, China, lb.	0 16	0 18
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocoanut, in pails		0 18½

**DRIED VEGETABLES.**—Wholesalers who have been quoting \$2.75 for three-pound picker beans, have raised their price to \$3, following a strengthening of the market, referred to in last week's issue. Some wholesale houses are asking \$3.25, and will probably be asking higher prices before long, as the bean market shows remarkable firmness. Brokers are said to have sold as high as \$2.90 for export, but this is considered high by the trade. Split peas continue strong, and are very difficult to get on account of the scarcity of whole peas for splitting. The wholesaler is compelled to pay as high as \$4.75 and \$4.90, so that the retailer cannot expect to get any for less than \$5.25, and in some cases \$5.50. A wholesale house, who quoted \$5 last week, have advanced their prices 25c, so that \$5.25 may be considered reasonable, considering the state of the market. Good Canadian peas are still hard to get, and \$3 is being asked the retailer for very poor quality. Market for barley remains firm.

<b>Beans—</b>	
Hand picked, per bushel	3 25
Canadian, 3-lb. pickers, per bushel	3 00
Yellow, per bushel	3 25
Yellow eye, per bushel	3 25
Lima, per lb.	0 08
Peas, Imperial green, per bushel	2 50
Peas, white soup, per bushel	3 00
Peas, split, bag 38 lbs.	5 25
Barley, pot, per bag	3 25
Barley, pearl	4 25

**TEAS.**—The policy of most Montreal wholesale houses has been not to advise their customers as to what course to follow regarding the budget. They told



## CANADIAN GROCER

them that they were as able to judge what was going to happen as anybody. Consequently, if there is no duty on tea, the wholesaler will be able to look their customers square in the face. The opinion is still general that tea will be taxed heavily. The amount of tea that has changed hands within the past two weeks is enormous. Many houses are cleaned out, and those who have a stock are either holding on to it, or are selling at high prices. Little business is being done in stuff afloat, but this is expected to come in handy when the budget comes down. The opinion of a certain jobber is that those retailers who have bought have done well, even though tea is not taxed, as Ceylon and Japan blacks are high, and liable to go higher owing to difficulty in shipping from Calcutta and Colombo. Shipments are expected to be delayed, resulting in a stiffer market. There has been a further advance of ¼d. to ½d. in the price of cheaper grades of black in London, and there is an active demand. Since the embargo was taken off in England, the market has strengthened considerably.

### ONTARIO MARKETS.

Toronto, February 4.—There seems to have been some definite improvement in trade this week. Orders from retailers have been larger. Jobbers aver that there is a better buying tendency noticeable this last two or three weeks. Example is a great thing. If a retailer hears that a competitor has been buying more extensively than usual the chances are that he will feel justified in placing a larger order himself. It becomes more and more apparent that business in the retail stores generally is by no means stagnating. And particularly is this true of retail grocery stores. There is therefore no reason for false economy. Economy there must be, but to be effective it must be based upon the sure fundamental of necessity. It is a question which every retailer must settle for himself. Some men are in such case that it rarely pays to buy in hand-to-mouth manner. Others would do well always to do so. It is important that retailers strike the *via media*. Lavishness in placing orders is just as foolish as false economy. "The safest path," the old Latins used to say, "is in the middle of the road." Retailers need to take but a common-sense view of conditions and they will see that fundamentally Canada is as sound as ever. The money is here. Who is holding it?

Apropos of this, we hear resurrected the plaint that the farmer is holding the money he owes to the retailer. Retailers urge this as a reason why they do not buy extensively from merchants. This may or may not be true. Doubtless there are a lot of farmers who are mak-

ing the war a scapegoat, a reason why they can't pay their bills. But we doubt if it is general. If it is, it is a thing for the farmer to be ashamed of. If the consumer—any consumer—doesn't do his share, the retailer can't do his share; the wholesaler, his share, nor the importer or manufacturer his share.

Collections, we hear from numerous jobbers, are much better. In view of the war, they are remarkably good. It is just as important that the man who stays home should help the country by paying his bills, as the man at the front should fight.

**SUGAR.**—Sugar is in a strong position. Reflecting as per usual, the New York market, the market tone is very firm, and an advance may be imminent. It is regarded as likely in many quarters. Raws in New York were up on February 2nd to \$4.26. January 21st they were down at \$3.95, and such a difference is significant. Moreover, refined advanced quite sharply. Altogether it is a bull market. There is some little speculation still here, chiefly on account of the suggested additional duty. But opinion has swung round to the view that there will be no tax or very little if any. As one sugar man put it, "The Government have done enough along that line already." There is a large body of opinion which says that the consumption of sugar would show a material decline if there were an additional duty to be paid for. But apart from an advancing market, because of the tax-talk, many think that sugar will go up.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 25
20 lb. bags	6 21
10 lb. bags	6 21
2 and 5 lb. cartons	6 20
Nova Scotia refined, 100-lb. bags	6 25
Extra Ground Sugars—	
Barrels	6 75
50 lb. boxes	6 94
25 lb. boxes	7 15
Powdered Sugars—	
Barrels	6 55
50 lb. boxes	6 75
25 lb. boxes	6 95
Crystal Diamonds—	
Barrels	7 11
100 lb. boxes	7 11
50 lb. boxes	7 21
Paris Lump—	
100 lb. boxes	7 11
50 lb. boxes	7 21
25 lb. boxes	7 41
Cartons (20 to case)	7 41
Cartons (50 to case)	8 25
Crystal Dominoes, cartons	8 25
Yellow Sugars—	
No. 1	5 95
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

**TEA.**—Cables report the London market steady and firm. There has been no advance and the market is somewhat of a puzzle to tea men. While there have been three successive advances in as many weeks, each of a farthing, we were shown a cable from the London office of a large tea concern here which said they had no confidence in the market. This, of course, is a personal opinion, but it is held by a London expert. It is possible that we may see lower prices. The steady market is therefore somewhat difficult to understand. One solution

may be that there is not much fine quality tea at auction. The quality of tea from Ceylon and India has probably never been as bad in the last five years as it was during 1914, and this continues right now. Consequently there has been tremendous competition for teas with flavor.

Assam invariably produces a lot of very fine teas when the cold weather commences. This year there has been a change, Assams being of ordinary quality. This has caused much worry during the whole year to people with fine trade, as it has been so hard to keep up the character of their teas.

One firm that find it necessary to purchase from 1,000 to 2,000 chests per week at the London auctions, this week only got 200 chests, and the Colombo market is simply "out of sight."

Quite possibly the great scarcity of dock labor in London for unloading ships makes the auctions much smaller than they otherwise would be. There are ships lying in the river for two weeks at a time, finding it impossible to get their cargoes off.

Then again, the German steamship "Schneefels" which was loaded with tea consigned to Boston before the war broke out, was seized at Gibraltar the first week of the war. The goods on her belonged to neutrals, and were not subject to seizure, still these goods have not yet been freed, although six months have expired. And there are other reasons. Teas generally are very scarce, and fine teas are particularly hard to get.

**DRIED FRUITS.**—Once more there is no change in price in this market. Trade is steady and continuous and is better than it was a month ago but it is not up to that of the corresponding period last year. Currants still remain firm; there is considerable buying. Prunes, as heretofore, are the leaders. There is just beginning to be felt now the demand consequent upon the housewife having finished her stock of preserves. Their easy price recommends them. Dates are still very slow. Package dates are virtually dead. Raisins, what there are, are being bought up rapidly. Dried apples are moving fairly freely. Seedless raisins are in better demand this week, and prices may advance.

Appricots—	
Apples, evaporated, per lb.	0 07½ 0 08
Standard, 25 lb. boxes	0 10 0 12
Choice, 25 lb. boxes	0 12 0 14
Candied Fruits—	
Lemon	0 13 0 14
Orange	0 13 0 14
Citron	0 19 0 22
Currants—	
Filliatras, per lb.	0 07 0 07½
Amalas, choicest, per lb.	0 07½ 0 08½
Patras, per lb.	0 08 0 09½
Vostizna, choice	0 09½ 0 10
Cleaned, ¼ cent more.	
Dates—	
Paris, choicest, 12-lb. boxes	0 09½ 0 10
Paris, choicest, 60-lb. boxes	0 08 0 09½
Package dates	0 07½ 0 08
Halloweas	0 07½ 0 08
Prunes—	
20-40s, California, 25 lb. boxes	0 13½ 0 14½
40-50s, 25 lb. boxes	0 12½ 0 13½
50-60s, 25 lb. boxes	0 11 0 12½

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60-70s, 50 lb. boxes	0 10	0 10 1/4
70-80s, 50 lb. boxes	0 09 1/2	0 10
80-90s, 50 lb. boxes	0 09	0 09 1/4
90-100s, 50 lb. boxes	0 07 1/2	0 08
25-lb. boxes 1/4c more.		
<b>Peaches—</b>		
Standard, 50-lb. boxes	0 07 1/2	0 08
25-lb. boxes 1/4c more.		
<b>Raisins—</b>		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 08 1/2	0 09
Seeded, fancy, 1 lb. packets	0 10 1/2	0 10 1/4
Seeded, choice, 1 lb. packets	0 09 1/2	0 10 1/4
Seeded, choice, 12 oz.	0 08 1/2	0 09 1/4
Seedless, 16 oz. packets	0 11	0 11 1/4
Seedless, 12 oz. packets	0 10	0 10

NUTS.—There is a little more interest this week in this market. Prices are a trifle firmer. Shelled walnuts are particularly strong, though we quote no advanced price. Brazils are very flat. There is little buying, even at the ridiculously low prices at which they are offered. Almonds are quiet, but firm. Supplies are said to be scarce. This seems to be considerable disparity between wholesalers as to the prices on nuts. We hear of one importer who is selling shelled walnuts at 36c, but cannot get this confirmed by any one else.

<b>In Shell—</b>		Per lb.
Almonds, Tarragona	0 17 1/2	0 20
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 14
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12 1/2	0 13 1/4
Peanuts, hand-picked, roasted	0 10 1/2	0 11
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
<b>Shelled—</b>		
Almonds	0 42	0 44
Filberts	0 35	0 36
Peanuts	0 10 1/4	0 11 1/4
Pecans	0 58	0 60
Walnuts	0 48	0 50

SPICES.—Market shows little worth noting. Prices sold steady, and speculative buying on the contingency of a war tax goes on. Peppers generally are easier.

<b>Spices—</b>	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 15
Allspice, whole	0 10	0 15
Cassia, whole	0 21	0 26
Cassia, ground	0 14	0 16
Cinnamon, Patavia	0 36	0 40
Cloves, whole	0 25	0 33
Cloves, ground	0 18	0 22
Cream of tartar	0 25	0 35
Curry powder	0 10	0 15
Ginger, Cochin	0 14	0 17
Ginger, Jamaica, ground	0 17	0 20
Ginger, Jamaica, whole	0 24	0 27
Ginger, African, ground	0 18	0 21
Mace	0 30	0 35
Nutmegs, brown, 6s. 8s.; 8s. 4s.; 10s.		0 30
Nutmegs, ground, bulk, 6s.; 1 lb. tins		0 22
Pastry spice	0 22	0 25
Peppers, black, ground	0 14	0 18
Peppers, black, whole	0 20	0 22
Peppers, white, ground	0 18	0 24
Peppers, white, whole	0 30	0 33
Pickling spice	0 15	0 18
Turmeric	0 18	0 20

BEANS.—There is little doing. The firmness displayed last week in beans has eased a little. Blue peas are firmer.

<b>Beans—</b>	Per bushel.
Canadian, hand picked	3 00 3 10
Canadian, primes	2 85 2 95
Lima, per lb.	0 08 0 08
Peas, blue, Canadian, per bush.	3 00 3 10
Peas, whole, white, per bush.	3 00 3 10

COFFEE.—Market remains quiet, though there is some buying on account of possible duty. Santos are worth 18c to 22c. We hear that one importer gets from 22 to 25c, but for big lots 22c is regarded as an outside price. Santos is shipping a lot of coffee just now and prices will likely be easier, for there is only a fair demand. Rios are moving fairly well and we quote 15c to 17c as

market price. A good deal is going at 17c. It is possible we will see higher prices on Rios.

<b>Coffee—</b>		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 33	0 36
Guatemala	0 30	0 30
Bucaramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 26	0 29
Jamaica	0 24	0 26
Rio	0 15	0 17
Santos	0 18	0 22
Chicory	0 14	0 14

SYRUPS.—Market remains generally firm. Demand is not heavy, and business is quiet. Molasses is interesting and there is some speculation as to what the Barbadoes crop will start at. It is generally thought that it will be higher than last year. Some reports from Barbadoes talked of dry weather, but it was apparently transitory. Molasses is firm just now and trade is good.

<b>Syrups—</b>		Per case.
2 lb. tins, 2 doz. in case	2 65	
5 lb. tins, 1 doz. in case	3 00	
10 lb. tins, 1/2 doz. in case	2 90	
20 lb. tins, 1/4 doz. in case	2 85	
Barrels, per lb.	0 08 1/2	
Half barrels, lb.	0 04	
Quarter barrels, lb.	0 04 1/2	
Pails, 3 1/4 lbs. each	1 95	
Pails, 2 1/2 lbs. each	1 40	
<b>Molasses, per gallon—</b>		
New Orleans, barrels	0 26	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 26
West Indies, half barrels	0 26	0 28
Barbadoes, fancy, barrels	0 45	0 48
Barbadoes, fancy, half barrels	0 47	0 51
<b>Maple Syrup—Compound—</b>		
Gallons, 6 to case	4 40	4 80
1/2 gals., 12 to case	4 70	5 40
1/4 gals., 24 to case	4 70	5 40
Pints, 24 to case	2 50	3 00
<b>Maple Syrup—Pure—</b>		
5 gallon cans, 1 to case	6 45	6 60
Gallons, 6 to case	6 60	8 00
1/2 gals., 12 to case	6 95	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	5 90
<b>Maple Sugar—</b>		
Pure, per lb.	0 18 1/2	
<b>Maple Cream Sugar—</b>		
24 twin bars	1 80	
40 and 45 twin bars	3 80	4 85
Maple butter, lb. tins, dozen	1 80	

MANITOBA MARKETS.

Winnipeg, Feb. 4.—Sales from the wholesaler to the retailer are reported as quite satisfactory. From the country districts at least they are up to—perhaps a little ahead of—the sales in similar periods of other years. City business is holding up in fair shape.

The market on the whole is not eventful this week. A feature perhaps is the decline in sugar. As for the rest interest centres largely on what the Government may do in connection with special taxes to meet the unusual expenses caused by the war.

