

**PAGES  
MISSING**

FEATURING—SELLING FISH FOR LENTEN SEASON

# CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI

PUBLICATION OFFICE: TORONTO, FEBRUARY 9th, 1917

No. 6

## Welch's

*"The National Drink"*



Temperance laws and temperance sentiments give you the opportunity to increase largely your sales of Welch's and to make it an all-year-round seller. Push Welch's to the front and it will pay you well.

Made at St. Catharines, it is the pure *unfermented* juice of select Ontario Concord. Welch's is the drink for all occasions and for all the family.

"Pledge" yourself to Welch's for 1917. Every bottle is guaranteed and your patrons know and want it. You are assured of increased turnover and steady profits.

*Sold by Leading Jobbers*

**THE WELCH CO., LIMITED**  
ST. CATHARINES ONTARIO

## A Slight Interruption

THE fire which damaged our factory burned up all our reserve stock of O-Cedar Polish and O-Cedar Polish Mops. Naturally this entails some delay in filling orders—and dealers may for a short time experience some difficulty in replenishing their stocks. We are, however, making every effort to overcome the handicap and hope to be making deliveries as usual within a few weeks.



CHANNELL CHEMICAL COMPANY, LIMITED  
369 SORAUREN AVENUE, TORONTO

## LARGEST MAKERS IN THE WORLD

*Tea Lead*—all gauges and sizes

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

*Collapsible Tubes*—plain or colored

ALL BRITISH MADE

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

**BETTS & COMPANY, LIMITED**

Chief Office :—1 Wharf Road, LONDON, N., ENGLAND



The richest full cream  
Milk from Canada's best dairies is  
used for Borden Milk Products.

Since first put before the Canadian consumer, Borden Milk Products have had their own distinct following. This following is continually on the increase, and the dealer who couples his selling power with these goods and our advertising campaign, makes for himself a larger clientele of satisfied customers and adds further prestige to his business.

Line up with the growing army of progressive Borden dealers.

**Borden Milk Co., Limited**

**"LEADERS OF QUALITY"**

**MONTREAL**

**Branch Office: No. 2 Arcade Bldg., Vancouver, B.C.**

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

BUY  
**WETHEY'S**  
**ORANGE MARMALADE**

The brand that is sup-  
 planting all others in the  
 favor of lovers of high-  
 grade marmalade.

Packed in glass and gold  
 tins.

*Sold by*

Malcolm Mosher  
 Halifax, N.S.

Chas. E. Macmichael & Co.  
 St. John, N.B.

Rose & Laflamme, Ltd.  
 Montreal, Que.

A. W. Huband  
 Ottawa, Ont.

W. G. Patrick & Co.  
 Toronto, Ont.

Mason & Hickey, Winnipeg, or branches at  
 Vancouver, Calgary, Lethbridge, Edmonton, Saskatoon, Regina and Brandon

**J. H. WETHEY, LIMITED**

*Pure Food Preservers*

ST. CATHARINES

CANADA

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



## It Will Pay You to Push the Sale of Knox Gelatine

KNOX SPARKLING GELATINE pays you a good profit per package and *sells faster* than any other gelatine, so you can make your profit *often*. Women like KNOX GELATINE because it is easy to prepare in the many delicious ways our magazine advertising teaches them. It is also a big money's worth—each package makes four pints of delicious jelly, as well as desserts, salads, puddings and candies.

"Make KNOX Your Gelatine Leader"

**Charles B. Knox Gelatine Co., Inc., Johnstown, N.Y.**

Branch Factory: Montreal, Canada

THE **DAVIES** COMPANY  
WILLIAM LIMITED

Wholesale Dealers  
and Exporters of

**BUTTER**

**EGGS**

**CHEESE**

**POULTRY**

**Toronto**

**Canada**

*Warm Spring weather will demand quick action*

The  
**Eureka Refrigerator**  
will soon pay for itself



Do not take a chance with something said to be just as good. Place your order now, and have it ready. You run no risk with the Eureka.

All the proven and practical ideas that years of experience have evolved are embodied in every Eureka Refrigerator.

Thousands of them are in use the world over. Write for our catalog, or if convenient, call at our show-rooms.

**Eureka Refrigerator Company**

Limited

Offices: 27-31 Brock Ave., TORONTO

REPRESENTATIVES:—Wolf, Sayer & Heller, 76 St. Paul St. E., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc.

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

# Let Reason, Not Habit, Guide You

Just as you have every confidence in recommending Furnivall's Jams to your most particular customer, so can you push with the same degree of satisfaction the sale of our Marmalade made only from the finest selected Seville oranges and pure cane sugar.

For Quality, Purity and Fine Flavor, it is unsurpassed.

Get your stock in order now. Home-made preserves are becoming depleted these days, offering a splendid opportunity to the wide-awake grocer to increase his sales and his profits.

Furnivall Purity and Furnivall Flavor will win the approval of the most critical jam users.

Keep Furnivall's in front.

## Furnivall - New, Limited

### HAMILTON, CANADA

Agents:—Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, L. T. White; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliott; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Central Brokerage Co.; Calgary, Jackson's, Ltd.; Hamilton, Ont., Grocers' Specialty Co.; Sydney, N.S., A. E. Shepherd.

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

# What National Cash Registers Do.

## No. 4. Free You From Detail and Worry.

The new National Cash Registers free you from detail and worry by furnishing a quick and accurate balance of each day's business.

They enable you to tell exactly how your business stands at any time for the day, week, month or year.

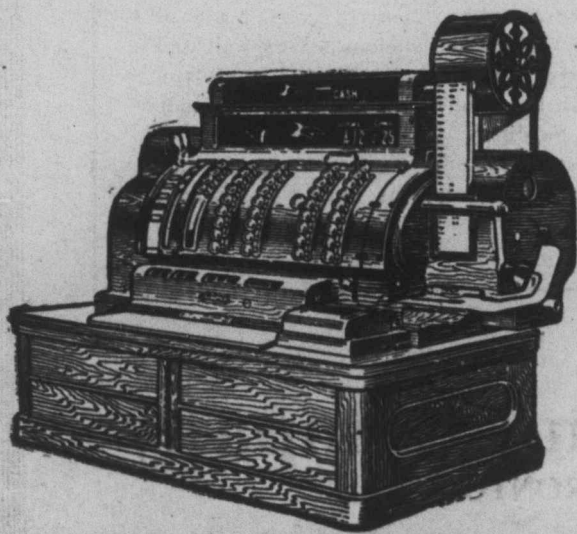
They provide an indisputable record of all money paid in and paid out. They automatically furnish each customer with an unchangeable printed receipt which shows the amount, the date, the nature of every transaction, and the initial of the clerk concerned.

They make it impossible for you to delay, or to forget the printing of this record and receipt every time you handle cash.

Classifications of your business are all made mechanically; no chance of errors in adding up long columns of figures.

They record each sale by consecutive number, enabling you to make comparisons with other sales, or with business done on other days, or to check transactions made while you are away.

Now is the time to install a machine that gives, as an incidental part of its service, this inestimable freedom from detail and worry.



## The National Cash Register Company of Canada, Limited

Christie Street - TORONTO, ONT.

*Sign and send this coupon now.*

To the National Cash Register Co. of Canada, Limited  
Toronto, Ontario

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

Firm name .....

Address .....

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



## THE OVERSEA EXPORT COMPANY, Ltd., NORWAY



### Let's talk about your Lenten Fish requirements

Large shipments have just arrived, having escaped the Blockade. Future shipments will be difficult and prices are bound to advance. You should, therefore, secure your stock for future requirements at once.

### It's your initial order we want

—given that, we feel pretty certain of your further orders, for our lines sell with the snap and the vim that delight the heart of every aggressive dealer.

You see, ours are no ordinary sea foods. They are as choice and as tasty as human care and ingenuity can produce. Take, for instance, our

#### Norse Crown Smoked Sardines De Luxe

#### Norwegian Small Fat Herrings in Tomato Sauce

½ lb. Tins

Here are two exceptionally delicious lines with quality enough to captivate the taste of every customer coming into your store. Put a profit-winning punch into your fish department by getting a good stock of these delicious sellers well displayed. Your wholesaler can supply you with those and our various other brands of Sardines. Ask him. Then you will be in a splendid position to reap a fair share of fish profits during the Lenten weeks.

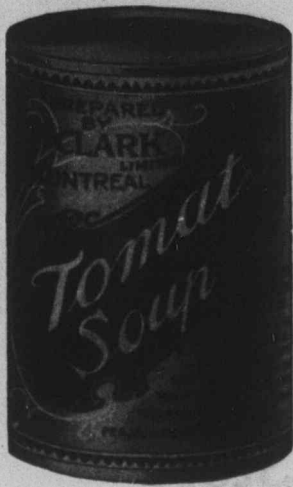
## Stewart Menzies and Company

70 LOMBARD ST., TORONTO

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

# CLARK'S

## CONCENTRATED SOUPS



Prepared from only the finest of materials and guaranteed absolutely pure.

M A D E I N C A N A D A

and without a rival in either home-made or imported soups.

- |           |              |
|-----------|--------------|
| Tomato    | Chicken      |
| Celery    | Mock Turtle  |
| Pea       | Mulligatawny |
| Vegetable | Scotch Broth |
|           | etc., etc.   |



Ask your jobber for prices or send us a post-card, but STOCK NOW.

**W. CLARK, LTD.**



**MONTREAL**

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



## More Money for Mrs. Housewife to Spend in Your Store

**T**HESE days the average pocketbook is thin. Soaring prices lessen the purchasing value of a bank note. You can help Mrs. Housewife find more money to spend in your store if you will suggest a garden in her back yard where she can grow fresh vegetables in abundance at little cost.

Good gardens, highly productive gardens, are not accidental. Big, juicy tomatoes grow from seeds whose ancestors for many plant-generations have produced big, juicy tomatoes. Seeds have pedigree as well as cattle. Inheritance counts.

## FERRY'S SEEDS

are pedigreed seeds. We have grown and known their ancestors for sixty years. Ferry's Seeds are known among successful gardeners everywhere for the very high average of successful results.

Get a Ferry's Seed display rack on your counter and enjoy the profit from your seeds sales, and help Mrs. Housewife find more money for flour, commeal, sugar, bacon, spices, chocolate, etc.

Write for our proposition.

**D. M. FERRY & CO., Windsor, Ontario**

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

# Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

It is a Cheese Cutter  
worth having

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

**A REAL  
COMPUTER**

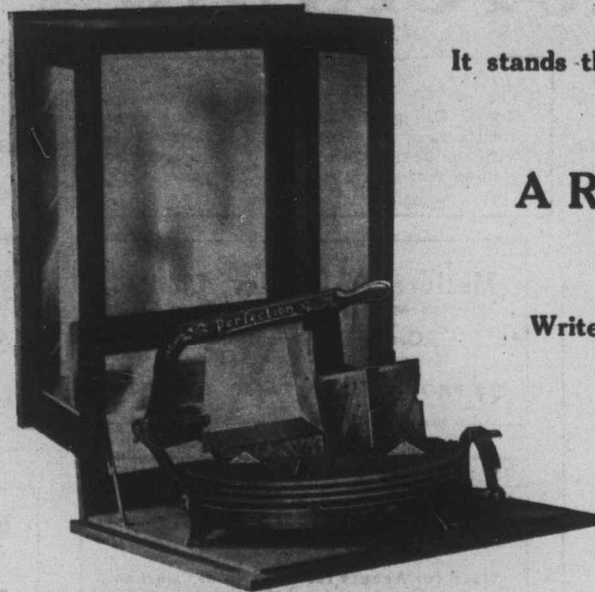
**A REAL PROFIT  
SAVER**

and yet simpler than all  
others in construction  
and operation

Write for Prices and Terms.

Absolutely no figuring  
to do.

We have special combina-  
tion prices with cabinets  
and pedestals.



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

**AMERICAN COMPUTING  
COMPANY**  
HAMILTON, ONT.

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

## S. DAVIS & SONS, LTD.

### CIGAR MAKERS

### MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
“ New Noblemen Superiores	2 for 25c, equal to most 20c cigars.
“ La Plaza	2 for 25c, equal to most 20c cigars.
“ Promoter Blunts	3 for 25c, equal to most 15c cigars.
“ Perfection	3 for 25c, equal to most 15c cigars.
“ Grand Master Blunts	4 for 25c, equal to most 2 for 25c cigars.
“ Lord Tennyson	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

**S. DAVIS & SONS, LIMITED - MONTREAL**

The Largest Cigar Manufacturers in Canada

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

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

## ONTARIO

Have you any cars of

### Apples or Potatoes

to offer? If so, communicate with the old reliable broker

### FRED J. WHITE

27 and 29 Wellington E.

TORONTO ONTARIO

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

### DRIED AND EVAPORATED APPLES.

Apple Waste and Chops, Specialties.

**H. W. Ackerman**

BELLEVILLE

ONTARIO

## WESTERN PROVINCES

### Loggie, Parsons & Co.

Merchandise Brokers and Manufacturers' Agents  
Open for Agency for Ontario or Coast to Coast. Best References.  
"We cover Canada 3 times a year."  
Office 310  
33 Front St. E., Toronto, Ont.

### McKelvie & Stirrett Co., Limited

Wholesale Grocery Brokers  
and Manufacturers' Agents.

CALGARY

ALBERTA

We solicit agencies for staple lines.

### W. G. PATRICK & CO. Limited

Manufacturers' Agents  
and Importers

51-53 Wellington St. W., Toronto

*If you want low quotations on*

### Japan Tea, Raisins or Tapioca

*Write us at once*

### W. H. Millman & Sons

Wholesale Grocers' Brokers  
TORONTO

### F. D. COCKBURN

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

### W. G. A. LAMBE & CO. TORONTO

Established 1885

SUGARS FRUITS

### C.H. GRANT CO.

Wholesale Commission Brokers  
and Manufacturers' Agents

509 Merchants Bank, Winnipeg

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

### HAMBLIN-BRERETON CO. Limited

Wholesale Grocery and Confectionery  
Brokers

Open for one or two good Canadian  
Agencies.

TORONTO WINNIPEG CALGARY

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

### THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

## FEATURE FOR THE TRENCHES

### G. Washington's Refined Coffee

Canadian Sales Agents:

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

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

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

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

### The HARRY HORNE CO. Toronto, Can. BROKERS AND IMPORTERS

Food Stuffs, Grocery Sundries, Drug  
Sundries and Confectionery.

We carry stocks in our own Warehouse  
(when necessary).

We employ a steady staff of salesmen  
(Get in touch with us.)

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES (CONTINUED).

**THE H. L. PERRY CO.**

214-216 Princess Street, Winnipeg

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

Correspondence solicited.  
"Always on the Job."

**THE Robert Gillespie Co.**

MALTESE CROSS BUILDING

WINNIPEG

Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.

DISTRIBUTION & SERVICE

from

COAST to COAST.

**W. H. Escott Co. Limited**

Manufacturers' Agents  
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:

Regina  
Calgary

Saskatoon  
Edmonton

ESTABLISHED 1907

**C. S. Turner Co.**

147 Bannatyne Ave. East  
WINNIPEG

Manufacturers Agents  
Excellent Storage, Forwarding and  
Distributing Facilities

**WATSON & TRUESDALE**

Wholesale Commission Brokers and Manufacturers' Agents

Have live men working the retail trade daily. They get the business, and can get it for you. Write us, and we will explain our system.

Trackage Storage Distribution

120 Lombard Street, WINNIPEG, MAN.

**G. B. THOMPSON**

Wholesale Commission Broker  
and Manufacturers' Agent.