SUGAR.—Here there has been a drop of 10c. The decline apparently was an effort by the refineries to even up prices. This readjustment was carried on, irrespective of market conditions. As a matter of fact, the market is now firm. Of course, should the Government place a duty on sugar, the advance would be immediate. The impression appears to be, however, that this commodity will not be taxed.

Syrups are all very strong, and if the advance in corn continues, both syrup and starch are quite likely to touch higher prices.

<b>Sugar, Eastern—</b>	Per cwt. in sacks.
Sugar, standard granulated	6 60
Extra ground or icing	7 25
Powdered	7 05
Lump, hard	6 55
Montreal yellow	6 25
<b>Sugar, Western Ontario—</b>	
Sacks, per 100 lbs.	6 80
Halves, 50 lbs., per cwt.	5 60
Bales, 25 lbs., per cwt.	5 65
Powdered, barrels	5 90
Powdered, 50s	5 25
Powdered, 25s	6 55
Icing, barrels	6 45
Icing, 50s	6 60
Icing, 25s	6 60
Icing, pails	6 50
Cut loaf, barrels	6 30
Cut loaf, 50s	6 55
Cut loaf, 25s	6 80

<b>Sugar, British Columbia—</b>	
Extra standard granulated	6 60
Bar sugar	7 05
Icing sugar	7 25
Powdered sugar	7 05
H. P. lumps	7 55
Yellow	5 95
<b>B. C. Cane Syrups—</b>	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, 1/2 doz. to case, per case	3 30
20-lb. tins, 1/4 doz. to case, per case	3 25

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

<b>Molasses—</b>	Per gal.
Barbadoes	0 53
New Orleans	0 34
<b>Maple Syrups—</b>	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial 1/2 gals., 1 doz.	5 55
New, pure, 1/2 gal. case	9 00
New, pure, 1/4 gal. quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Evaporated apples have moved up from 1/2c to 3/4c—a move which was predicted in the Manitoba markets some time ago. It is entirely likely apples will go still higher, for the supply is limited now and the demand has become heavy, retailers evidently realizing that apples at between 6c and 7c were too cheap to last. For apricots, peaches, prunes, etc., there is a very good call, but no change in price has been struck. When fresh stocks arrive, however, they will necessarily have to be sold at higher prices.

Apples, evaporated, new, 50's	0 07 1/2
Apples, evaporated, new, 25's	0 07 1/2
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 13
Apricots, standard, 25's	0 11 1/2
<b>Currants—</b>	
Dry clean	0 08
Washed	0 08 1/2
1 lb. package	0 08 1/2
2 lb. package	0 17
Vostizzas, bulk (washed)	0 10 1/2
<b>Dates—</b>	
Hallowes, loose, per lb.	0 07 1/2
Hallowes, 1 lb. pkgs.	0 07 1/2
Fard dates, 12-lb. boxes	1 15

<b>Peaches—</b>	
Standard, 25-lb. boxes	0 06 1/2
Choice, 25-lb. boxes	0 07 1/2
Choice, 10-lb. boxes	0 08 1/2
<b>Raisins, Valencia—</b>	
Fine selected	2 35
Four crown layers	2 45
<b>Raisins, Sultana—</b>	
Corinthian Giants	0 13 1/4
Superfine	0 12 1/4
Finest	0 11 1/4
Fine	0 10 1/4

<b>Raisins, Muscatels—</b>	
3 crown loose, 50's	0 08 1/2
3 crown, loose, 25's	0 08 1/2
Choice, seeded, lb.	0 08 1/2
Fancy seeded, lb.	0 08 1/2
12-oz. packages, fancy	0 08
12-oz. packages, choice	0 07 1/2
<b>Prunes, in 25-lb. boxes—</b>	
80 to 100	0 07 1/4
80 to 90	0 08 1/4
70 to 80	0 08 1/4
60 to 70	0 08 1/4
50 to 60	0 08 1/4
40 to 50	0 10 1/4

<b>Table Layer Figs—</b>	
7-crown, 35-lb. boxes, per lb.	0 15 1/4
6-crown, 10-lb. boxes, per lb.	0 13 1/4
5-crown, 10-lb. boxes, per lb.	0 12 1/4
4-crown, 10-lb. boxes, per lb.	0 11 1/4
3-crown, 10-lb. boxes, per lb.	0 11 1/4
Glove boxes, per doz.	1 70
Cooking figs, tins, about 25 lbs., lb.	0 05 1/2
Cooking figs, choice naturals, 25-lb. bags, per lb.	0 05 1/2

BEANS.—Ontario bean growers are to-day asking as much for their beans in Ontario as these beans are selling for in

## CANADIAN GROCER

Manitoba. If this condition continues—and the small available supply of beans would make it seem that the Ontario growers will raise rather than reduce their prices—further advances will have to be made in beans on the Manitoba market.

Peas are still strong. There has been no change in price.

<b>Beans—</b>	
Canadian, hand-picked .....	3 10
3-lb. pickers .....	2 95
<b>California Lima Beans—</b>	
Bag lots .....	0 08
Less than bag lots .....	0 08½
<b>Barley—</b>	
Pot, per sack, 96 lbs. ....	3 00
Pearl, per sack, 96 lbs. ....	4 15
<b>Peas—</b>	
Split peas, sack, 96 lbs. ....	5 65
Whole peas, bushel .....	2 90
Sack, 49's .....	2 83

**RICE AND TAPIOCA.**—Following the drop in price reported last week, rice is reported strong on the primary market. During the week, indeed, it has advanced there about \$4 per ton. While dealers will be interested in this, they need hardly expect rice to advance locally in consequence, as there are large contracts in force covering the requirements of jobbers for a number of months on the old basis.

<b>Rice and Tapioca—</b>	
No. 1 Japan, per lb. ....	0 05½
No. 2 Japan, per lb. ....	0 04
Siam, per lb. ....	0 03½
Patna, per lb. ....	0 06½
Carolina, per lb. ....	0 08
Sago, pearl, per lb. ....	0 08
Tapioca, pearl, per lb. ....	0 05

**NUTS.**—Shelled walnuts have been received this week, and as was indicated in our last issue a lower price has been struck in consequence. The new figure is 32c a pound. Shelled almonds will likely be quoted at reduced figures by next week. Following the advances on the primary market of last week, peanuts have gone up another ¼c a lb. No advance prices have been quoted here as yet, but these will have to come.

<b>Nuts—</b>		Per lb.
Brazil new stock .....	0 13	
Tarragon almonds .....	0 19	
Peanuts, roasted Jumbos .....	0 12½	
Peanuts, choice .....	0 10	
Pecans .....	0 52	
Marbot walnuts .....	0 12½	
Grenoble walnuts .....	0 18	
Sicily filberts .....	0 12½	
Almonds, unshelled .....	0 17	
Shelled almonds .....	0 41	
Shelled walnuts .....	0 32	

**TEAS AND COFFEES.**—The market is quiet this week. No advances have followed those announced in the last issue.

<b>Coffee—</b>		Per lb.
Rio, No. 5, green .....	0 16	
Rio, roasted .....	0 19	
Santos, green, No. 4 .....	0 15½	
Santos, roasted .....	0 25	
Chicory, per lb. ....	0 07	0 26
<b>Teas—</b>		
<b>Japan—</b>		
Choicest basket, fired .....	0 40	0 80
Choicest, pan fired .....	0 40	0 80
Very fine, pan fired .....	0 35	0 70
Medium, pan fired .....	0 30	0 60
Common, pan fired .....	0 25	0 50
<b>India and Ceylon—</b>		
Souchong .....	0 30	0 60
Pekoe Souchong .....	0 35	0 70
Pekoe .....	0 40	0 80
Broken orange and orange .....	0 40	0 80
<b>China—</b>		
Fine Keelung .....	0 50	1 00
Good Packium .....	0 35	0 70
Common moning .....	0 25	0 50

### WINNIPEG.

**FLOUR AND CEREAL.**—The advance of 20c made last week is at the moment of writing the last upward movement re-

corded in flour. Millers are now, however, waiting to see if wheat will touch \$1.50 before making any further advance. If it does not go to this figure it may be possible to hold the present prices, but let May wheat once reach the \$1.50 mark and a further rise is sure.

Present indications, moreover, are that further advances in wheat are to be looked for. Following the close of the exchange on Friday last a report was circulated that the Kaiser was ready to make terms. Upon this rumor the curb market forced the price down 2c, but the following morning saw quotations open at \$1.48.

Oats have risen quite materially of late, and are expected to go higher. There is a heavy demand for oats for export purposes. Also milling oats are very scarce in Manitoba and Saskatchewan. At the present time, indeed, millers are bringing in oats from Alberta.

The big demand for oats has also resulted in corn being imported from the United States. It is doubtful, however, if this will relieve the situation to any extent, as it is hard to get people needing this.

<b>Manitoba Wheat Flour—</b>		Per bbl.
Best patents .....	7 10	
Second patents .....	6 50	
Low grades .....	4 50	
Rolled oats, 80's .....	3 20	
Standard oatmeal, 98 lbs. ....	3 95	
Commeal, 98's .....	2 50	

### ALBERTA MARKETS.

By Wire.

Edmonton, Feb. 4.—Edmonton month-end trade was quiet. All cereals are high, and market is advancing, and likely to go higher. A large quantity of tea is being taken up in anticipation of a duty. Beans and rice markets are advancing.

<b>Produce and Provisions—</b>		
Cheese, per lb. ....	0 17½	0 18½
Butter, creamery, per lb. ....	0 34	0 34
Butter, dairy, No. 1, 28c; No. 2, 25c ..	0 23	0 23
Lard, pure, 5's, per case .....	7 25	7 25
Lard, pure, 5's, per case .....	7 18	7 18
Lard, pure, 10's, per case .....	7 10	7 10
Lard, pure, 20's, each .....	2 33	2 33

<b>General—</b>		
Beans, Ontario, per bushel .....	2 90	3 10
Beans, Japan, per bush. ....	3 50	3 50
Coffee, whole roasted, Rio .....	3 75	3 75
Evaporated apples, 50's .....	0 08½	0 09½
Potatoes, per bush. ....	0 35	0 35
Rolled oats, 30's, 38c; 40's .....	1 75	1 75
Rolled oats, ball, \$3.80; 80's .....	3 49	3 49
Flour, 98's .....	4 00	4 40
Rice, per cwt. ....	3 75	3 75
Sugar, standard gran., per cwt. ....	7 25	7 35
Sugar, yellow, per cwt. ....	6 60	6 60

<b>Canned Goods—</b>		
Apples, gals., case .....	1 50	1 50
Corn, standard, per two dozen .....	2 05	2 10
Peas, standard, 2 dozen .....	2 10	2 10
Plums, Lombard .....	2 25	2 25
Peaches .....	3 25	3 25
Strawberries, \$1.45; raspberries .....	4 80	4 80
Tomatoes, standard, per dozen .....	2 90	2 90
Salmon, sockeye, 4 doz. talls, case, 1s ..	9 50	9 50
Cohoos, 1's, \$5.75; humpbacks, 1's .....	4 35	4 35
<b>Fruits—</b>		
Lemons .....	5 00	5 00

### SASKATCHEWAN MARKETS.

Regina, Feb. 3.—The market is featured this week by a tendency toward advancement in all lines of cereals—flour, rolled oats and cornmeal being the most notable instances. On January 26 flour advanced from \$3.65 to \$3.75, an increase of 10c per hundred. Rolled

oats have climbed from \$3.45 to \$3.65, being an advance of 20c per bale of 80 lbs. A corresponding advance is also to be noted in oatmeal done up in packages. Cornmeal has jumped 50c per sack, and is now quoted at \$3.12 per bale. Sugar is very strong this week, and advance is looked for, especially in view of the recent advance of 19 cents in raw sugar on the New York market on Wednesday and Thursday last week. Cheese is slightly higher, being quoted at 18½c and 18¾c. The demand for butter is fairly good. There are practically no fresh eggs on the market, and the prevailing price is 50 cents. Storage eggs are commanding 29 cents. Lard shows a considerable drop, 3's being quoted at \$7.25.

<b>Produce and Provisions—</b>		
Butter, creamery, per lb. ....	0 33	0 33
Butter, dairy, No. 1 .....	0 24	0 24
Cheese, per lb. ....	0 18½	0 18½
Eggs, storage, 25c; new laid .....	0 50	0 50
Lard, 3's, per case .....	7 25	7 25
Lard, 5's, per case .....	7 10	7 10
Lard, 10's, per case .....	7 10	7 10
Lard, 20's, each .....	2 55	2 55

<b>General—</b>		
Beans, Ontario, per bushel .....	3 40	3 40
Coffee, whole roasted, Rio .....	0 17	0 17½
Cream of tartar, lb. ....	0 52	0 52
Cocconut, lb. ....	0 20	0 20
Cornmeal, ball .....	3 12	3 12
Evap. apples, 50's .....	0 07	0 07
Flour, 98's .....	3 75	3 75
Potatoes, N.B., per bush., 95c; Ontario ..	0 90	0 90
Rolled oats, ball of 80 lbs. ....	3 65	3 65
Onions, Val. ....	6 25	6 25
Oysters, per gal. ....	2 50	2 50
Rice, per cwt. ....	3 75	3 75
Sugar, standard, gran., per cwt. ....	6 94	6 94
Sugar, yellow, per cwt. ....	6 40	6 40
Walnuts, shelled, 5c; almonds .....	0 63	0 63

<b>Canned Goods—</b>		
Apples, gals., case .....	1 35	1 35
Broken beans, 2's .....	2 65	2 65
Beans .....	2 25	2 25
Corn, standard, per 2 dozen .....	2 25	2 25
Peas, standard, per 2 dozen .....	2 25	2 25
Plums, Lombard .....	2 15	2 15
Peaches .....	3 21	3 21
Strawberries and raspberries .....	4 05	4 05
Tomatoes, standard, per dozen .....	2 40	2 40
<b>Salmon—</b>		
Sockeye, 1's, 4 doz. case .....	9 85	9 85
Sockeye, ½'s .....	12 35	12 35
Cohoos, 1's .....	6 00	6 00
Humpbacks, 1's .....	4 60	4 60

<b>Fruits and Vegetables—</b>		
Apples, per bbl., Ontario .....	1 00	1 00
Cranberries, per bbl. ....	7 9	7 9
Grapefruit, per crate .....	5 50	5 50
Sweet potatoes, per crate .....	4 80	4 80
Lemons .....	4 25	4 25
Oranges .....	3 25	3 25
<b>Dried Fruits—</b>		
Appricots, per lb. ....	0 12½	0 12½
Apples, per lb. ....	0 07½	0 07½
Currants, per lb. ....	0 08½	0 08½

### NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., Feb. 4.—Chief interest centres in flour market here. Manitoba went up 20c Monday to \$8.65, and was followed by Ontario on Tuesday by 30c. The latter is now \$8.10. Dealers are not sure of market, and expect even higher quotations. Stocks show a fair supply. There was also a sharp increase in oatmeal to \$8.50, and rolled oats are firmer at \$8.10, the advance being 60c. Cornmeal has slightly increased, ordinary being \$1.85 and granulated \$6. Provision market is easier. Domestic pork is now \$24.75 to \$25.50, and American \$24.25 to \$27. Beef is down to \$25-25.75. Cheese is firmer at 17c to 17¼c. Sugar is firm. There is no change in beans here, though market is reported strong. Bread is a cent higher.