We can handle a few more good lines.  
Storage Warehouse and Transfer Track.  
140 Notre Dame Ave. E., WINNIPEG  
Established 1898

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

*To Manufacturers and Shippers*

To take care of our agencies, we have competent sales staffs, offices and large warehouses at

**Winnipeg**  
(Manitoba)

**Regina**  
(Saskatchewan)

**Saskatoon**  
(Saskatchewan)

**Calgary**  
(Alberta)

**Edmonton**  
(Alberta)

**Vancouver**  
(British Columbia)

We are in daily touch with every Wholesale Grocer Jobbing House in the Provinces of

**Manitoba, Saskatchewan, Alberta and  
British Columbia**

If you require SERVICE and RESULTS in marketing your products, communicate with us at any one of our offices.

**Donald H. Bain Company**

Wholesale Grocery Commission Brokers and Manufacturers' Agents.

WINNIPEG, MAN.

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

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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**QUEBEC.**

**ROSE & LAFLAMME  
LIMITED**

Commission Merchants  
Grocers' Specialties.

**MONTREAL TORONTO**

*Buyers and Sellers of*  
**All Kinds of Grains and  
Seeds**

**Denault Grain and Provision Co.  
LIMITED**  
SHERBROOKE, P.Q.

**QUEBEC'S RESPONSIBLE BROKERS**

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

**ALFRED T. TANGUAY & COMPANY,**  
Commission Merchants and Brokers,  
91 DALHOUSIE ST. QUEBEC CITY

**OATS, PEAS, BEANS, ETC.**

handled in any quantities to best advantage by  
**ELZEBERT TURGEON**  
Grain and Provision Broker  
MONTREAL, P.Q. QUEBEC, P.Q.  
Selling Agent for  
The Maple Leaf Milling Co., Ltd., Toronto

**G. Gagne** Grocery Broker  
and Manufacturers' Agent

We have a connection in Quebec City  
and throughout the province.  
111 Mountain Hill Quebec City

**MARITIME PROVINCES.**

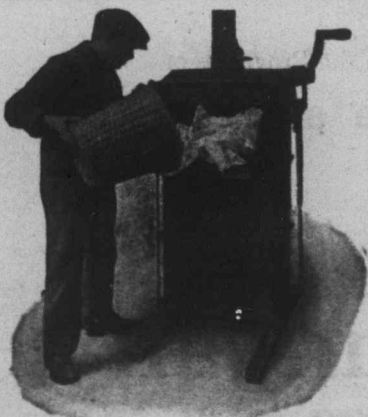
**J. N. COCHRAN**

Manufacturers' Agent and Grocery  
Broker  
**FREDERICTON, N.B.**

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

## Mr. Merchant

See that your clerks and department heads read this paper regularly, it will increase their efficiency. Watch closely advertisements for new selling arguments, it will help increase sales. There is always room for the man who knows.



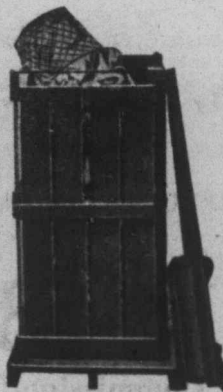
Waste Paper  
\$13.00 a ton.

**"Climax"**  
All Steel Fireproof

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

Ask us for infor-  
mation.

**Climax Baler Co.**  
Hamilton, Ontario



## Your Waste Paper is Worth Dollars to You

Save those dollars, time and in-  
convenience by installing the

**JEWEL PAPER BALER**

The first cost is the last cost,  
your waste becomes a continuous  
source of revenue and the baler  
a permanent convenience. The  
fire risk from loose paper is en-  
tirely eliminated.

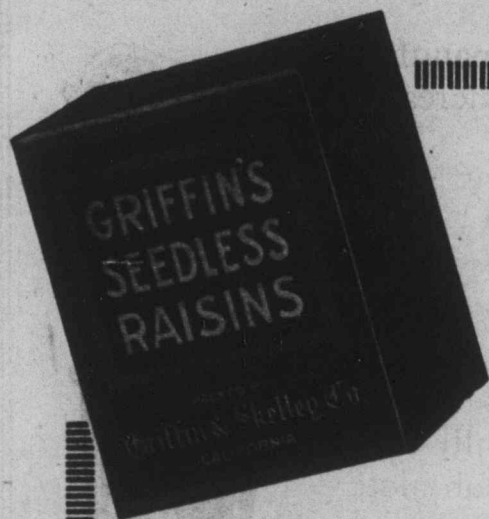
A card will bring all particulars  
re baler and your best market.

**General Sales Co.**  
203 Stair Bldg. TORONTO

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



**SELL  
PRESNAIL'S  
PATHFINDER CIGARS**



**Griffin's  
Seedless Raisins**

are established favorites. They can always be relied on. The demand will be good. Have a plentiful supply. There is money in them, and the packages make a good show for counters, shelf, or window.

Order now.

**California to the rescue**

Sunny California, with its irrigated orchards, vineyards and truck farms, can be counted on to provide fruits for the peoples of North America and of other lands. This year Canada must depend on the dried and canned fruits and vegetables of California more than usual, and on

**Griffin & Skelley's  
Peaches, Plums, Apricots,  
Prunes and Raisins**

—because domestic goods are scarce and high-priced. Get your customers in the way of relying more on *you* than on *themselves*—by giving them G. & S. goods. So will you make more money, and at the same time render an appreciated service.

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



**MAKE YOUR DOLLARS  
FIGHT  
AT THE FRONT.  
BUY  
DOMINION OF CANADA  
THREE-YEAR  
WAR SAVINGS CERTIFICATES**

\$ 25.00 FOR \$21.50  
50.00 " 43.00  
100.00 " 86.00

INDIVIDUAL PURCHASES LIMITED TO \$150.

FOR FULL PARTICULARS APPLY AT ANY BANK  
OR ANY MONEY ORDER POST OFFICE

JAN. 9, 1917

FINANCE DEPARTMENT  
OTTAWA

## FORGETTING

One of the things we all do well is to forget.

Names that were household words yesterday are gone to-day.

Because people knew your Name and your Line a year ago it is no sign they do to-day. They forget easily.

Keep yourself in the public mind by advertising. It is just as important to make old friends remember as it is to win new friends. Advertising does both.



WHEN some of the largest manufacturers in Canada have greatly increased their sales through the use of

## ANCHOR CAPS

isn't it pretty near time your carefully considered the effect confidence and absolute security have on the sale of your goods and the co-operation they receive from the dealer?

*Get the facts about Anchor Caps to-day.*

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

LIMITED

SUDBURY STREET, TORONTO



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



## It sells

Right from the day you begin to display "Gleba" Polish you will realize what a dependable seller it is. Once your customers get acquainted with Gleba service you will need to keep your stock constantly replenished.

Gleba cleans and imparts a brilliant polish to gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc. It is excellent for windows, glassware, and auto trimmings.

Get a little trial supply to-day. Tell your customers about it and watch it sell.

*Write us for free sample cake and particulars.*

**Gleba Polish Company**  
Oshawa, Ontario

## At the Same Old Price

While the thoughts of all your customers are centered on the high cost of living, we are advertising to remind them of the fact that

## Shredded Wheat

offers a solution of the problem.

The general demand for nourishing food at reasonable cost, coupled with our timely advertising message, makes it easier than ever for you to sell Shredded Wheat. It's the same old price, and the same high quality.



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

"MADE IN CANADA"

**The Canadian Shredded Wheat Co., Limited**  
NIAGARA FALLS, ONTARIO

Toronto Office; 49 Wellington St., East

# Pies and Sales

Many housewives do not bake their own bread, but they all make PIES! An easy way, therefore, to sell them

## PURITY FLOUR

is to tell them about the beautiful flaky pie crust it makes—pie crust full of flavor!