<b>Produce and Provisions—</b>		
Bacon, breakfast, per lb. ....	0 20	0 22
Bacon, roll, per lb. ....	0 17	0 17

CANADIAN GROCER

Beef, barrel	25 00	25 75
Beef, corned	2 75	2 80
Pork, American clear, per bbl.	24 75	25 50
Pork, domestic, per bbl.	24 25	27 00
Butter, dairy, per lb.	0 26	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 30	0 31
Lard, compound, per lb.	0 10 1/2	0 10 3/4
Lard, pure, per lb.	0 13	0 13 1/2
Cheese	0 15	0 17 1/2
Flour and Cereals—		
Cornmeal, gran.	6 00	
Cornmeal, ordinary	1 85	
Flour, Manitoba, per bbl.	8 65	
Flour, Ontario	8 10	
Rolled oats, per bbl.	8 10	
Oatmeal, standard, per bbl.	8 50	
Fresh Fruits and Vegetables—		
Lemons, Messina, box	7 00	
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	6 45	6 55
United Empire	6 35	6 45
Bright yellow	6 25	6 35
No. 1 yellow	5 95	6 05
Paris lumps	7 25	7 50
Beans, white, per bush.	3 20	3 25
Beans, yellow eyes, per bush.	3 20	3 25
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 35	0 36
Cream of tartar, per lb., bulk.	0 36	0 39
Currants, per lb.	0 08	0 08 1/2
Rice, per cwt.	4 50	5 00

CANNED GOODS.

ONTARIO AND QUEBEC PRICES 1914 PACK. VEGETABLES.

		Group A.
2's Asparagus tips		52 25 1/2
2's Asparagus butts		4 7 1/2
2's Beans, crystal wax		1 05
2's Beans, golden wax, midget		1 25
2's Beans, golden wax		0 85
2's Beans, golden wax		1 25 1/2
Gals., Beans, golden wax		3 77 1/2
2's Beans, Lima		1 22 1/2
2's Beans, red kidney		1 00
2's Beans, Refuge or Valentine green		0 85
2's Beans, Refuge (green)		1 32 1/2
2's Beans, Refuge, midget		1 35
Gals., Beans, Refuge		3 77 1/2
2's Beets, sliced blood red, Simcoe		1 00
2's Beets, whole, blood red, Simcoe		1 00
2's Beets, whole, blood red, Rosebud		1 30
2's Beets, sliced, blood red, Simcoe		1 35
2's Beets, whole, blood red, Simcoe		1 40
2's Beets, whole, blood red, Rosebud		1 45
2's Cabbage		0 97 1/2
Gals., Cabbage		2 77 1/2
2's Carrots		0 97 1/2
2's Carrots, Refuge, midget		1 27 1/2
2's Cauliflower		1 37 1/2
2's Cauliflower		1 77 1/2
2's Corn		0 95
2's Corn, Fancy		1 05
Gals., Corn on Cob		4 82 1/2
2's Parsnips		0 97 1/2
2's Parsnips		1 17 1/2
2's Peas, standard, size 4		0 85
2's Peas, early June, size 4		0 97 1/2
2's Peas, sweet wrinkles, size 4		1 00
2's Peas, extra fine sifted, size 1		1 40
Gals., Peas, standard		4 07 1/2
Gals., Peas, Early June		4 17 1/2
Gals., Peas, sweet wrinkles		4 20 1/2
2 1/2's Sauer Kraut, Simcoe		0 22 1/2
2's Sauer Kraut, Simcoe		0 97 1/2
Gals., Sauer Kraut, Simcoe		2 77 1/2
2's Spinach		1 15
2's Spinach		0 97 1/2
Gals., Spinach		4 85
2's Squash		0 97 1/2
Gals., Squash		2 77 1/2
2's Succotash		0 97 1/2
2's Tomatoes		0 87 1/2
2 1/2's Tomatoes		0 95
2's Tomatoes		1 00
Gals., Tomatoes		2 92 1/2
2's Turnips		0 97 1/2

FRUITS.

2's Apples, Standard	0 8 1/2
2's Apples, Preserved	1 00
Gals., Apples, Standard	2 05
Gals., Apples, Preserved	3 00
2's Blueberries, standard	1 85
2's Blueberries, preserved	1 82 1/2
Gals., Blueberries, std.	4 87 1/2
2's Blk. cherries, pitted, H.S.	1 92 1/2
2's Blk. cherries, not pitted, H.S.	1 82 1/2
2's Red ptd. cherries, H.S.	1 82 1/2
2's Cherries, red, pitted, L.S.	1 45
2's not ptd. red cherries, H.S.	1 82 1/2
Gals., ptd. red cherries	8 82 1/2
Gals., not ptd. red cherries	8 82 1/2
2's Cherries, white, ptd. H.S.	1 92 1/2
2's Cherries, white, not ptd. H.S.	1 82 1/2
2's Black currants, H.S.	1 47 1/2
2's Preserved black currants	1 77 1/2
Gals., black currants, std.	5 27 1/2
Gals., black currants, solid pack	8 27 1/2
2's Red currants, H.S.	1 47 1/2
2's Red preserved currants	1 77 1/2
Gals., red currants, standard	5 27 1/2
Gals., red currants, solid pack	8 27 1/2
2's Gooseberries, H.S.	1 47 1/2
2's Gooseberries, preserved	1 77 1/2
Gals., gooseberries, standard	7 82 1/2
Gals., gooseberries, solid pack	8 77 1/2
2's Grapes, white, Niagara, preserved	1 42 1/2
Gals., Grapes, white, Niagara, standard	1 82 1/2
2's Lawtonberries, heavy syrup	1 48
2's Lawtonberries, preserved	2 17 1/2
Gals., Lawtonberries, std.	7 07 1/2
2's Peaches, white, heavy syrup	1 77 1/2
2 1/2's Peaches, white, heavy syrup	4 82 1/2
2's Peaches, white, heavy syrup	2 12 1/2

1 1/2's Peaches, yellow, flats, heavy syrup	1 77 1/2
2's Peaches, yellow, heavy syrup	2 02 1/2
2 1/2's Peaches, yellow, heavy syrup	2 12 1/2
2's Peaches, yellow, heavy syrup	1 17 1/2
2's Peaches, yellow, whole, heavy syrup	1 62 1/2
2's Peaches, pie, not peeled	3 02 1/2
Gals., Peaches, pie, not peeled	4 77 1/2
Gals., Peaches, pie, peeled	1 82 1/2
2's Pears, Bartlett, heavy syrup	2 02 1/2
2's Pears, Bartlett, heavy syrup	2 02 1/2
2's Pears, Flemish Beauty, heavy syrup	1 77 1/2
2 1/2's Pears, Flemish Beauty, heavy syrup	2 02 1/2
2's Pears, Flemish Beauty, heavy syrup	1 27 1/2
2's Pears, Keliffers, heavy syrup	1 52 1/2
2 1/2's Pears, Keliffers, heavy syrup	1 77 1/2
2's Pears, light syrup, Globe	1 12 1/2
2's Pears, light syrup, Globe	1 42 1/2
2's Pears, pie, not peeled	1 24 1/2
2's Pears, pie, peeled	1 24 1/2
Gals., Pears, pie, peeled	3 77 1/2
Gals., Pear, pie, not peeled	2 77 1/2
Barrels, per cwt.	5 55
2's Pineapple, sliced, heavy syrup	1 92 1/2
2's Pineapple, shredded, heavy syrup	1 47 1/2
2's Pineapple, whole, heavy syrup	1 92 1/2
2's Pineapples, sliced, Hegelein brand	2 47 1/2
2's Plums, Damson, light syrup	0 97 1/2
2's Plums, Damson, light syrup	0 97 1/2
2's Plums, Damson, heavy syrup	1 07 1/2
2's Plums, Damson, heavy syrup	1 82 1/2
Gals., Plums, Damson, standard	2 77 1/2
2's Plums, Egg, heavy syrup	1 12 1/2
2's Plums, Egg, heavy syrup	1 37 1/2
2's Plums, Green Gage, light syrup	1 00
2's Plums, Green Gage, heavy syrup	1 12 1/2
2's Plums, Green Gage, light syrup	1 37 1/2
2's Plums, Green Gage, heavy syrup	1 47 1/2
Gals., Plums, Green Gage, standard	3 00 1/2
2's Plums, Lombard, light syrup	0 97 1/2
2 1/2's Plums, Lombard, light syrup	1 27 1/2
2's Plums, Lombard, light syrup	1 37 1/2
2 1/2's Plums, Lombard, heavy syrup	1 00 1/2
2's Plums, Lombard, heavy syrup	1 27 1/2
Gals., Plums, Lombard, standard	1 42 1/2
2's Raspberries, black, H.S.	1 87 1/2
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17 1/2
Gals., Raspberries, black, std.	7 07 1/2
Gals., Raspberries, black, solid pack	9 30 1/2
2's Raspberries, red, H.S.	1 97 1/2
2's Raspberries, red, L.S. (group B)	1 45
Gals., Raspberries, red, preserved	2 17 1/2
Gals., Raspberries, red, std.	7 32 1/2
Gals., Raspberries, red, solid pack	9 30 1/2
2's Rhubarb, preserved	0 87 1/2
2's Rhubarb, preserved	2 32 1/2
Gals., Rhubarb, standard	3 87 1/2
2's Strawberries, H.S.	2 77 1/2
2's Strawberries, preserved	2 30 1/2
Gals., Strawberries, standard	7 07 1/2
Gals., Strawberries, solid pack	9 82 1/2

(Group B 2 1/2 dozen lower.)

TRADE NOTES.

H. Rehder, Paris, Ont., has been elected a director of the board of trade there.

A. A. Woodman has been elected vice-president of the board of trade in Coaticook, Que.

K. F. Oxley, a Kelowna, B.C. grocer, has been elected a director of the board of trade there.

Ray J. McLardy is opening a grocery store at the corner of Manitoba and Kains streets, St. Thomas, Ont.

P. J. Parker has been made manager of the Hudson Bay Co.'s store at Calgary, Alta. He succeeds J. M. Baker.

J. G. Myers, Peter Hutchinson and C. S. Hare have been elected directors of the Bracebridge, Ont., board of trade.

D. Danock has been elected president, C. L. Stephens secretary and F. F. Telfer councillor of the Collingwood, Ont., board of trade.

Henderson & Stockton, representatives of Nash Bros. of Minneapolis, Minn., wholesale grocers, intend locating a branch in Red Deer, Alta., this year.

Arthur P. Tippet & Co., Montreal, have been appointed agents in Eastern Canada for the California Walnut Association. This association ships fifteen million pounds annually. California begins shipping new crop goods as early as September.

THE CLERKS' PROBLEM

ANOTHER CORRECT REPLY.

Editor Clerk's Page.

Dear Sir,—Re salary query, I would say that I would prefer A's salary, for I consider that at end of second year A would be \$100 better off than B, and, of course, salary would increase above B's thereafter.

B's salary at end of second year would amount to \$500+\$700 = .....\$1,200  
 A's salary at end of 6 months.... 250  
 A's salary at end of 12 months... 300  
 A's salary at end of 18 months... 350  
 A's salary at end of 24 months... 400

Total .....\$1,300  
 Winnipeg, Man. W. H. JARMEN.

NEW WAY OF FIGURING—BUT CORRECT.

Editor Clerk's Page,—Referring to your question on clerk's page of Grocer dated Jan. 15th, I was surprised to find that not one of the replies sent in was absolutely correct.

My solution of the problem is as follows:—

A is better off than B from the fact that each advance is added to the following one, and this total to the next advance, and so on. It is simply a matter of arithmetical progression.

Now A gets five raises in a period of three years, and B only two, so that A gets 1+2+3+4+5=15 times \$50 or \$750 increment, and B gets 1+2=3 times \$200 or \$600 increment in the same period, leaving A better off by \$150 at the end of three years.

This will be found the correct answer, and it is important that readers of your clerk's page, many of whom will be the business men of the future should be able to work out simple problems of this kind.

Strassburg, Sask.  
 THOS. H. WHITTON.

RIGHT BUT NO REASONS.

Editor Canadian Grocer.—A is better off than B by \$50 per year as long as they received the increase.

MATTAWA READER.

January 25, 1915.

“Owners of trade marks and specialties sold under specific names have been much interested, says a New York despatch, in the recent decision handed down by United States District Judge Arthur J. Tuttle at Detroit in the case of the Kellogg Toasted Corn Flake Company against the Quaker Oats Company, refusing to enjoin the Quaker Oats Co. from using the name “toasted corn flakes” in its advertising of a cereal product.” The Kellogg Company will appeal the decision.



# Fruit and Vegetables



## Advance in Pineapples

In Both Markets Pineapples Are Scarce—Hothouse Rhubarb Moving Well—Cucumbers in Demand—Navels Are Higher—Hothouse Tomatoes are Firm and Fairly High.

### MONTREAL

FRUIT.—You can buy all the Baldwins you want at 3.50. Spys are up, bringing from \$4.75 to \$5. Russets are quoted 4.00-4.50, with the latter nearer the correct figure, as some men are offering 4.50 for all the russets they can get. Greenings are coming almost entirely from the United States, and are bringing \$3 for small barrels. Fameuse and McIntosh Reds are scarce at \$6 per bbl. A good demand continues for oranges, mostly for 176-200 sizes. Pineapples are very scarce, and are bringing \$4. Many of those coming in are touched by frost and considerable money was lost last week by those who handled pines. Hothouse grapes are not arriving plentifully. The last lot sold for 1.75, but will not be staying at that figure.

Apples—		
Baldwins, No. 1, bbl.	3.50	3.50
Spies, No. 1, bbl.	4.75	5.00
Russets, No. 1, bbl.	4.00	4.50
Greenings, No. 1, bbl.	3.00	3.00
Fameuse, No. 1, bbl.	6.00	6.00
McIntosh Reds, No. 1, bbl.	6.00	6.00
No. 2, all varieties, 50c less per barrel.	2.25	2.25
Bananas, crate	4.50	4.50
Cocoanuts, sack	5.00	6.00
Cranberries, bbl.	2.00	2.75
Grapefruits, case	5.00	6.00
Grapes, Malaga, keg	1.75	1.75
Grapes, Belgium hothouse, lb.	2.50	2.75
Lemons—		
Messina Verdelli, extra fancy, 300 size	2.50	2.75
Malaga, 420 size	5.00	5.00
Oranges—		
Cal. Navel, 150-176-200-216-250-288	2.75	3.00
Cal., 96-126 size box	2.50	2.50
Florida, 176-200-216	2.50	2.50
Florida, 126-150	2.50	2.50
Mexican, 126-150-176-200-216-250	2.75	2.75
Valencias, 714 size, large cases	5.00	5.00
Bitter oranges	3.00	3.00
Pineapples, case	4.00	4.00

VEGETABLES.—Tomatoes are an important feature of the market. For hothouse tomatoes, as high as 30 and 35c is being secured on account of the difficulty in ripening them. Nice Florida tomatoes are hard to secure in New York, and will be selling as high as 6.00 a crate, or a dollar per basket. A decline took place in the price of water cress, which is selling for 75c per doz., whereas it was worth 1.50 a week ago. Celery is down slightly to 5.50 per crate. Leaks are up 25c per bunch, or 3.00 per doz., and will be higher in a week or so. A distinct jump took place in early lettuce,

which for several weeks has remained around 1.25 per box; it is now worth 2.00 per box of 4 doz. Boston lettuce is slightly cheaper, bringing 1.75 to 2.00 per box. Parsley is up ten cents, and is quoted 75c per doz. Canadian parsley is cheaper, but the bunches are smaller. Rhubarb is scarce at \$1.25 to \$1.50. Cucumbers bring \$1.50 to \$2.00, according to size.

Artichokes, bag	1.25	1.25
Beets, bag	0.75	0.75
Brussels Sprouts, quart	0.15	0.15
Cabbage, per bbl.	1.00	1.25
Carrots, bag	0.50	0.50
Cauliflowers, 2 doz.	3.50	3.50
Cucumbers, fancy, doz.	1.50	2.00
Celery, crate	5.75	5.75
Leeks, bunch	0.25	0.25
Lettuce, head, per box	1.75	2.00
Curly lettuce, per box	2.00	2.00
Onions—		
Spanish, per case	4.25	4.25
Yellow, 100-lb. bag	2.25	2.25
Red, 100-lb. bags	2.25	2.25
Parsnips, bag	0.90	0.90
Parsley, American, doz. bunches	0.75	0.75
Peppers, green, 3/4-qt. basket	0.75	0.75
Potatoes—		
Montreal, bag	0.65	0.75
New, bbl., 160 lbs.	8.00	8.00
Potatoes, sweet, Jersey, hpr.	2.50	2.50
Rhubarb, hothouse, doz.	1.25	1.25
Spinach, American, in bbls.	3.00	3.00
Turnips, bag	0.50	0.75
Tomatoes, hothouse, lb.	0.35	0.35
Tomatoes, Florida, crate	6.00	6.00
Watercress, American, doz.	0.75	0.75

### TORONTO.

FRUIT.—While there is little startling from point of news in this market, trade is better again, and many times have firmed up. Apples are selling well at ruling prices, particularly spies. Navels, as we forecast last week, are firmer and a trifle higher. We quote \$2.25 to \$2.75. Prices are up because the Northern stuff is being cleaned up and they are getting down to the Southern. Floridas are very quiet. Navels are still too cheap to allow much sale for Floridas. California lemons are firmer again, and Messinas easier though prices show no actual change. Pineapples are up considerably. A jump of 50 to 75c is remarkable, but supply is none too plentiful and demand has suddenly become very large. Grape fruit is moving well at \$2.50 to \$2.75. It is said that some dealers have a lower bottom

price, but it is improbable that it should be much lower than \$2.50.

Apples—		
Wagners	2.75	2.75
Greenings	2.25	2.75
Kings	2.25	3.25
Baldwins	2.50	2.75
Spies	3.00	4.00
Seeks	2.25	2.50
Canada Reds	2.50	2.75
No. 2s, 40-50c less.		
Bananas, per bunch	1.50	2.00
Cocoanuts, sack	4.00	4.50
Cranberries	6.50	7.00
Grapes—		
Canadian, 6-qt. bkts.	0.16	0.20
Tokays	2.80	2.80
Malaga, barrel	4.50	6.00
Malaga, fancy, barrel	6.50	7.00
Belgian, per lb.	1.25	1.25
Oranges—		
Florida	2.25	2.50
California navels	2.25	2.75
Bitter for marmalade, per box	2.50	2.50
Lemons, Messinas	2.75	3.00
Lemons, California	2.75	3.00
Limes, per 100	1.25	1.25
Pears—		
California, box	3.25	3.25
Canadian, late varieties	0.25	0.30
Pineapples, Porto Rico, case lb.	3.25	3.50
Grape fruit	2.50	2.75

VEGETABLES.—Hot house rhubarb is now on this market, and is selling at \$1.25 a dozen. Hothouse tomatoes are in, too, and are selling well at 22 to 25c. They come from Grimsby and thereabouts, chiefly. Some celery from New York State is coming. It is worth 75c a dozen and is very fine stuff. It is only for high class of trade, however. A lot is going to the hotels and clubs. The best cucumber, selling at \$2.50 to \$3.00 is hothouse stuff. Latter price is regarded as high and may not be general. There is a good deal going at \$2.75. Cabbage is up five to ten cents. It is running to waste, a good deal of it, and the best stuff is worth 50c. Boston head lettuce fetches \$3.25 a hamper or \$1.50 a dozen, and is in good demand. Potatoes are firm at ruling prices. Spanish onions are strong at appreciated prices. Mushrooms, as usual, have their own special trade.

Beets, Canadian, bag	0.50	0.65
Cabbage, Canadian, dozen	0.40	0.50
Carrots, bag	0.50	0.60
California cauliflower	3.25	3.50
Citrons, doz.	0.45	0.45
Cucumbers—		
Slicing, hothouse	2.50	2.75
Medium pickling sizes	0.35	0.75
Crate	4.00	4.50
Celery, California, case	4.50	4.75
Mushrooms, per lb.	0.70	0.90
Water Cress, 11 qt. basket	0.90	0.90

(Continued on page 45.)



# Fish and Oysters



## Haddie and Lobster Scarce

Business All Round Picks Up—Oysters Are Selling Well — Lobsters Scarcer and Higher in Toronto—Haddie Short on Account of Bad Weather—Frozen Fish Helped by Weather.

### MONTREAL.

**FISH AND OYSTERS.**—With more seasonable weather trade in frozen fish is daily improving, and should reach top notch next week, which is the week before Lent. The season opens on Feb. 17. Stocks are ample, and prices are easy, with a tendency to sag, but the circumstance which will help business this week is the fact that no fresh fish of any kind is available, either from East or West. The situation on frozen herring has not improved, and as stated before, none are likely to arrive. Pickled and salt fish market is steady, and prices are well maintained, supplies not being overplentiful. In smoked and prepared lines, haddies and fillets are in good supply at low prices, while kippers and bloaters, owing to scarcity of fresh or frozen herring, are scarce and expensive. Bulk and shell oysters, lobsters, shrimps, and all luxuries in the fish line are very quiet, and no notable change is observed in price. Lobsters are coming in small, which are bringing 15c lb., while large are worth 28c. There is a feeling of hope for better things among the trade on account of the near approach of Lent, and because of colder weather.

### TORONTO

**FISH AND OYSTERS.**—Trade has improved a good deal this last week and fish men are in a better humor in consequence. Frozen fish has, of course the great percentage of trade, but some fresh fish is still coming. This gets less and less, however. Buying is very much of the hand-to-mouth character but the nearness to Lent—it is only two weeks away—is a big incentive to the retailer to buy. Prices all round are attractive, and are certainly easier than they were last year. Oysters are still moving freely, and opinions are that volume of business done in this trade this season is bigger than has been experienced heretofore.

There is a marked scarcity in Nova Scotia finnan haddie, chiefly owing it is said, to the bad weather. Lobsters are very scarce, and are dearer. We quote 50c on them. There is a good demand from the class that can afford lobster, and prices may go higher still. Haddock and cod are the sole fresh fish buys. Both are selling well. Smoked lines are moving fairly freely.

### SMOKED FISH.

	Montreal	Toronto
Haddies, per lb. ....	.07	.08-10
Haddies, 15-lb. and 30-lb. boxes, lb. ....	.07	.08-10
Haddies, fillets, per lb. ....	.10	.11-12
Haddies, Niobe, boneless, per lb. ....	.08½	...
Herring, Ciscoe, per box ....	1.40	.12
St. John boaters, 100 in box ....	1.00	1.20
Yarmouth bloaters, 60 in box ....	1.20	1.30
Smoked herrings, medium, box ....	.20	...
Smoked boneless herrings, 10-lb. box. ....	1.10	...
Kipper herrings, selected, 60 in box. ....	1.40	1.25-1.60
Smoked salmon, per lb. ....	.25	.23
Smoked halibut ....	...	.20

### FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Glaspe, large, per lb. ....	.14	.12
Red, steel heads, per lb. ....	.13-11	.12-13
Red, sockeyes, per lb. ....	.10-11	.10
Red, Cohoes or silvers, lb. ....	.10	.10
Pale, qualls, dressed, per lb. ....	.07½-08	.07½-08
Halibut, white western, large and medium, per lb. ....	.08-.09½	.08
Halibut, eastern chicken and medium, per lb. ....	.08-.09½	.10
Mackerel, bloater, per lb. ....	.08-.08½	.08
Haddock, medium and large, lb. ....	.04½-.06	.07-.08
Market codfish, per lb. ....	.04½-.06	.07-.08
Steak codfish, per lb. ....	.06½-.08	.08
Canadian soles, per lb. ....	.08	...
Blue fish, per lb. ....	.15-.17	...
Smelts ....	.12	.16-20
Herrings, per 100 count ....	2.50	...

### DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb. ....	7 00	7 50
Dried hake, medium and large, 100 lb. ....	6 00	...
Dried pollock, medium and large, 100 lb. ....	6 00	...
Dressed or skinless codfish, 100-lb. case. ....	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb. ....	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb. ....	0 07	0 07
Boneless codfish, strips, 20-lb. boxes. ....	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box ....	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes ....	6 15	6 15

### BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal. ....	1 70	1 65
Standard, bulk, gal. ....	1 40	1 40
Selects, per gal., solid meat ....	2 00	2 00
Best clams, imp. gallon ....	1 50	...
Best prawns, imp. gallon ....	2 25	...
Best shrimps, imp. gallon ....	2 25	...
Sealed, best standard, quart cans, each. ....	0 50	...
Sealed, best select, quart cans, each ....	0 60	...

### CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl. ....	8 00	...
Malpeque shell oysters, selected J.A.F., per bbl. ....	9 00	...
Malpeque shell oysters, C.C.I., bbl. ....	12 00	...
Clams per bbl. ....	8 00	...
Live lobsters, small, lb. ....	0 15	0 50
Live lobsters, medium and large, lb. ....	0 28	...
Boiled lobsters, medium and large ....	.26	...
Winkles, bush. ....	2 00	...
Little Necks, per 100 ....	1 25	...

### FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb. ....	0 08	0 07
Steak cod, fancy, express, lb. ....	0 06½	0 08-0 09
Carp ....	0 10	...

### FROZEN—LAKE AND RIVER.

White fish, large, per lb. ....	.10	.10
White fish, small tulbees, per lb. ....	.08½-.07	.07
Lake trout, large and medium, lb. ....	.10-.11	.12
Dore, dress or round, lb. ....	.08½-.09	.08-10
Pike, dressed and headless, lb. ....	.06-.06½	.07
Pike, round, per lb. ....	.06½-.06	.07-.08
Tom cods, new, per bbl. ....	2 00	...

### PICKLED FISH.

Salmon, Labrador, tierces, 300 lb. ....	20 00	...
Salmon, Labrador, bbls., 300 lbs. ....	14 00	...
Salmon, Labrador, half bbls., 100 lbs. ....	7 50	...
Salmon, B.C., bbls. ....	14 00	14 00
Sea trout, Baffin's Bay, bbls., 300 lb. ....	13 00	...
Sea trout, Labrador, bbls., 300 lb. ....	12 00	...
Sea trout, Labrador, half bbls., 300 lb. ....	6 50	6 50
Mackerel, N.S., bbls., 300 lb. ....	12 00	...
Mackerel, N.S., half bbls., 100 lb. ....	7 00	...
Mackerel, N.S., pails, 20 lbs. ....	1 75	2 00
Herrings, Labrador, bbls. ....	5 50	6 25
Herrings, Labrador, half bbls. ....	3 00	3 25
Herrings, Nova Scotia, bbls. ....	5 00	6 25
Herrings, Nova Scotia, half bbls. ....	2 50	3 40
Lake trout, 100-lb. kegs. ....	6 00	...
Quebec sardines, bbls. ....	6 00	...
Quebec sardines, half bbls. ....	3 50	...
Tonges and sounds, per lb. ....	0 07½	...
Scotch herrings, imported, half bbls. ....	8 00	...
Holland herrings, imp'ted milkers, hf bbls. ....	7 00	...
Holland herrings, imp'ted milkers, kegs. ....	0 85	0 75-1 00
Holland herrings, mixed, hf bbls. ....	7 00	...
Holland herrings, mixed, kegs. ....	0 75	0 70-0 85
Lochfyne herrings, box ....	1 25	...
Turbot, bbl. ....	14 00	...

### WINNIPEG.

**FISH.**—For this line the cold weather is just what is required. During the week there has been a good demand. In the city this is improving, and the good call received from the country is holding up. No changes in price are noted.