**PURITY FLOUR** puts **QUALITY** in the pies because it is a flour of rare excellence—a flour that is certain to satisfy particular home cooks and win their trade for you.

**Western Canada Flour Mills Company, Limited**

Toronto    Winnipeg    Calgary  
Goderich    Montreal    St. John



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

**Prices for MOLASSES will  
again be high this year**

It is therefore very important that you should insist on buying the brand which you can absolutely rely upon.

**Da Costa's  
Barbados Extra Fancy  
Molasses**

Absolutely pure, of highest quality and delightful flavor.

Be certain to specify "DA COSTA" on all your orders.

The price is no higher than for other brands.

Agents:

**West India Company, Ltd.**  
Coristine Building, Montreal

**In your Locality  
are many**

**Dogs and Cage Birds**

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

**SPRATT'S  
DOG CAKES,  
Puppy Biscuits  
and  
Packet BIRD SEEDS.**

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—  
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.  
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.  
Direct Correspondence invited:—  
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.  
566



*You have a steady seller in*  
**GOLD DUST**

Put a display of Gold Dust where the women can see it—and your supply will rapidly diminish—but don't let it stay low, because the demand is steady and persistent. Every woman has used Gold Dust to save her work in some way—she likes it—and our advertising everywhere is constantly suggesting new uses for Gold Dust.

It remains for you to remind her of Gold Dust when she is in your store to secure the order.

THE N. K. **FAIRBANK** COMPANY

LIMITED  
MONTREAL

*"Let the GOLD DUST TWINS do your work."*

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

Lent Will Soon Be With Us.

For delicate flavour  
For uniform quality  
For satisfied customers

*You require*

# CROSSED FISH BRAND SARDINES

You want repeat business. CROSSED FISH BRAND  
brings it.

We have two carloads just arriving.

We advise your covering your requirements at once.

Stocked from coast to coast

Ask your Wholesaler or write

## W. G. PATRICK CO., LIMITED

*Distributors for Canada*

TORONTO

MONTREAL

WINNIPEG

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

# Fish for Lenten Season

## Living Costs Cut Down

Fish in Canada is becoming an article of daily diet. More is being consumed each season. The industry is on a sound basis. Distribution is becoming perfected and successful dealers are pushing sales and making money.

Our assortment is so complete, so easily obtained that it requires no effort to get into the business quickly and profitably.

All the varieties of

## Ocean, Lake and River Fish

are fully explained in our weekly price list sent for the asking.

*Direct Fish Phone, Main 6568*

HALIBUT  
QUALLA SALMON  
WHITEFISH  
TULIBEES  
CISCOES  
HADDIES  
FILLETS  
SMELTS  
COD  
HADDOCK  
HERRINGS

Also Salt Fish in  
Bbls. and 1/2 Bbls.

OYSTERS—  
Choicest Northern  
Oysters—3's, \$5.40,  
5's, \$9.00.  
Large and Solid.  
Money Saved  
Try them.

# Fruits and Vegetables

ORANGES  
GRAPE FRUIT  
TOMATOES  
PINEAPPLES  
CELERY  
CABBAGE  
TANGERINES  
SWEET POTATOES  
BANANAS  
LETTUCE  
AND ALL OTHER LINES  
IN AND OUT OF SEASON

From Florida, California, Europe, the Tropics, we import the largest variety coming to Canada. Our mail order business gives satisfaction, quick service, best goods with prices properly based on quality and market conditions.

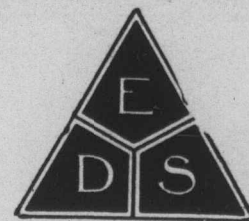
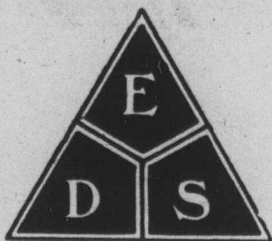
*Fruit Phone, Main 6565*

## White and Company, Limited

Toronto and Hamilton

Canada's Premier Fish and Fruit House

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



## Will You Be One

of the wide-awake grocers who are going to materially increase their profits during the coming season by featuring

### **E. D. Smith's Red Raspberry Jam?**

Now is the time, when the housewife's supply is failing, and she is at her wit's end to solve the problem. Suggest that she try a bottle of this wholesome food. All the sweet, natural flavor of the raspberry is preserved by the E. D. Smith process. The demand is growing. Why not get your share of the resulting profits?

**E. D. Smith and Son, Limited**  
**WINONA, ONT.**

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Donald H. Bain, Calgary, Alta., Edmonton, Alta; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.; B. C. Merchandise Brokerage Co., Vancouver, B.C.

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

# FISH

*They look up to us in the exacting business of fish and oysters.*

*Why?*

*Because in our seventeen years of specialization, in producing and distributing, our customers have received all the protection of our tremendous experience.*

*We have demonstrated to customer and competitor alike that we give the fullest measure of value for one hundred cents.*

*Have YOU compared the service, the stocks or the prices we offer? You should. You cannot possibly lose by doing so. You may gain!*

**THE F. T. JAMES CO., Limited**

**(Sole Proprietors Beacon Brand)**

**FISH FOOD SPECIALISTS - TORONTO**

# \$10—**and**—35c.

A merchant can buy a suit of clothes to sell, at a profit, for \$10. But he gambles on satisfying his customers.

Similarly a grocer can buy tea to sell, at a profit, for even as low as 35c a pound. But he takes a big chance on pleasing his customers.

You can't brew a real, fine, full flavor out of common, low-grown or old tea any more than you can get durability out of old "shoddy."

To insure the complete satisfaction of his customers, a dealer must necessarily sell a tea that has real quality in the leaf, such, for example, as Red Rose Tea. This famous blend of the choice young leaves of Assam-Indian and Ceylon teas is one with which a grocer can safely and quickly build up a large and permanent tea trade. To prove it, try making Red Rose Tea your LEADER for a while.

# Red Rose Tea

"is good tea"



TORONTO WAREHOUSE

## Whatever your fish requirements may be we can give you entire satisfaction

Absolute satisfaction has always been the dominating feature of Bowman service, and the larger and better premises we now occupy will enable us to give our patrons even still more satisfaction if that be possible. We handle Fresh, Frozen, Salted and Cured Fish of every kind. Fresh Water Herring

a specialty. Our 25-pound boxes of selected fish put up under the "Bowman Brand" are particularly good sellers.

*Get ready for the Lenten fish demand by stocking the Bowman lines.*

## J. Bowman & Co., 66 Jarvis Street, Toronto

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



Everybody likes **ROBINSON'S "PATENT" GROATS**

Every member of the family appreciates the delicious goodness of this widely advertised cereal. That is why there is always such a big demand for it and why dealers find it necessary to constantly replenish their stock.

Are you getting a fair share of this Robinson demand? You will get it once you begin to let your customers know you sell this world-famous cereal.

*Keep a little display where it will be easily seen. The profits are sure.*



## Magor Son & Co., Limited

30 Church St., Toronto 191 St. Paul St. W., Montreal

AGENTS FOR THE DOMINION OF CANADA

## A full cash drawer

comes from constantly featuring lines of established merit, lines that sell again and again and give unvarying satisfaction.



That's just why you should constantly feature

## Malcolm Milk Products



Their popularity is ever growing, their superiority is established beyond question. And they are Made-in-Canada, made by the only genuine Canadian firm in this field.

Try Malcolm's. They're worth while.

## The Malcolm Condensing Co. LIMITED

St. George, Ontario

The Only Canadian Milk Company

# GIPSY

## Stove Gloss

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

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED  
The Gray Building 24-26 Wellington St. W., Toronto

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

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

# CANADIAN GROCER

Vol. XXXI.

TORONTO, FEBRUARY 9, 1917

No. 6

## The Loss-Off System Endorsed

Canadian Produce Association Urges the Necessity of Legislation to Assist in the Introduction of the System—Important Matters Discussed at Annual Convention—Reports of Committees Introduced.

*From Special Editorial Representative.*

**T**HE Assembly Hall of Freeman's Hotel, Montreal, was crowded when the afternoon session of the Canadian Produce Men's Association was called to order on February 6. Members of the association from coast to coast answered their names when the roll was called, giving ample evidence of the representative nature of the gathering.

At the morning session, in the absence of Mayor Martin, who was unable to be present, Z. Hebert, the president of the Montreal Board of Trade, delivered the address of welcome.

Mr. Hebert pointed out that the growing tendency of people to move to the city presented a very serious economic problem, and held that the object of the association in fostering a better feeling between the farmer and the produce men might well tend to remedy to a great extent these economic difficulties. Mr. Hebert deprecated the talk of the exploitation of food products for gain, and emphatically stated that these charges were entirely imaginary.

Mr. Thacker, the president of the association, in the course of his address, in reply to Mr. Hebert, spoke highly of the loss-off system, and urged that this system materially improved the quality of the eggs shipped by the farmer. The justification of this system was found in the improvement in the exports of this product. In 1916, 380,000 cases were exported, in 1915, 270,000 cases, and in 1914, 112,000 cases. Most of the eggs exported came from Ontario.

### Quebec's Small Production

Mr. Thacker stated that the Province of Quebec only produced enough for one month's supply for the City of Montreal. Therefore, he thought that there was room for a great deal of improvement in the matter of production of eggs in Quebec.

Mr. Thacker also urged the formation

of produce exchanges in Montreal, Toronto and Winnipeg. Such a system would enable a system of trade among produce merchants, without their having to go to the farm markets, and would thus tend to an improvement in the quality of produce.

The reports of committees concluded the morning session. A. Vallaincourt, for the Arbitration Committee, stated that no matter had been brought to their attention during the year.

R. H. Gray, of Gunn, Langlois & Co., Montreal, in reporting for the Transportation Committee, drew the attention of the association to the increase in the number of complaints relative to broken eggs, due to rough handling by the express companies. Another cause of complaint was the loss due to delay in transportation, that had become a serious item. Pilfered egg cases also was a cause of complaint that needed energetic action.

Mr. Gray urged that there should be inaugurated a system of special days for egg shipment between stations as a means of improving the condition of eggs received.

The report on branches was presented by A. H. Walford, of Wingham, Ont., who urged this system of local meetings as a method of keeping a close association between the buyer and the storekeeper.

R. J. McLean, of Toronto, reporting for the Committee on Legislation, stated that legislation had been urged, making it an offence either to buy or sell eggs not fit for use. The buyer is thus placed in the same position as the seller, and hence there can be no complaint that the legislation is of a class nature.

Legislation was also urged as a protection for the exporter. It was urged that inspectors be maintained at port of exportation to see to proper handling of goods and proper stowage in the vessel, also an inspector at the port of arrival

to report on the quality of goods on arrival.

In reply to his inquiries, Mr. McLean stated that both the Hon. Martin Burrell and Mr. Bright, Live Stock Commissioner, had replied that legislation covering these points was being framed, but owing to the pressing nature of war business, it was uncertain whether it would be possible to introduce these questions at the present session.

Mr. McLean considered that these replies showed a very satisfactory progress.

### The Case for the Loss-off System

In speaking of the loss-off system, Mr. McLean stated that all Toronto merchants reported that the quality of the delivered eggs was improving every year, and this fact was attributed to the stand the association had taken in adopting the loss-off system as part of its platform. Why should it be necessary to throw away hundreds of thousands of dollars' worth of eggs every year because of someone's carelessness? If the proposed legislation were brought into effect it would compel greater care. Mr. McLean urged that the association should stand behind the resolution and policy the association adopted some four years ago, and in this way the prospect of attaining the desired legislation would be greatly improved.

### Urges Fair Competition of Dealers

Mr. McLean urged that all dealers should play fair in the matter, and if there was to be competition it should be in the matter of price rather than in any tendency to lower the bars and disregard their promise to maintain the loss-off system of buying.

### Representatives Express Opinions

In the discussion that followed Mr. McLean's remarks, representatives of different sections of the country spoke

of the operation of the system in their community.

H. Fearman, of Hamilton, reported that all the Hamilton merchants were buying on the loss-off basis. The system had proved very satisfactory, and they would not think of returning to any other system. The loss-off basis had made a great improvement in quality.

#### Improvement of 80 Per Cent. in Quality

A. E. Silverwood, of London, Ont., reported that in the immediate neighborhood of London the loss-off basis was well maintained. In the Chatham and Windsor sections, however, some new dealers had opened business, and these new firms showed a tendency to buy eggs in the old way. On the whole, however, Mr. Silverwood estimated that 75-80 per cent. of the eggs purchased were bought on the loss-off basis. Buying with the free case too, he thought, had a material effect in improving the quality of the eggs shipped.

A. E. Bailey, of Belleville, Ont., expressed himself as fully in favor of the loss-off system, but stated emphatically that there must be a law behind them before the system could be placed on a sound basis. In as far as this system had been adopted, however, it had thoroughly proved itself, and had shown an improvement of 20 per cent. in quality.

#### A Convert to the Loss-off System

J. J. Fee, of Toronto, stated that he had been one of the early opponents of the system, but had changed his mind on that point, and had adopted and approved of the system, and found that it had resulted in a great improvement.

T. J. Coyle, of Winnipeg, Man., approved highly of the loss-off and quality basis. It was the only logical system of buying, he believed. The Winnipeg dealers had adopted the system, and had found it very satisfactory.

#### Urged the Need of Eastern Co-operation

Mr. Simonds, of Winnipeg, urged the need of co-operation in this matter. The West produced more than they consumed, and a good part of their goods must be exported, and he urged that unless the Eastern buyers bought from the Western producers on the loss-off system, the efforts of the Western produce men would be of no avail.

A. S. Ducloux, of Edmonton, Alta., president of the Alberta Produce Association, spoke very enthusiastically of the progress of the produce industry in the West. He strongly urged the value of buying on a graded system, and outlined very fully the conditions of the produce business in Alberta.

#### A Challenge to the Association

Professor Graham, of the Ontario Agricultural College, threw a bomb into

the assembly by stating that the honor of the association had suffered 50 per cent. with the Government because, while the association claims to be maintaining the "loss-off" basis, the Government did not believe that they were so doing.

#### A Confirmation of the Charge

E. J. Smith, of the White Packing Co., Brockville, speaking on the importance of legislation to prevent the trading in bad eggs, stated that his investigation had confirmed the charge of Professor Graham that the association had not maintained the use of the loss-off system. Part of this failure was due to the fact that there was no legislation to support the system.

A campaign of instruction was necessary in Canada to further the idea of quality eggs. Only so could the reputation for the quality of Canadian products be maintained. Inspectors should be placed at large centres and clothed with authority, and would thus become a centre of instruction that would tend to the improvement of all produce.

Mr. Smith stated that the Pure Food Act, already on the statute books, covered the selling of bad eggs, and that no further legislation was necessary other-

wise than to standardize the eggs we sell. "If we are earnest enough," he states, "we can get what our Western confreres have got—inspectors to judge the quality of eggs."

"The country merchants," he continued, "are not the only ones at fault. Some produce merchants have exported eggs without candling, and in this way were as culpable as the smaller dealers."

R. J. McLean urged that while we have such legislation, it was obsolete legislation that did not meet the needs of the association. There is no machinery for carrying out the law, and hence it was of no real value. He urged that there was a moral obligation to live up to their promise, and that where members did not live up to it, they should be brought to the attention of the association, and if the offender was not a member of the association he should be beaten. "Surely if a man could pay one price for bad eggs," he said, "it was possible to pay a little better price for good eggs."

Mr. Clemes, of Toronto, energetically urged that a representation be made to the Government at this session to hasten the passage of loss-off legislation. This suggestion was heartily endorsed.