Fish—		
New fresh jackfish ....	0 03½	...
Lake Superior herring ....	0 03½	...
New tulbees ....	0 04	...
Fresh mullets ....	0 03	...
Fresh whitefish ....	0 08½	...
Fresh pickerel ....	0 07½	...
Trout ....	0 12½	...
Gold eyes ....	0 03½	...
Halibut ....	0 12	...
Frozen halibut ....	0 09½	...
Salmon ....	0 12	...
Frozen salmon ....	0 10	...
Fresh cod ....	0 10	...
Fresh smelts ....	0 11	...
Oysters, per gal. ....	2 00	...
Shell oysters, per cwt. ....	2 00	...
Shell oysters, per bbl. ....	17 00	...
Haddies ....	0 09	...
Haddies, fillets ....	0 12½	...
Bloaters, per lb. ....	1 50	...
Kippers, per box ....	1 75	...
Ocean herring, lb. ....	0 06	...

In some stores we see examples of economy gone to seed. It is well to be careful of expenditures, but it is not well to be penny wise and pound foolish.



# Produce and Provisions



## Chinese Eggs in Canada

Both Montreal and Toronto Sampling Chinese Eggs — Butter Very Firm — Export Demand Large—Cheese at Highest Prices in Toronto—Fowl in Big Demand.

### MONTREAL.

PROVISIONS.—Prices have not been changed since a week ago. Business in smoked and cured meats is quiet. Certain Montreal abattoirs have bought heavily of western hogs during the past week, but while last year hogs were shipped here for sale, this year buyers are going in search of them; which seems to indicate that the market in the West is firmer. Regarding compound lard; nobody seems able to form a definite opinion as to what will happen here. Some say the crest of the market has been reached, while others insist that the price of all food is going away up, and will continue to do so on account of the export demand.

Hams—		
Medium, per lb.	.....	0 17
Large, per lb.	.....	0 16
Bacon—		
Plain, bone in	.....	0 24
Boneless	.....	0 23
Peameal	.....	0 24
Bacon—		
Breakfast, per lb.	.....	0 18 0 19
Roll	.....	0 16
Shoulders, bone in	.....	0 15
Shoulders, boneless	.....	0 16 1/2
Cooked Meats—		
Hams, boiled, per lb.	.....	0 24 0 25
Hams, roast, per lb.	.....	0 25
Shoulders, boiled	.....	0 25
Shoulders, roasted	.....	0 25
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	.....	0 15 1/2
Long clear bacon, 80-100 lbs.	.....	0 14 1/2
Flanks, bone in, not smoked	.....	0 15 1/2
Barrelled Pork—		
Heavy short cut mess	.....	27 00
Heavy short cut clear	.....	27 00
Clear fat pork	.....	29 00
Clear pork	.....	26 00
Lard, Pure—		
Tierces, 35 lbs., net	.....	0 12
Tubs, 50 lbs., net	.....	0 12 1/2
Boxes, 50 lbs., net	.....	0 12 1/2
Pails, wood, 20 lbs., gross	.....	0 12 1/2
Pails, tin, 20 lbs., gross	.....	0 12
Cases, 10-lb. tins, 60 in case	.....	0 12 1/2
Cases, 3 and 5-lb. tins, 60 in case	.....	0 13
Bricks, 1 lb., each	.....	0 13 1/2
Lard, Compound—		
Tierces, 37 1/2 lbs., net	.....	0 09 1/2
Tubs, 50 lbs., net	.....	0 10 1/2
Boxes, 50 lbs., net	.....	0 10
Pails, wood, 20 lbs., gross	.....	0 10 1/2
Pails, tin, 20 lbs., gross	.....	0 10 1/2
Cases, 10-lb. tins, 60 in case	.....	0 11 1/2
Cases, 3 and 5-lb. tins, 60 in case	.....	0 11 1/2
Bricks, 1 lb. each	.....	0 12 1/2
Hogs—		
Dressed, abattoir killed	.....	11 50 11 75

BUTTER.—Market remains about the same. Notwithstanding the high prices, consumption is good. Demand good for all dairy butter, of which very little is coming in. Very little new creamery butter is being offered.

### Butter—

Finest creamery	.....	0 33
Dairy butter	.....	0 27 0 28

CHEESE.—Very little cheese is in stock, and prices as quoted a week ago are maintained.

### Cheese—

New make	.....	0 17 0 18
Old specials per lb.	.....	0 19 0 20
Stilton	.....	0 18 0 19

EGGS.—Several cars of Chinese eggs have been sold in this market. These are being offered at 25-27c. They are very small, however. If the market goes down for Canadian eggs, it is hardly likely any more will be brought in; but if the price is maintained, it is probable that more Chinese eggs will be seen in Canada. Canadian eggs are still in good demand, and are bringing a good price. New laids are coming along well from several points in Ontario and Southern Quebec, and are quoted 37-38, which is an appreciable drop.

### Eggs, case lots—

New laids	.....	0 37 0 38
Selects	.....	0 33
No. 1s	.....	0 30
Splits	.....	0 20

POULTRY.—Feature of the market is the advance in prices of some lines of live poultry. Fowl are bringing 16-18c, and are in good demand from the Jewish people, some selling as high as 19c. Hens are beginning to lay, and not so many are coming forward. Last year the price went up 23c. These prices, however, are for fancy fat fowl. Live ducks are in good demand at 18c. Dressed fowl is selling around the same price as live, the cheaper stuff getting cleaned off the market. Dressed turkeys continue firm, the price being around 20-23c. Few live turkeys are coming in, or are being asked for, and the demand for dressed has fallen off. Live spring chicken are not selling, and it is hard to get over 14c for them.

### Fresh Stock—

Fowl	.....	16-18	14-18
Spring chicken	.....	14	14-18
Panev, crate-fed chickens, 5 lbs.	.....	11-13	19-20
Turkeys, fancy	.....	16-16	20-23
Ducks	.....	19-18	14-18
Geese	.....	13-14	14-15
Pigeons, pair	.....		35
Squab pigeons, pair	.....		45
Rabbits, pair	.....		30-35

### TORONTO.

PROVISIONS. — Market is very strong, the whole tone and undertone duplicating those of a couple of weeks ago. Prices are steady to firm. Dressed hogs are down at \$10.00 to \$10.50, and demand has fallen off somewhat. Hams are up half a cent in medium, and down half a cent in heavy. Pure lard is firm at quoted prices. Bacon is moving more freely.

Hams—		
Light, per lb.	.....	0 16 0 16 1/2
Medium, per lb.	.....	0 16 0 17
Large, per lb.	.....	0 14 1/2 0 15
Bacon—		
Bacon, per lb.	.....	0 20 0 21
Boneless, per lb.	.....	0 23 0 25
Pea meal, per lb.	.....	0 24 0 24
Bacon—		
Breakfast, per lb.	.....	0 17 1/2 0 18
Roll, per lb.	.....	0 14 0 15 1/2
Shoulders, per lb.	.....	0 13 1/2 0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	.....	0 13 1/2 0 14
Cooked Meats—		
Hams, boiled, per lb.	.....	0 22 0 23
Hams, roast, per lb.	.....	0 23 0 24
Shoulders, boiled, per lb.	.....	0 20 0 21
Shoulders, roast, per lb.	.....	0 20 0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	.....	25 00 26 00
Short cut, per bbl.	.....	27 00 29 00
Lard, Pure—		
Tierces, 40 lbs., per lb.	.....	0 11 0 11 1/2
Tubs, 50 lbs.	.....	0 11 1/2 0 12
Pails	.....	0 12 0 12 1/2
Tins, 3 and 5 lbs., per lb.	.....	0 12 1/2 0 13 1/2
Bricks, 1 lb., per lb.	.....	0 13 0 13 1/2
Lard, Compound—		
Tierces, 40 lbs., per lb.	.....	0 09 0 09 1/2
Tubs, 50 lbs., per lb.	.....	0 09 1/2 0 10
Pails, 20 lbs., per lb.	.....	0 10 0 10 1/2
Hogs—		
F.O.B. live, per cwt.	.....	7 45
Live, fed and watered, per cwt.	.....	7 75
Dressed, per cwt.	.....	10 00 10 50

BUTTER.—Market is firm all round. A lot of No. 1 went to the North-west last week. Export continues to Great Britain of under grades. Local enquiry is good, but weather has been against deliveries. Separator prints are a trifle easier, and we quote 27 to 30. Dairy butter is a leader: demand is heavy for stocks are said to be light. Quality of creamery is much improved.

Butter—		
Creamery prints, fresh made	.....	0 33 0 34
Separator prints	.....	0 27 0 30
Dairy prints, choice	.....	0 26 0 28
Dairy, solids	.....	0 22 0 25
Bakers	.....	0 18 0 20

CHEESE.—Market is very firm. Large export demands are a big factor, particularly for England. Price on new large is up a quarter of a cent. There is a fair domestic demand. The strength of the whole market lies in the fact of light stocks at home and abroad. Prices are

CANADIAN GROCER

said to be higher than this market has ever known them. There is a report that American cheese is being bought for export to Britain.

Cheese—

Old, large	0 18½	0 18½
Old, twins	0 18½	0 19¼
New, large	0 17½	0 18
New, twins	0 18	0 18½

EGGS.—There is no change in price for new laids, though the market is firmer. Deliveries are light. Weather, of course, is a bad influence from the dealer's point of view. It is disliked by the hens who register a protest by not laying, and the farmers—some of them—are snowed up and can't bring their stocks to market. There was a car of Chinese eggs on the street last week and they went like hot cakes. They were new laids, tiny, but very good. New laid on the 26th of November they sold by the Chinese farmer at three cents for two eggs. They cost 24 to 25c laid down here in Toronto. This is the first car of Chinese eggs to be sold in this market, and dealers liked them. The "heathen Chinese" may be peculiar but the hen lays good eggs. Storage stocks here are cleaning up now and prices are firm.

Eggs, case lots—

Strictly new laid in cartons	0 35	0 37
Selects	0 32	0 33
Straights	0 29	0 30
Trade eggs	0 25	0 26

POULTRY.—All lines are firm at existing figures. Demand is very good, better than usual at this time of the year. Fowl is higher and very strong. Peculiar feature is that live and dressed are both selling for same prices. Deliveries are large for this time of the year, although last week they were slow. Apparently farmers didn't market all they had at Christmas time. Chicken is a particularly good seller right now. Noteworthy point about this market is that storage stocks are not being drawn on. There is so much fresh coming in.

Fresh Stock—

	Live	Dressed
Poultry	0 12-0 14	0 12-0 14
Spring chicken, lb.	0 16-0 11	0 12-0 11
Fancy, crate-fed chicken, 5 lbs.	0 15-0 16	0 18-0 20
Turkeys, fancy	0 13-0 15	0 20-0 22
Turkeys, old Tom	0 08-0 12	0 12-0 20
Ducklings	0 08-0 12	0 14-0 7
Ducks	0 12-0 13	0 12-0 15
Geese	0 12-0 13	0 15-0 16

WINNIPEG

PRODUCE.—The strong feature of the market this week is cheese. For other lines there is no unusual demand, and no upward movement of prices has been necessary. This applies to both cured meats and lard.

Cured Meats—

Hams, per lb.	0 20
Shoulders, per lb.	0 15
Bacon, per lb.	0 25
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	23 00

Lard—

Tierces	0 11
Tubs, 60s	6 75
Pails, 20s	2 3¼
Cases, 5s	7 12¼
Cases, 3s	7 20

BUTTER.—Here the demand is steady. A good deal is being exported, which is causing a considerable reduction in local supplies. Creamery butter

is tending upwards in price. Quotations are still 32c and 33c, but the higher figure is the one at which most is being sold.

Butter—

Creamery, Manitoba	0 32	0 33
Dairy	0 25	0 25
Cooking	0 20	0 22

CHEESE.—Exporting of this line is largely finished. What was taken out of the country, however, has reduced the supply, with the result that cheese is scarce and is firm in price. There has been an advance this week to 17½c, and it seems likely that cheese will go up still further.

Cheese—

New, large	0 17½
New, twins	0 18

EGGS.—It is hard to explain why this market is a little weak. Apparently the demand has fallen off somewhat. There has been a decline in prices during the week, present quotations being

Eggs—

Extra firsts	0 26
Checks	0 17
Extra, in cartons	0 23

POULTRY.—A fair winter demand is keeping up. The supply, however, is adequate, and owing to poor dressing of this, it is impossible to get any high prices.

Fresh Stock—

Turkeys, per lb.	0 14	0 15
Ducks, per lb.	0 10	0 14
Chickens, per lb.	0 12	0 14
Geese, per lb.	0 10	0 12

FRUIT AND VEGETABLES.

(Continued from page 42.)

Onions—

Spanish, big crate	4 00	4 25
Can., 75-lb. bags	1 25	1 50
Green peppers, basket	0 75	0 80
Potatoes, Delaware	0 75	0 80
Potatoes, Canadian, bag	0 65	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 22	0 25
Turnips, bag	0 40	0 40
Sweet potatoes, hamper	1 65	1 65
Squash, Hubbard, doz.	0 75	0 75
Lettuce, leaf	0 20	0 30
Lettuce, Boston, head, hamper	3 25	3 25
Parsnips, Canadian, bag	0 65	0 65
Persimmons, California, crate	2 50	2 50
Pomegranates, doz.	0 75	0 75
Pomegranates, crate	3 00	3 00
Rhubarb, hothouse	1 25	1 25

WINNIPEG.

FRUIT AND VEGETABLES.—The 30 below zero weather has dulled the demand for fruit to some extent. It has, of course, made it impossible to bring in anything from Minneapolis. There is a fair call for oranges, lemons, grape fruit, etc.—yet even at the exceedingly low prices which hold for grape fruit, the demand for this line is not up to that experienced at the same season other years. For Emperor grapes also the call is somewhat smaller than usual.

Apples—

Washington	1 25
Apples, bbls.	3 00
R. C. box apples	1 50
Cranberries, case	3 75
Bananas, lb.	0 04½

Grapes—

Emperor, per keg	5 00
Almeria, keg	7 00
Grape fruit	3 50

Lemons—

California	3 75
Oranges, California Navels	3 00

VEGETABLES.—Here the demand is keeping up very well, being apparently unaffected by the extreme weather. Cab-

ages have been advanced somewhat in price, being now quoted at 2c per lb. California head lettuce is also up, as is parsley. The reason for all these advances is the great difficulty in bringing in goods. It is practically impossible to so heat a car that the contents will not be frozen.

Celery, California	6 00
Cabbages, per lb.	0 02
Cauliflower, per doz.	2 00
Head lettuce, alifornia, per doz.	1 25
Leaf lettuce, doz.	0 45
Onions—	0 50
California, 100-lb. sacks	2 00
Valencia, per case	2 25
Parsley, per doz. bunches	4 50
Sweet potatoes, per lb.	0 40
Tomatoes, California, per case	0 06
Honey, comb, per case (24 sections)	3 00
	5 50

FIGURING PROFITS ACCURATELY.

(Continued from page 32.)

clearly indicative of the character of the year's work.

"The percentage of profits on cost would not indicate so accurately the year's business.

"The percentage of expense of conducting a business may be readily ascertained by dividing the gross expenses by the gross sales. As this percentage of expense is on the sales, it is thought best to refer to the percentage of profit on sales to avoid any misunderstanding and consequent loss through the use of any other method. For instance, if you figure your percentage of profit on the cost and your overhead expenses on the sale—you may add 25c to the cost—with an overhead expenses of 20 per cent. on the selling price and expect to make money. Do you?"

Every retailer should read and re-read the above reasons why profits should be based on sales instead of cost. There is much food for thought in this.

SOAP FACTORY READY ABOUT JULY 1.

As has already been announced in Canadian Grocer, The Proctor & Gamble Distributing Co., of Cincinnati, Ohio, are erecting a large factory in Hamilton, Ont., for the manufacture of soap. There will also be a factory for the manufacture of Crisco, and the firm is figuring on having operations begin about the first of July. Their standard brands such as Ivory, White Naphtha and Pearl-line will all be made in Hamilton. The factory will be a large one and will mean the employment of a substantial force of men.

The W. T. Ott Co., Inc.  
Toronto  
Clickot Club Beverages  
Priscilla Prepared Flours  
Bass Islands Grape Juice  
Snow-Mellow





# Flour and Cereals



## Flour and Rolled Oats Up

Another Jump of Forty to Fifty Cents for Ontario Winter Wheat Flour—Manitobas Expected to Advance—Rolled Oats Up in Montreal—Prices Raised by One Toronto Concern—All Markets Firm.

### MONTREAL

**FLOUR.**—During Monday and Tuesday the price of spring wheat flour advanced 50c per barrel, bringing the price of first patents to \$8.10, second patents to \$7.60, and strong bakers to \$7.40. This followed an advance in the price of wheat, necessitating this advance by the millers. If wheat goes on soaring at this rate further advances will undoubtedly take place. During the last twenty years there have never been prices of flour like these. Further advances which occurred during this week are feed oats to 77c per bushel, feed flour to \$2.55 per bag, and feed wheat or chicken feed to \$2.35 per bag.

Manitoba Wheat Flour—	Per bbl. of 2 bags	
First patents	7 00	
Second patents	7 10	
Strong bakers	6 90	
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	8 00	8 20
90 per cent. in wood	8 00	7 75
90 per cent. in bags	3 65	3 90
Straight roller	7 00	7 25
Blended flour	6 85	7 35

**CEREALS.**—Rolled oats took another jump of 25c, this bringing the price for small lots to 3.65, and for 25 bags or more to 3.50. Another advance took place in package oats of 25c, sending the price up to 4.75 per case. This price is expected to go up to 5.00 on Feb. 10. The advancing oat market is effecting this change. The advance in package oats is justified, as since the war the price has only been raised 75c, whereas the advance in bulk oats has been 1.45. Business during January has been exceptionally good with the millers. There is still a disturbing factor in the market, however, and lower prices than these can be secured in certain cases.

<b>Corrmeal—</b>	Per 98-lb. sack
Gold dust	2 30 2 35
Unbolted	2 15
<b>Rolled Oats—</b>	99's in jute.
Small lots	3 65
25 bags or more	3 50
Rolled oats in cotton sacks, 5 cents more.	
<b>Oatmeal—fine, standard and granulated, over rolled oats in 90s, in jute.</b>	10 per cent.
<b>Rolled Wheat—</b>	100-lb. bbls.
Small lots	3 65
Hominy, per 98-lb. sack	2 75

**FEEDS.**—As announced by wire last

week an advance took place in the price of a number of feeds. Further advances of \$1 per ton took place this week in bran and shorts, these advances being made necessary by the remarkable advances which have taken place in the price of wheat lately. The demand is exceptionally good.

Mill Feeds—	Car lots, per ton
Bran	26 00
Shorts	28 00
Middlings	33 00
Wheat moulee	37 00
Feed flour, bag	2 45
Mixed chop, ton	41 00
Crushed oats, ton	43 00
Barley, pot., 98 lbs.	4 30
Oats, chop, ton	43 00
Barley chop, ton	38 60
Feed oats, cleaned, Manitoba, bush.	0 73

### TORONTO.

**FLOUR.**—The systematic upward trend of flour is emphasized once more this week by a raise in prices. Ontario winter wheat flour is up 40c all round. Fancy patents is now worth \$7.40 in car lots and blended sells at \$7.20. And still the consensus of opinion is that we will surely see higher prices yet. This is not remarkable with Chicago wheat at \$1.53. Winnipeg wheat, at the time of writing, is \$1.55. There is, of course, any amount of business. The trouble is not to get it, but rather to stave it off. One mill frankly will not sell unless for delivery in thirty days. Sixty and ninety-day business they are turning down. Their viewpoint is that this eliminates speculation—at any rate with their money. The farmers are certainly holding out. They are sure of higher prices. As to export business, it is booming. The new Zealand Government have contracted for a million bushels, and are arranging for another million later. Europe has turned wheat and flour importer on an extensive scale. Italy has removed the duty. So has France. Portugal, Spain and the Scandinavian governments will likely follow suit. All of which is abundant proof that they are hard up for supplies, because the duty is a good

source of revenue. This is the farmer's opportunity and the miller's. "It's an ill wind—." Manitoba prices are considerably firmer, being up considerably from last week—from 50c to 60c per barrel.

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
First patent	8 30	8 10
Second patent	7 80	7 60
Strong bakers	7 60	6 40
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	7 60	7 40
90 per cent.	7 40	7 20
Straight roller	7 20	7 00
Blended flour	7 40	7 20

**CEREALS.**—Confirming our prediction of last week one firm has advanced their price on rolled oats 50c per barrel, and it is likely that others will follow. Market is very strong at higher price. Britain continues to buy heavily and shows no sign of cessation. Domestic demand is steadily good. It seems as if rolled oats will be the strongest market of any, and many look for further advance shortly. Rolled wheat is firm. Split peas are strong at existing levels.

Barley, pearl, 98 lbs.	5 00
Buckwheat grits, 98 lbs.	5 50 6 00
Corn flour, 98 lbs.	2 50 3 00
Corrmeal, yellow, 98 lbs.	2 55 2 65
Graham flour, 98 lbs.	3 00 3 30
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	3 92½
Oatmeal, granulated, 98 lbs.	3 92½
Peas, Canadian, boiling, bush.	2 90 3 00
Peas, split, 98 lbs.	5 00
Rolled oats, 90-lb. bags	3 77½ 3 37½
Rolled wheat, 100-lb. bbl.	3 75 4 00
Rye flour, 98 lbs.	3 00
Whole wheat flour, 98 lbs.	3 75 4 00
Wheatlets, 98 lbs.	3 75 4 00

**MILL FEEDS.**—No actual change in prices is recorded but, the market is very firm. Oats, which advanced five cents last week, are exceptionally strong and a further advance is not unlikely. Feed flour is firm and none too easy to get.

Mill Feeds—	Mixed cars, per ton	
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat moulee	37 00	38 00
Feed flour, per bag	1 95	1 90
Oats—		
No. 3, Ontario, outside points	0 55	0 56
No. 3, C.W., bay ports	0 60	0 60

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For Pastry

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Upon written request for same we will send you an attractive window display, charges prepaid. We also have a limited number of Tillson's Oats Calendars. Drop us a postal if you wish one, they are going fast.

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TORONTO



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

### COOK'S FRIEND BAKING POWDER.

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In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs. \$	2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 50
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

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Size.	Less than 10 case lots	Bbl. lots or 10 cases and over
Dime	\$ .95	\$ .70
4-oz.	1.40	1.25
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.90
2 1/2-lb.	11.00	11.55
3-lb.	13.00	13.95
5-lb.	22.35	21.90

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

### FOREST CITY BAKING POWDER.

6-oz. tins	\$0 75
12-oz. tins	1 25
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Keen's Oxford, per lb.	\$0 17
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Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs. ....	\$3 00
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	Per case
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs. ....	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs. ....	3 30
King's Food, 2 doz. to case, weight 95 lbs. ....	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs. ....	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs. ....	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs. ....	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs. ....	3 30

### DOMINION CANNERS, LIMITED.

	Per doz.
Aylmer Pure Jams, 16 oz. Jar	\$2 20
Strawberry, 1914 pack	2 10
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

### Aylmer Pure Jellies.

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

### Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 50
Ginger	2 25

### Aylmer Pure Preserves—Bulk

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

### Aylmer 14's and 30's per lb.

Strawberry	0 11
Raspberry	0 14

### COCOA AND CHOCOLATE.

#### THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 3/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 20
Perfection, 5-lb. tins, per lb.	0 53
Soluble bulk, No. 1, lb.	0 20
Soluble bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

### (Unsweetened Chocolate).

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 60
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 30
Sweet Chocolate—	
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, 1/2-lb., 6 and 12-lb. boxes	0 35

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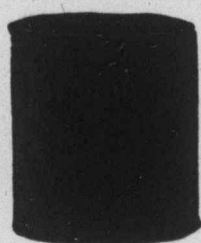
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Each barrel has a lining, so that the Flaked Wheat does not come in contact with anything from the time it leaves the Flakers until it is sold to the customer. The result is the highest grade Flaked Wheat on the market with absolutely no waste.

We, therefore, take no risk in guaranteeing every barrel against moths, worms, weevil and sourness for a period of six months.

There is a big difference in wheat—it is our business to know the difference—and that is why WHITE SWAN Flaked Wheat is different.

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

Diamond, 8's, 6 and 12-lb. boxes .....	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes .....	0 26
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Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 doz. in box, per doz. ....	1 60
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes....	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes .....	0 51
Chocolate wafers, No. 2, 5-lb. boxes .....	0 26
Nonpareil wafers, No. 1, 5-lb. boxes .....	0 31
Nonpareil wafers, No. 2, 5-lb. boxes .....	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes .....	0 37
Coffee drops, 5-lb. boxes...	0 37
Lunch bars, 5-lb. boxes...	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box.....	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box .....	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb. ....	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb. ....	0 37
Nut milk chocolate, 5c bars, 24 bars, per box .....	0 85
Almond nut bars, 24 bars, per box .....	0 85

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Elite, 10c size (for cooking) doz. ....	0 90
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Breakfast cocoa, ¼'s and ½'s .....	0 36
No. 1 chocolate .....	0 50
Navy chocolate, ½'s .....	0 26
Vanilla sticks, per gr. ....	1 00
Diamond chocolate, ¼'s ...	0 24
Plain choice chocolate liquors .....	20 30
Sweet chocolate coatings ..	0 20

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EVAPORATED MILK.**

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East of Fort William, Ont.

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

Peerless Brand, Hotel, each, 2 doz. ....	4 25
Jersey Brand, Hotel, each, 2 doz. ....	4 25
St. Charles Brand, gallons, each, ½ doz. ....	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz. ....	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz. ....	5 50
"Regal" Coffee and Milk, each, 2 doz. ....	4 50
"Reindeer" Cocoa and Milk, each, 2 doz. ....	4 80

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**WHITE SWAN SPICES AND  
CEREALS, LTD.**

**WHITE SWAN.**

1 lb. tins, 4 doz. to case, weight 80 lbs. ....	37½
1 lb. tins, 2 doz. to case, weight 35 lbs. ....	
Add one-half cent per pound to the above.	

**ENGLISH BREAKFAST  
COFFEE.**

½ lb. tins, 2 doz. to case, weight 22 lbs. ....	22
1 lb. tins, 2 doz. to case, weight 40 lbs. ....	20

**MOJA.**

½ lb. tins, 2 doz. to case, weight 22 lbs. ....	32
1 lb. tins, 2 doz. to case, weight 40 lbs. ....	30
2 lb. tins, 1 doz. to case, weight 40 lbs. ....	30

**PRESENTATION COFFEE.**

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, per lb. ....	27
Shipping weight, 50 lbs. per case.	

**MINTO BROS.**

**MELAGAMA COFFEE.**

1s, 1½s, Grd. ....	25	30
1s, ½s, B. & G. ....	32	40
1s only, B. & G. ....	35	45
1s, ½s, B. & G. ....	38	50
Packed in 30 and 50-lb. cases.		
Terms net 30 days prepaid.		

**MINTO COFFEE (Bulk).**

M Bean or Gr. ....	38
1 Bean or Gr. ....	35
N Bean or Gr. ....	32
T Bean or Gr. ....	30
O Bean or Gr. ....	28
Spec. Grd. Compound .....	26
Packed in 25 and 50-lb. tins.	

**FLAVORING EXTRACTS.**

**WHITE SWAN FLAVORING  
EXTRACTS—ALL FLAVORS**

1 oz. bottles, per doz., weight 3 lbs. ....	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs. ....	2 00
2½ oz. bottles, per doz., weight 6 lbs. ....	2 20
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.
½-oz. (4 d v. case), weight 9 lbs., retail each 15c ...	\$ 1 40
1 oz. (4 oz. case), weight 14 lbs., retail each 30c ...	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c ...	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c ...	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50 ...	13 00
Pint (1 doz. case), weight 29 lbs., retail each \$3 ...	25 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50 ...	47 75
Gallons, each, retail each \$20 .....	17 15



# GRIFFIN'S Sliced Peaches

The piece de resistance in the  
canned fruit world.

Rightly priced and neatly sliced.

## Evaporated Apples

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

**O. E. Robinson & Co.**  
Ingersoll, Ontario

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



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

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

# TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

# Fresh Pork Sausage

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

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

Made under Government inspection.

**F. W. Fearman Company**  
LIMITED  
HAMILTON

## Rowat's Mixed Pickles

Have earned for themselves a reputation second to none for purity, tenderness and appetizing deliciousness.

Only fresh vegetables of the finest quality are used, and the pickling process is ideal.

Dealers of quality goods handle and SELL Rowat's. Why not you? It will pay you to get in touch with the nearest distributor.

**Rowat & Co.**  
Glasgow, - Scotland



**CANADIAN DISTRIBUTORS:**

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

**BOAR'S HEAD LARD COMPOUND.**

N. K. FAIRBANK CO., LTD.

Tierces .....	0 10 1/4
Tubs, 60 lbs. ....	0 10 1/4
Palls, 20 lbs. ....	0 10 1/4
Tins, 20 lbs. ....	0 10 1/4
Cases, 3 lbs., 20 to case ...	0 11 1/4
Cases, 5 lbs., 12 to case ...	0 11 1/4
Cases, 10 lbs., 6 to case ...	0 11

F.O.B. Montreal.