## Improved Facilities for Fish Handling

THERE is no doubt" declared J. A. Paulhas Director of Publicity for the Canadian Fisheries Association, "that immensely improved methods are now in use for the rapid transportation of fish in the freshest possible market condition from the Atlantic seaboard to the Eastern Canadian centres of population.

"The Government, since the inception of the Canadian Fisheries Association, has always been interested in the objects in view and has listened in many instances to the demands of the organization. There is no doubt whatever, that as a result the methods of handling fish in transportation from the Atlantic Coast have been greatly improved. As a result the consumers have benefited, for the fish have been delivered in better shape on the markets. The Government have achieved this not only with the freight traffic, but also with the express traffic, and only lately the Government has requested the Express Companies to equip some of their cars with appliances making them more adaptable for the swift and safe transportation of fish in fresh and appetising condition to market from the coast.

"It has been decided and agreed upon that from the 1st of April next a spe-

cial fish express car shall be devoted entirely to the transportation of fish from the Atlantic Coast ports to the markets of Montreal, Toronto and Western points. This car will inaugurate a weekly fast service for fish traffic which will no doubt be a great advantage to the fish trade, and to the consumers.

"The Government has also turned attention to the inside end of the fish business in order to advance the sale of fresh fish in the country generally, and is considering means for the retail trade to be better equipped for the selling of fresh fish. For this reason the Government is asking the great fish handlers to have constructed some special fish display cases. A description of these was published by the Government recently, and there is no doubt that the idea is a good one, and that if put into practice, it will bring abundant results.

"As compared with the former days of fish trade, and transportation of fresh fish from the Atlantic Coast, the new plans are immensely to the betterment of the business. Formerly the express service used was so very limited that only a small amount of fish could be shipped from the coast. The fish left over were simply held until means could

(Continued on page 43.)

# The General Merchant and Produce

Opinions Relative to the Handling of Eggs From General Merchants Who Have Specialized on This Business—Some Pros. and Cons in the Loss Off and Free Egg Case Problems.

**T**HE questions that arise out of the general handling of the farmers' produce are questions that have always been of the most decided moment to all general merchants, for it is through the general merchant that a great bulk of this produce reaches the wholesaler. Therefore, the best methods of handling are matters that are of the most vital importance. These questions are being taken up at length at the Produce Merchants' Convention being held in Montreal, and these questions will be fully reported in these columns. But these questions are dealt with to a considerable extent, from the standpoint of the wholesaler, and it is interesting to consider the standpoint of the general merchant on the matter.

We have one or two letters from general merchants who have made this end of their business a most decided success, perhaps prior to the discussion of the opinion of the wholesalers, a glance at these letters would be of interest. W. H. Kidd, of Indian River, Ontario, is one of these merchants who have made a specialty of produce handling. He writes that he makes no attempt to candle all the eggs that are presented to him for sale, though he does not think that did they do so there would be any complaint from the farmer.

## Claims Loss Off System Impracticable for General Merchant

"The whole trouble with the 'Loss Off' system," he continues, "is that it is impracticable for us to candle and grade all the eggs we buy. We receive about 300 dozen eggs per day with very little help. We pay for all of them without grading, though we would make a difference in price if we found it possible to grade them. In our price to the farmer we make allowance for a certain percentage of bad eggs. The only actual stipulation that we make is that the eggs shall be marketed every seven days and that they are to be clean. As far as free egg cases are concerned, we never use them. We have always had our cases back. I would not sell to a firm that would not return them."

## Favors the Free Egg Crate

P. C. Hanna, of Campbellcroft, Ont., writes: "We have adopted the system of candling all eggs and find no difficulty in doing so. We find that since we adopted the system of candling eggs that we receive fresher eggs than for-

merly. We do not make any difference in the price of No. 1's and No. 2's, as we find a very small proportion of the latter. We pay, however, only for the sound eggs. Bad, broken, or doubtful eggs are deducted from the amount in the basket, and the customer credits us with the amount. Under these conditions we buy all the eggs that the farmer can produce. The system of free egg cases does not affect us much, but we feel and know that the sanitary condition of the egg crates has improved 100 per cent.

John Nott and Sons, Dunnville, Ont., state that they candle all eggs brought in by the farmers, and do not find, as a rule, that the farmer objects, unless their eggs are unusually bad, which seems to suggest that the ones who complain are not quite free from evil intent in the matter. "We buy only sound eggs," he continued, "but we make no difference in the price of the different grades. The farmers, as a rule, are very touchy at the suggestion that the eggs are not quite fresh. In the matter of free egg cases, we guard against selling to concerns who do not return the cases, as they are quite costly."

A. Kirkpatrick, of Lefroy, Ont., is of the opinion that eggs should be bought by weight and common sense, a combination which we doubt not most wholesalers would wholeheartedly concur in commending.

A. D. Anderson, Keene, Ont., states that he candles all eggs and finds very little opposition from the farmers. Only the sound eggs are purchased. Mr. Anderson thinks that the free egg case proposition is a very good idea. With that method, he noted, you can always depend on a clean case and clean fillers.

## The Case Against the Loss Off System

The great argument that is urged by

many general merchants against the Loss Off system, is its difficulty of practical application. They all admit the necessity of some such measure, but urge that in many cases what the wholesaler gains by the move must of necessity be a loss to the merchant. The letter of R. H. Harwood, which appears in connection, is a telling statement of this point. There is a point here that the advocates of this measure may well consider. That some improvement is necessary is, of course, self evident, but it should not be made at the expense of the general merchant. The farmer is, of course, the stumbling block in the successful operation of this scheme, and before the system can be called successful, the farmer's co-operation must be assured.

## A Method of Meeting the Difficulty

James L. Squire and Sons, of Norwood, have a system that at least goes a long way to assure the farmer's co-operation. They have two egg days a week, on which days they pay a premium for all eggs delivered. As far as their experience goes, this method of encouraging regularity in delivery has proved very successful. Since it was adopted, the difficulty of getting fresh eggs has materially decreased.

It is noted, too, that merchants are about equally divided on the matter of free egg cases. There is a tendency to realize the advantages to be obtained and also the spirit that is behind the move to do away with the old returnable case, but the item of first cost is a decided stumbling block in the way. With the increase of the cost of these cases that have been noted of recent date, it is to be expected that this item of complaint against an otherwise good system will be brought still more prominently to the fore.

## Financial Paper is Dropped

The Provincial Association in Their Meeting at Stratford Decide to Sever Their Connection With This Organ and Will Use Bulletins to Disseminate Information

**I**T has been definitely decided that the *Journal of Commerce* shall no longer be part of the working machinery of the Ontario Provincial Board of the Retail Merchants' Association. As

intimated in *CANADIAN GROCER* a couple of weeks ago, there has been a growing feeling that this journal did not meet the requirements for which it had been adopted, as the official organ

of the association, and as a result the Provincial Executive meeting at Stratford, Ont., on Thursday evening, Feb. 1, acting on the recommendation of the Provincial Secretary, decided to sever the connection that had existed between the association and this journal. This action was taken after a very brief discussion, practically the only criticism voiced being that the *Journal* had not proved a satisfactory medium, through which to reach the different members of the Provincial Association.

As the matter now stands, the *Journal* will be continued for the time being, to such members of the association as demand it. It is understood, however, that there are very few subscriptions to be so continued. For the rest, the association washes its hands of the matter. D. W. Clark, when spoken to by a CANADIAN GROCER representative as to the basis of settlement for subscriptions already taken, stated that this was not a matter over which the association had any control, it being entirely a private

matter between Mr. Beaudry and the *Journal of Commerce*.

#### Association to Issue Bulletins

In place of this organ, the Provincial Association will from time to time issue bulletins dealing with the matters of more vital interest to the members of the Provincial Association, and will also depend upon the trade press to co-operate with them in the work of disseminating information of value to the individual members.

#### New Bulk Sales Act Amendment Endorsed

The proposed new Bulk Sales Act was also taken up, and the draft of the new bill was heartily endorsed by the association.