**MUSTARD.**

COLMAN'S OR KEEN'S.

Per doz. tins	
D. S. F., 1/4-lb. ....	\$1 50
D. S. F., 1/2-lb. ....	2 68
D. S. F., 1-lb. ....	5 36
F. D., 1/4-lb. ....	0 35
F. D., 1/2-lb. ....	1 63
Per jar	
Durham, 4-lb. jar .....	0 87
Durham, 1-lb. jar .....	0 28

**JELLY POWDERS.**

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. ....	\$ 0 90
--	---------

List Price.

**JELL-O.**

Assorted case, contains 2 doz. 1 80
Straight.

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

**JELL-O ICE CREAM POWDER.**

Assorted case, contains 2 doz. 2 50
Straight.

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

**SOAP AND WASHING POWDERS.**

RICHARDS' PURE SOAP.

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

**FELS NAPHTHA.**

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

**WHITE SWAN LYE.**

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

**STARCH.**

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

Laundry Starches—

Boxes.	Cents.
40 lbs., Canada Laundry ...	.06 1/4
40 lbs., boxes Canada white gloss, 1 lb. pkg. ....	.06 3/4
48 lbs. No. 1 white or blue, 4 lb. cartons .....	.07 1/4
48 lbs. No. 1 white or blue, 3 lb. cartons .....	.07 1/4
100 lbs., kegs, No. 1 white. ....	.06 3/4
200 lbs., bbls., No. 1 white. ....	.06 3/4
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs. ....	.07 3/4
48 lbs. silver gloss, in 6-lb. tin canisters .....	.08 1/4
36 lbs., silver gloss 6-lb. draw lid boxes .....	.08 1/4
100 lbs., kegs, silver gloss, large crystals .....	.07 1/4
28 lbs., Benson's Satin, 1-lb. cartons, chrome label ...	.07 1/2
40 lbs., Benson's Enamel (cold water), per case. ....	3 00
20 lbs., Benson's Enamel (cold water), per case ...	1 50
Celluloid—boxes containing 45 cartons, per case .....	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn .....	.07 1/4
40 lbs. Canada pure corn starch .....	.06 1/4
(120-lb. boxes 1/4c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb. ....	.10

**BRANTFORD STARCH.**

Ontario and Quebec.

Laundry Starches—

Canada Laundry—	
Boxes about 40 lbs. ....	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs. ....	.06 3/4
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs. ....	.07 1/4
Barrels, 200 lbs. ....	.06 3/4
Kegs, 100 lbs. ....	.06 3/4
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs. ....	.07 1/4
8 in case .....	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ...	.08 1/4
Kegs extra large crystals, 100 lbs. ....	.07 1/4

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case .....	3 00
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Celluloid Starches—

Boxes containing 45 cartons, per case .....	3 60
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Culinary Starches—

Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs. ....	.06 1/4

Brantford Prepared Corn—

1-lb. pkts., boxes of 40 lbs. ....	.07 1/4
------------------------------------	---------

"Crystal Maize" Corn Starch—

1-lb. pkts., boxes of 40 lbs. ....	.07 1/4
(20-lb. boxes 1/4c higher than 40's)	



FOR MANY YEARS CONSUMERS HAVE KNOWN THE OLD RELIABLE  
**ROYAL BAKING POWDER**

They have been told about its quality and purity for generations and the housewife of to-day gets the same good results with **Royal Baking Powder** that her grandmother experienced in the years gone by. Extensive and persistent advertising and the superb **quality** and **value** of **Royal Baking Powder** have made it the most popular and satisfactory brand in the world.

Push the sale of **Royal Baking Powder** and watch your increased profits. There is no baking powder made that will eventually pay you as much profit as "**Royal**."

**ROYAL BAKING POWDER COMPANY, NEW YORK**

The World's Finest Soap

The Original and only Genuine **COAL TAR SOAP**

Half a century's reputation lies behind this famous soap. You will find it an excellent seller among your best class of customers.

No Soap has received such enthusiastic praise from the Medical Press during the last fifty years as

**WRIGHT'S COAL TAR SOAP**  
"THE NURSERY SOAP"

This is the original Coal Tar Soap, endorsed and recommended for daily use by the leading British Medical Authorities, including the "LANCET."

WRIGHT'S COAL TAR SOAP should sell for 15c. a cake and yield a good profit. Order now.

Manufactured by  
**WRIGHT, LAYMAN & UMNEY, LTD.**, Southwark, London, Eng.  
Canadian Agents:—**Harold F. Ritchie & Co., Ltd.**, 10-12-14 McCaul St., TORONTO

Do not confuse  
WRIGHT'S COAL  
TAR SOAP with black  
pine tar. Wright's is  
a delightful saffron-  
coloured product.



"Made in England"





# Brunswick Brand Sea Foods

WILL WIN FOR YOU a larger and more profitable fish trade. The high quality of "BRUNSWICK BRAND" SEA FOODS has produced a large trade, which, combined with conscientious business methods, is constantly increasing. When the dealer sells Connors Bros.' Brands he is selling goods that have proven winners with the general public.

Located close to the fishing grounds, we get the pick of the fishermen's catches—the plant is modern and strictly sanitary, and is operated under the most ideal conditions. "BRUNSWICK BRAND" SEA FOODS come perfect to the consumer.

## Our Chief Sellers:

- 1/4 Oil Sardines
- 1/4 Mustard Sardines
- Finnan Haddies
- (oval and round tins) Scallops
- Kipperd Herring
- Herring in Tomato
- Clams [Sauce]

**CONNORS BROS., LIMITED**

Black's Harbor, N.B.



**OCEAN MILLS, MONTREAL.**

Chinese starch, 16 oz. pack., 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, \$4; Ocean Borax, 8 oz. pack., 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack., 4 doz., per case, \$3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, \$7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, \$1.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, \$4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, \$7.20.

**COW BRAND BAKING SODA**  
In boxes only.  
Packed as follows:  
5c packages (96) .....\$3 20  
1 lb. packages (60) ..... 3 20  
1/2 lb. packages (120)..... 3 40  
1 lb. 30 } Packages, Mixed. 3 30  
1/2 lb. 60 }

**THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.**  
2-lb. tins, 2 doz. in case.....\$2 65  
5-lb. tins, 1 doz. in case..... 3 00  
10-lb. tins, 1/2 doz. in case.. 2 90  
20-lb. tins, 1/4 doz. in case.. 2 85  
Barrels, 700 lbs. .... 3 1/2  
Half barrels, 350 lbs. .... 4  
Quarter barrels, 175 lbs..... 4 1/4  
Pails, 33 1/2 lbs. .... 1 95  
Pails, 25 lbs. each ..... 1 40

**LILY WHITE CORN SYRUP.**  
2-lb. tins, 2 doz. in case.... 3 00  
5-lb. tins, 1 doz. in case.... 3 55  
10-lb. tins, 1/2 doz. in case.. 3 25  
20-lb. tins, 1/4 doz. in case.. 3 20  
(5, 10 and 20-lb. tins have wire handles.)

**ST. LAWRENCE SUGAR REFG. CO.**  
Crystal Diamond Brand Cane Syrup.  
2-lb. tins, 2 doz. in case..\$2 65  
Barrels ..... 0 03 1/4  
1/2 barrels ..... 0 1/4

**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, 1/2 lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.  
**BEAVER BRAND CORN AND MAPLE SYRUP.**  
Quart tins (wine measure), 2 doz. in case, per case... 4 70

**MOLASSES.**  
**THE DOMINION MOLASSES COMPANY, LTD.**  
Gingerbread Brand.  
2s, Tins, 2 doz. to case.  
Quebec, per case .....\$1 85  
Ontario, per case ..... 1 90  
Manitoba, per case ..... 2 30  
Saskatchewan, per case ..... 2 60  
Alberta, per case ..... 2 70

**DOMOLCO BRAND.**  
2s, Tins, 2 doz. to case.  
Quebec and Ontario, per case 2 95  
Manitoba, per case ..... 3 40  
Saskatchewan, per case ... 3 65  
Alberta, per case ..... 3 75  
British Columbia, per case. 3 55  
British Columbia, per case. 2 40

**SAUCES.**

**PATERSON'S WORCESTER SAUCE.**  
1/2-pint bottles, 3 and 6 doz. cases, doz. .... 0 30  
Pint bottles, 3 doz. cases, doz. .... 1 75

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

**STOVE POLISH.**

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

**NUGGET POLISHES.**

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

**TEAS.**

**THE SALADA TEA CO.**  
East of Winnipeg.  
Wholesale sale, R't'l.  
Brown Label, 1s and 1/2s .29 .35  
Blue Label, 1s, 1/2s, 1/4s, and 1/8s ..... .35 .45  
Red Label, 1s and 1/2s... .41 .55  
Gold Label, 1/2s ..... .49 .65  
Red-Gold Label, 1/2s ... .55 .80

**ORANGE MARMALADE.**

**"BANNER BRAND" PURE FRUIT PRODUCTS.**  
**JAMS AND JELLIES.**  
2's .....\$ 2 15  
4's ..... 0 35  
5's ..... 0 42  
7's ..... 0 60  
30's, wood ..... 0 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 1/2  
12-oz. glass jar, doz. .... 1 20  
Tumbler, glass, doz. .... 1 00  
Prices subject to change without notice.

**MINTO BROS., Limited, Toronto.**

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

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

**MINTO TEA.**

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

**YEAST.**

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

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

Black Watch, 7 1/2s, butts 9 1/2 lbs., boxes 4 lbs. ....\$0 60  
Bobs, 6s and 12s, 12 and 6 lbs. .... 0 46  
Currency, 12s, 1/2 butts, 12 lbs., boxes 6 lbs. .... 0 46  
Currency, 6s, 1/2 butts, 9 lbs. 0 46  
Stag Bars, 6s, 1/2 butts, 12 lbs., boxes 6 lbs. .... 0 45  
Walnut Bars, 8 1/2s, boxes 7 lbs. .... 0 64  
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes ..... 0 67  
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes ..... 0 67  
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies ..... 0 67  
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 57  
Empire, 7s and 14s, caddies 15 lbs., 1/4 caddies 6 lbs. 0 52  
Great West, pouches, 9s. .... 0 67  
Forest and Stream, tins, 11s, 2 lb. cartons ..... 0 90

# UPTON'S ORANGE MARMALADE

1915 pack now ready.

Order early.

**The T. Upton Co., Limited**  
ST. CATHARINES

Factories at Hamilton and St. Catharines

## FRESH FROM CALIFORNIA Celery and Cauliflower

arriving in prime condition.

### Fancy Seville Bitter Oranges for Marmalade

Don't put off buying—Order now.

HADDIES—FILLETS—CISCOES—OYSTERS  
SMELTS—BLOATERS—LAKE  
HERRING IN BRINE.

THE HOUSE OF QUALITY

## HUGH WALKER & SON

Guelph and North Bay



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

Retails at 10 Cents per Cake.

**JOHN P. MOTT & CO.**

MANUFACTURERS

HALIFAX, NOVA SCOTIA

## "Made in Canada"

### Brooms of Quality to introduce our CANADA LINE

Please note the following

## Special Prices

Sample Order Solicited

Fine Polished Colored Handles

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

6-doz. Lots and up delivered (Ontario)

## Walter Woods & Co.

HAMILTON

# Buyers' Guide

Write us for New Price List of  
**WINDSOR SALT**

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

Dr. JACKSON'S  
**ROMAN MEAL**

Made in Toronto  
ROMAN MEAL CO.  
MONARCH ROAD

**EGG FILLERS**

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

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

**MERITOL SYRUP**

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

**SUCHARD'S COCOA**

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

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

If you are interested in Irish trade.

**HUNTLEY & PALMER'S  
BISCUITS**

A fresh supply of these delicious English Bis-  
cuits just arrived. We carry a complete stock.  
Write for price list.  
FEARMAN BROS., 66 YORK ST.,  
HAMILTON, ONT.



## TANGLEFOOT



The Non-Poisonous Fly Destroyer

Destroys Billions of Flies every year—vastly more  
than all other means combined. Absolutely Sanitary.

**STORAGE IN OTTAWA  
BOND AND FREE**

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

Every Merchant who handles—

### Mathieu's Nervine Powders



Syrup of Tar and Cod Liver Oil

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's is a specific in all forms of colds.*

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

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

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

## HOLLAND RUSK

No other food product compares with Holland Rusk. It  
is in a class by itself and will bring and hold trade for you.  
Order from your jobber to-day.

**HOLLAND RUSK COMPANY**  
HOLLAND, MICH.



### WAR and COST OF LIVING

will induce people to grow  
more next summer. They  
will want the "Produce  
More" varieties, so get our  
wholesale catalogue.

**Darch & Hunter Seed Co., Ltd.**  
Box 1287 LONDON, ONTARIO

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  
Western Canada  
TORONTO

**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**

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

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

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

**FIRE INSURANCE. INSURE IN THE HART-**ford. Agencies everywhere in Canada.

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

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

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

**WANTED**

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

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

**MAKER OF JAMS, PICKLES, SAUCE AND** sundries, recently arrived from the Old Country, wants position. Highest references. Apply X. Y. Z., Canadian Grocer, Montreal.

**WANTED TO HEAR FROM OWNER OF** good general merchandise or grocery store for sale. Send price and particulars. D. F. Bush, Minneapolis, Minn.

**GORDON McDONALD & CO., 13 NORTH-**umberland Alley, Fenchurch Street, London, E.C., are buyers, for cash, of all kinds of dried vegetables, also a mixture of same called Julienne, in 1-cwt. bags, c.l.f. London, cash against documents. Samples and correspondence invited.

**AGENCIES WANTED**

**WANTED FOR THE CITY OF TORONTO** two good agencies, staple grocery lines preferred. Best of references and connections. Box 71, Canadian Grocer, Toronto.

**TRAVELLER CALLING ON HOTELS AND** restaurants wants a good side line. Write Box 73, Canadian Grocer, Toronto.

**GOOD AGENCY WANTED FOR GROCERY** and drug trade covering Toronto thoroughly. Write Box 72, Canadian Grocer, Toronto.

**FOR SALE**

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

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

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

**Not a Luxury**

The many uses and economy of

**MAPLEINE**

classify it as a necessity that goes far and costs little. As a flavoring it is very popular.



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SEATTLE, WASH.

**OAKLEY'S KNIFE POLISH**

**WILLIAMS-ZOHOR**

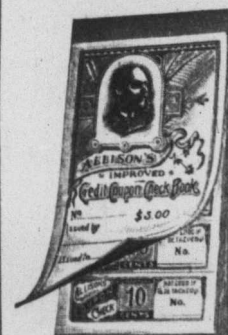
**JOHN OAKLEY & SONS, LIMITED, LONDON, ENGLAND.**

AGENTS:

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

20th Century Retailing DEMANDS the use of

**ALLISON COUPON BOOKS**



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

**HERE'S HOW THEY WORK:**

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

For Sale Everywhere by Jobbers.

**ALLISON COUPON COMPANY**  
Indianapolis, Indiana, U.S.A.

**BEST INCORRODIBLE  
TEA LEAD**

ALL SUBSTANCES AND SIZES  
**Grey & Marten, Limited**

City Lead Works: Southwark Bridge, London, England  
Telegraphic Address: Amalgam, Boroh, London; Code A.B.C., 5th Edition  
AGENTS: TORONTO, C. H. Anderson, 50 Front Street East  
HALIFAX, Curren, Hart & Co., 45 Bedford Row  
ST. JOHN, N.B., S. Norman Sancton

**BUY  
STARBRAND**

**Cotton Clothes Lines  
and Cotton Twine**

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

**FOR SALE BY ALL WHOLESALE DEALERS**

**See that you get them**

**BLACK JACK**

**QUICK  
CLEAN  
HANDY**

**1/4-lb. tins—  
3 doz. in case**



**TRY IT**

**SOLD BY  
ALL  
JOBBER**

**You are in business for every dollar you  
can make, but profits are slipping past  
you day after day if the**

**7-20-4**

**cigar is not included on your tobacco  
counter. Get after the trade to-day.**

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

**Don't think you can jump in  
when trade begins to boom  
and head off the man who  
stuck to his advertising guns.  
It cannot be done, the other  
fellow has too big a handicap.**

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

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

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

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

No Other Paper Reaches  
All These Men.

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(payable in advance)

2c per word, first insertion.  
1c per word, subsequent insertions.  
5c extra per insertion when replies  
are to be addressed c/o Canadian  
Grocer.

### Canadian Grocer

143-153 University Ave., Toronto

Daily arrivals of  
fine, fresh, frozen

## Lake Trout and Herring

also Pickled Herring.  
Just the thing for  
deliciously appetizing  
and economical  
meals. Big margin  
for the dealer.

¶ Only few hundred  
barrels Georgian Bay  
Apples left. Rush  
your order through  
—NOW.

### Lemon Bros.

Owen Sound, Ont.

When quality  
is desired  
buy

## "St. Nicholas"

The

## B. L. O. E.

### J. J. McCABE

Agent

### Toronto

## Quality and Quantity

WILL ALWAYS WIN

That is why our new piece

## NIGHT STICKS

is selling so well

A big cent's worth of delicious quality  
Flexible Licorice

Order from your Wholesaler

Everything in Licorice for Grocer,  
Druggist and Confectioner

### National Licorice Company

MONTREAL



## Business as Usual

Thanks to the loyalty of our custom-  
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Brand Brushes and Brooms, we have  
been able to keep our factory running  
full time with a full staff during the  
year 1914. The prospects are that we  
will have to increase our staff in the  
near future and thereby employ more  
Canadian labor.

Will you help us to do it?

### Stevens-Hepner Co., Ltd.

Port Elgin, Ontario

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Write us.

## John Duncan & Co.

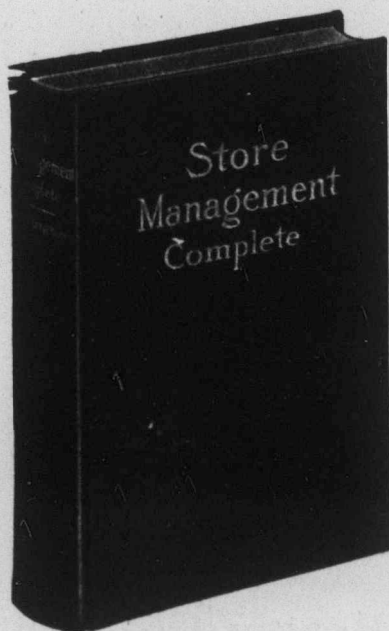
Established 1866

MONTREAL

## ARE YOU THE MAN AT THE HELM?

Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.



### STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete.") It tells all about the management of a store. The following is a synopsis of one of the chapters:

**CHAPTER V.—THE STORE POLICY**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebat- ing railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full-page illustrations, and 13 chapters. \$1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

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**MacLean Publishing Co.**

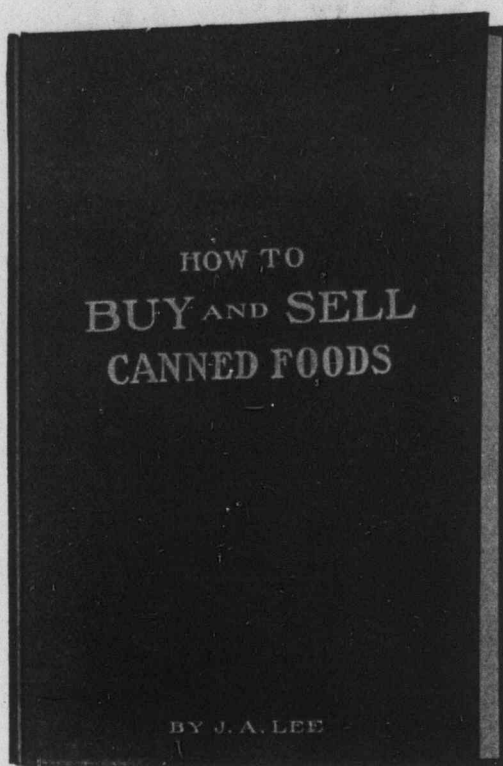
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TORONTO

# CANADIAN GROCER

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## A Practical Text-Book of the Canning Trade

it was written by a practical man for practical men and intended to help all distributors of canned foods.

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Apparent and Real Costs.
How to Handle Swells, Leaks and Rusties.
How to Prevent Business Leaks and Stealages.
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A Model Business Organization.
Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Play.
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.
How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Peas, Pine-apple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Straw-berries, Stringless Beans, Succotash, Sweet Potatoes.

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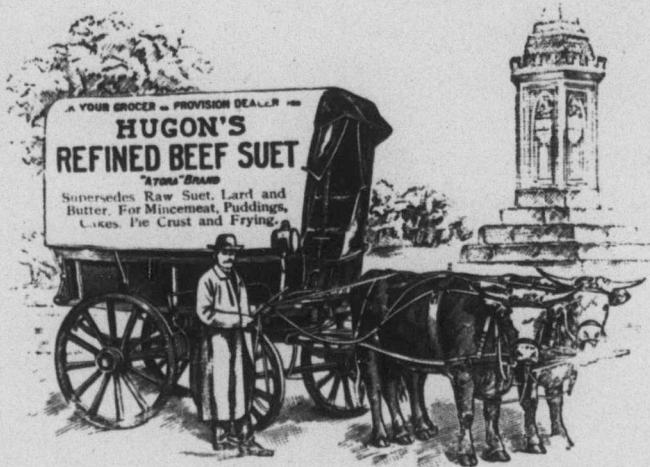
CANADIAN GROCER

# "ATORA" Beef Suet

In Blocks and Tins for Frying, Cooking, and all Purposes

For frying your fish use "ATORA" in Blocks. It will be a revelation to you how sweet and crisp your fish will be. It does not soak into the article fried, and does not repeat or cause heart-burn like the common and harmful cottonseed oil preparations.

ALSO ready SHREDDED in Cartons



No Chopping. No Waste  
Ready to Mix with the Flour  
Delicious for Puddings  
Excellent for Pie-crust  
Unexcelled for Mince Meat  
Absolutely Pure and Wholesome

15 Prize Medals Awarded

"ATORA" Beef Suet has been a general household commodity in Great Britain and Ireland for over 20 years, and during that time has been supplied to the Royal (British) Navy, and all the Polar Expeditions. Its chief claims for popular favour are:—

- (1) It contains no skins, moisture, or impurities.
- (2) You should use one-third to one-half less in weight than you would of raw suet.
- (3) It melts readily in Puddings or Mince Meat, and enriches the other ingredients thoroughly and uniformly, instead of remaining in small separate lumps, like the raw suet does.
- (4) Our Suet is more digestible and wholesome, as it is sold thoroughly cooked, sterilized and refined before you put it into the Pudding or Mince Meat.
- (5) During the cold season, you can buy it ready shredded, or if you buy the blocks it flakes easily with a knife. It dissolves thoroughly as soon as heat is applied. During hot weather it is sold in airtight tins, weighing 1-lb., 2-lb. or more.
- (6) It makes the best flavored Pie Crust and Cakes.
- (7) It is the best and most economical fat for frying, as it can be used over and over again, and remains sweet longer than any other fat or oil. (For frying use ATORA in blocks or in Tins.)
- (8) It is rendered at the Manchester Works, from prime Fresh Beef Suet only; no preservatives are used, and it is guaranteed absolutely pure.



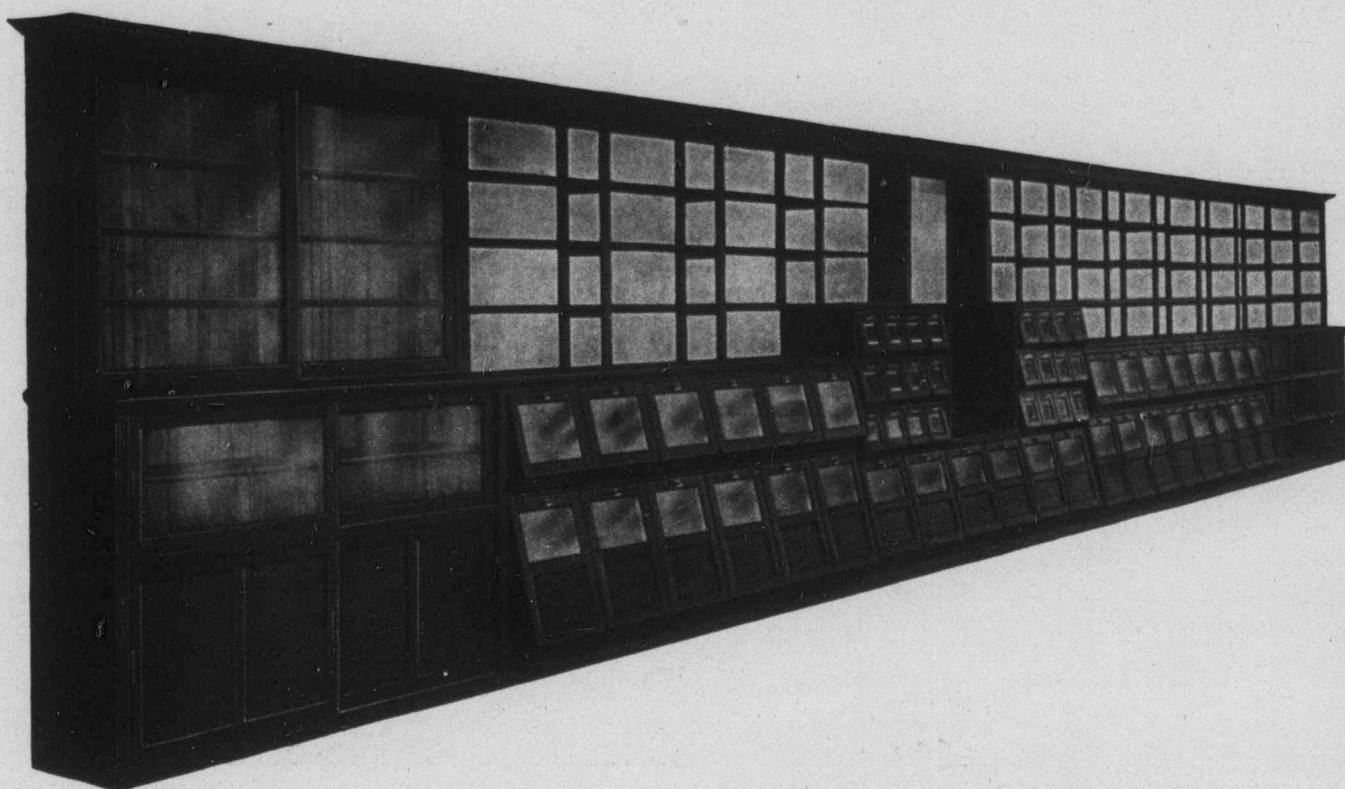
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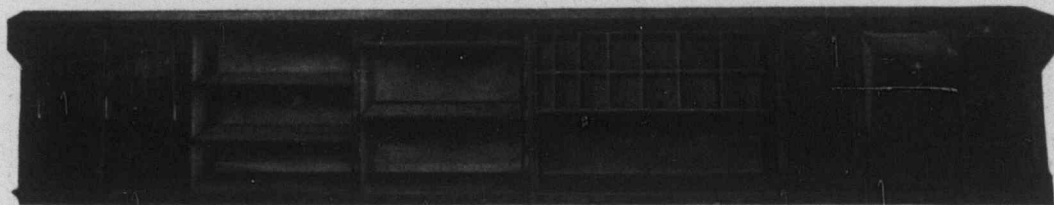
### Grocery Wall Case Combination X-3

Section No. 41, 6 ft. Section No. 100, 9 ft. X-3 spice, 9 ft. 7 in. No. 100, 9 ft. long. Open No. 40 to order.

Lower case 48 in. high, 18 in. wide top; Shelving 48 in. high, 10 in. wide; Bevel mirror in spice section 32 x 56.

No. 41 for Confectionery or Tobaccos made to order. Sections No. 100 and X-3 stock in white to assemble and finish promptly. Shelving and No. 40 Open Case made to any required length on short notice. Stock sections oak only, mahogany finish, made to order.

"Walker Bins" are air-tight and sanitary, unlike awkward, out-of-date drawers for foodstuffs. They eliminate waste and shrinkage and do away with an assortment of boxes, barrels and baskets on your floor. They will save you 25% of floor space occupied, and pay for themselves in a very short time.



### Rear of Standard Grocery Counter

This shows rear equipment to be had in standard counter. Inclosed sliding doors for tobacco, bread or sundry articles, 2 shelves, shelf and paper space, bag holder for 1/2-lb. to 20-lb. sacks and full-sized sack or barrel bins, or 2 rows medium-sized bins.

Send us floor plan and measurements of your store, and let us show you how we can save you money, and increase your business.

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BERLIN, ONTARIO