Other matters of routine business were also discussed.

The members present evinced a very enthusiastic interest in all the work of the association and very optimistic reports were given. The names of 55 new members were received at this session alone.

goods that in the nature of their packing do not require wrapping are sent out unwrapped.

This plan that has proved successful in one section, might not be equally so in another, it is only offered as a suggestion of the one of many ways where a campaign for the conservation of waste might be started. There are many others, even in the paper line alone, and when it is remembered that paper and paper board has increased anywhere from 100 to 300 per cent. since the war started, it will be readily seen that some manner of economy in this line is urgently needed.

#### Saving the Waste of the Wholesaler

S. P. Coe, of the Acker, Merrall Company, of New York, who operate a chain of fifty stores, has taken a decided stand regarding economy in this line. He urges that a very large proportion of the paper used is not only wasted, but in itself becomes a real inconvenience. He instances packages of cigars that come from the factory all carefully paper wrapped. These wrappings have all to be removed before the clerks can actually discover what is in the package. The simple matter of getting rid of this unnecessary paper is in itself a charge. He has sent word to the factory that in future cigars shall be delivered unwrapped. This is only one instance, but it shows the trend of the times. Every grocer knows that there is an enormous waste of paper and twine both in the packages that he receives from the wholesaler and the packages that he sends out. This wastage has become a habit, and in that fact there is found the greatest difficulty in the way of changing the situation. But a little retrenchment in this line by both wholesaler and retailer would not only accrue to their financial benefit, but would be of service to the country, for we are being taught in no uncertain terms in these days that to be wasteful is to be unpatriotic.

This is not the only form of waste with which the grocer is familiar. There is the wastage in delivery that is one of the big items with all the trade. Here again the grocer is in a great measure to blame. In the stress of competitive trade he has rather encouraged than discouraged the practice of frequent deliveries. He urges that it is a necessity, but that it is a fact that has to be proved. The wholesaler is under the same stress of competition, yet he will not make deliveries at the demand of the retailer, and the retailer has grown to understand this. Much of this waste in delivery could be saved by a campaign of friendly explanation that we are confident would accrue to the benefit of the retailer without in any way costing him his customer's friendship.

## Waste Paper for Which the Public Pays

The Item of Paper a Great Element in the Increasing Cost of Goods—How One Dealer Cut This Item in Half by Gaining the Co-operation of His Customers

**T**HE item of waste bulks large in every grocer's charges, though the grocer himself may be slow to see it. Among these items, that of waste paper looms up largely. Very few grocers realize the amount that is being paid monthly for the simple little matter of wrapping paper. It is a service that is given to the customer, this attractive wrapping of parcels, but let it not be thought for that reason that it is a free service. Paper costs money, and this cost must ultimately find itself added to the cost of the goods sold. Every extra bag, therefore, and every extra sheet of paper adds just so much to the ever mounting cost of goods, for the cost of paper and cardboard is mounting itself with giant strides. Many grocers fold their hands and claim that the matter is one beyond their power to mend, others, however, have taken the proverbial bull by the horns and are doing their best to cut down as far as possible this item of cost.

#### Economy in Operation

Among the members of the trade who have adopted this policy might be noted the Einarson Brothers, who conduct a flourishing store at the corner of Olive and Bathurst streets, Toronto. Mr. Einarson found that his paper bill was daily climbing till \$50 a month was quite an ordinary figure. Well, he figured that \$600 a year that this would average, was in itself a very respectable sum, and one that did not show any-

thing in particular to justify it. It was money passed over the counter that shows no compensating advantage. The customer takes it for granted, and consequently there is no element of good will to be gained. Mr. Einarson, therefore, began to figure that the more this item could be cut down the better it would be for all concerned. With this idea in view he took his customers into his confidence, telling them of the increased cost of paper and mentioning it as one of the items in increasing the cost of goods sold. He would suggest to them that it was a waste of time, energy and money to wrap goods that had been put up carefully in package form by their makers. It wasn't long before this campaign began to have an effect. Men going home from work would drop in for a few articles, and would themselves suggest that they be not wrapped. To others he suggested that wrapping paper was a useless waste. In no single instance did he find that there was any spirit of resentment against the store for this encouragement of economy. His customers all felt that there was a solid basis of fact in what he said, and realized that it was in little items of waste such as these that the cause for much of the increase in prices of goods might be found. The campaign has proved successful with these merchants. The item for wrapping paper has been cut in half, and that without any sacrifice of the service that the public is justified in expecting. Only the

# Accommodation for Travelers

They Have Asked Alberta Government to Have Hotels in That Province Brought Up to Standard and Regularly Inspected—Meeting Held at Calgary

The commercial travelers held a meeting recently at their building on First street east, Calgary, to discuss the hotel question of Alberta, and to suggest means of improving it.

In his address, the chairman stated that the purpose of calling the meeting was to secure more satisfactory hotel and restaurant accommodation throughout the province. The need of proper accommodation had been a sore point amongst the travelers for several years and since prohibition had come into force this matter had been greatly aggravated. Under present conditions and with the Legislature meeting shortly, and the probability of an election coming on, it was thought that there was a possibility of steps being taken to improve the situation and the members present were asked to express their views on the subject. The discussion, he thought it advisable, should be confined to dissatisfaction of present conditions and the best method of remedying same. It was hoped that the assistance of the wholesalers, boards of trade, railway unions and U.F.A. organizations could be obtained. Last year a delegation was sent to interview the Government.

## Inspection of Hotels

In the opinion of the speaker, an inspector should be appointed by the Government to report any hotels not giving proper accommodation, and the Commercial Travelers' Association should see that a competent man was appointed, one who would not be in politics, but would attend to business.

R. F. Marshall, who was one of the committee to interview the Government at the last session, stated that when they laid their suggestions before the Premier he told them that they were asking for something with which they were not fully acquainted, as the hotelmen had not had a chance to show what they could do or would do under prohibition conditions. Mr. Sifton suggested that the matter remain in abeyance for six months to see whether matters became better or worse, and then come back when the matter would receive serious consideration. It was also proposed that Alberta come under a similar Act as Saskatchewan.

## Benefit to Travelers

Now that the six months had expired, it was time to consider ways and means

with what they knew, what they wanted, and what they believed would be a benefit, not only to travelers, but the public at large. He impressed on his hearers that they must not get the idea that they alone were the ones to be benefited, but the general public should be actively interested in it.

He suggested the co-operation of wholesalers and manufacturers as it was for their interests that travelers worked. The farmer should back up their ef-

forts so that when he or his family had occasion to put up at a hotel they would feel assured of more sanitary and satisfactory conditions.

The following resolutions were passed:—

“That in the opinion of this the most representative gathering of the commercial travelers of the southern part of the Province of Alberta that has been held in years, after hearing the personal experiences of a large number of members present on prevailing conditions of hotel and restaurant accommodation in many points of the province, such conditions are in a deplorable condition and demand vigorous steps towards remedying the same, including conditions as to the preparation and serving of food, the sanitary arrangement of beds and sample rooms.

# Heavy Frost Damages Florida Crops

Early Reports Indicate a Heavy Loss — Early Tomato Crop Reported an Entire Loss; Will Have to be Entirely Replanted.

A VERY heavy frost visited the State of Florida some days ago, and caused very material damage. On the East Coast the early tomato section, the damage was very serious. In many sections the early plants just coming into production were entirely destroyed and will have to be entirely replanted. This will mean the replanting of the whole crop and will delay the shipment for a month or more.

The first car of Florida tomatoes to reach Canada this year was received by Geo. Vipond & Co., Montreal, and showed a very fine quality. Advices from Miami however, indicate that only cars already rolling have escaped the frost and consequently the stock will be practically off the market for a considerable time.

The effect in the citrus crop is not yet known. Large shippers admit that the frost has done some damage, but the extent of this is not yet known. Fortunately a good part of the Florida citrus crop has already been marketed, and it is only the end of the crop that will be affected. Even considering this however, it is believed that the damage will amount to a fairly considerable item. Generally speaking this frost will have a tendency to delay the season for all early vegetables this season, and as Florida is the early vegetable state,

this practically means that these goods will be unusually late in arriving in the market.

## GRAND TRUNK PLACES EMBARGO ON PERISHABLE GOODS ENTERING MONTREAL

The Grand Trunk Railway placed an embargo on all fruit and perishable articles billed to Montreal from points west of Detroit. This practically makes a complete embargo as up to the present perishable freight was the only item freed from the operation of the existing embargo.

On Monday night of this week the embargo was enlarged to cover all perishable products. This change in regulations has meant a considerable hardship to handlers of perishable products, especially fruit, the great bulk of which, except for California shipments, enters Canada by the Wilkesbarre, Pa. gateway of the Delaware and Hudson Railway for delivery over the Grand Trunk System. This business will now have to be deserted to the C.P.R. for delivery at considerable difficulty to the owners. Grand Trunk officials expect that this embargo will not be in force longer than a week.

A fire broke out in the warehouse of the May Tea Company, Stratford, on January 26, starting from an overheated stove. The fire was discovered by Boy Scouts and was put out by chemicals with comparatively small loss.

# CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

## THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - - - President  
 H. T. HUNTER - - - Vice-President  
 H. V. TYRRELL - - - General Manager

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AFTER all it appears that neither a man nor a country can be too proud to fight.

\* \* \*

A GOOD buyer must, first of all, be able to say no. He must be able to say it distinctly; and be able to stick to it.

\* \* \*

IF UNCLE SAM peels off his coat and gets into it, business may feel a momentary effect. Business will not suffer, however.

\* \* \*

HARRY THAW is struggling back into the lime-light. The only kind of thaw we want to hear about nowadays is an atmospheric one.

\* \* \*

CONFISCATED whiskey was used in a sprinkling cart on the streets of Phoenix, Arizona. There was probably a scramble to get on the water wagon down there.

\* \* \*

THE DEPARTMENT of Labor, in their latest bulletin, states that the cost of living in 1916 has increased 25 per cent. over the previous year. We knew it. But we thought it was more.

\* \* \*

BRANTFORD, Ontario, has increased its custom receipts from \$43,440 in January, 1916, to \$83,859 for the same month this year. Brantfordites seem to be buying abroad this year with reckless abandon.

\* \* \*

THE *Montreal Herald*, in commenting on Mayor Martin's determination to fix the weight of a loaf of bread, suggests that he adopt the pleasant little practice used in Constantinople for regulating bread prices, of nailing the baker by his ears to the door of the shop. 'Tis indeed a happy thought.

THE COUNTY Council of Leeds, sitting recently at Brockville, ranged themselves with the interests in opposing the introduction of margarine into Canada. It looks like a solid country vote on the question at least.

\* \* \*

JAN WETZ, the Chicago egg operator, has again nosed himself into print by claiming that he made a million on eggs. Candidly, Jan, we misdoubt your veracity. It takes some few eggs to make a million dollars.

\* \* \*

STAMBOUL University, Constantinople, suggests the German Emperor as a candidate for the Nobel Peace Prize as "the forefighter for the peace idea."—And up to the present we have never looked on the Turk as a humorist.

\* \* \*

A CHICAGO report states that the recent mild weather has inspired the hens with an added fervor in the matter of laying eggs. Unfortunately Canadian hens have not been favored with the same inspiration, and are only plodding along as usual.

\* \* \*

THERE is only one line of work in which the horse maintains his margin on the motor truck—the milk wagon. Engineers have not yet been able to evolve a motor truck capable of starting itself when the milkman tramples through the shrubs and berry bushes from one backyard to another and ejaculates, "Gee-up!"

\* \* \*

THE SOUTHERN Ontario Ayrshire Breeders' Association have joined their voices to those who are chanting the Hymn of Hate against margarine. There is a very well marked line between the Anti's and the For's. On the one side the dairy and cattle breeding associations, on the other all the balance of the country.

\* \* \*

THE MAYOR of Galt, Ont., has turned coalman. He has bought sixteen cars of coal which he is willing to dispose of at \$9.50 a ton. There has been much talk of the millennium that was bound to follow a city being the buyer and seller of the commodities it uses. Here is an actual experiment, and it does not seem to be very much of a millennium at that.

\* \* \*

A PRESS despatch from Saskatoon states that the Scotch Wholesalers' Co-Operative Society has purchased a farm comprising 10,000 acres in that locality for the sum of \$300,000. It is reported, too; that members of the British Government are urging the purchasing of enormous tracts of land. No definite reason is given for this recent British boom in Western real estate, but it doubtless is connected with some plan for the amelioration of the hard economic conditions that may prevail among some classes at the end of the war.

*THE DEBTS OF SOLDIERS*

**E**VERY now and then CANADIAN GROCER receives a letter noting the fact that some soldier has gone overseas and neglected to liquidate some at least of his debts before departure. We have been urged repeatedly to take some cognizance of this matter. No doubt there are some who are suffering from the fact that no action can be taken against a soldier's pay, but the instances where anything of the kind would be necessary are few and far between. You can't change a man into a saint by simply putting him in a suit of khaki, neither does that suit make him any the less of a saint. There are black sheep in every fold. There are soldiers who will take a dishonorable course as there are civilians, but the proportions are certainly no greater in one class than the other. Merchants generally are aware that they have no legal redress for debt against a soldier so it devolves on them to make what precautions they deem necessary to protect themselves against possible loss.

*SAVING FOR VICTORY*

**B**RITAIN is facing the situation made possible by the recent German recantation of their faint promise of humanity, with a strong courage and a quiet heart. Unquestionably an intensification of the submarine campaign will spell increased privations for the British people. Undoubtedly they are ready to make the necessary sacrifices.

A public appeal has been made to the people to conserve the food supply, to save on the essentials of life. Four pounds of bread, two and a half pounds of meat, and three quarters of a pound of sugar weekly per head. This is the stint suggested. Lord Davenport, the food controller, assures them that this will be necessary, though this supply will be increased by other commodities, as it becomes known what food products are to be had in most abundance. This is one answer to Germany's swagger, an appeal to the people to adopt still another form of saving for victory. Be it noted, too, that the saving is voluntary. There is only the compulsion of the country's possible need.

*A SAFE SPORT*

**P**OTATOES are once more on the upward trend, and there seems a strong likelihood that they will continue to advance for some time to come. This is the season when every year the potato scarcity begins to be felt, but this year it is made still more acute by the fact that there was an actual shortage in production. Down at Houlton, N.B., the long-dreamed dream has come true and potatoes have actually sold for \$5.00 a barrel, and even as high as \$5.10, and the farmer is still scratching his head and wondering why he gave them away when he might have made \$5.50 by saving them for a few days. Should one of us adopt the same principles, the lynx-eyed Mr. Crothers would be after us with a copy of the Order-in-Council before we had time to have one good

chuckle over our own cleverness. A beneficent government has a wonderfully kindly feeling for the farmer. So have we all for that matter. Do we raise our voices against the farmers because of the increase in these food products? Not we. We chivie the wholesaler instead. He's nobody's friend.

*THE POOR MAN MAKES THE MARKET*

**T**HE Woman's Thrift Committee is campaigning against the importation of early vegetables, and also such items as grape fruit. They contend that we spend half a million a year on imported tomatoes and two million on imported vegetables and look at that thought with horror.

Their first argument is that the money goes to a neutral state (happily neutral no longer), and that it may be converted into munitions to kill Canadian men. It might be noted, if one were inclined to be critical, that the only way the Germans could get such munitions would be when they were shot from the guns on the Somme. Their second argument has a certain plausibility about it that has caused many people in the past to take it for a truth. It is the old argument that the Canadian consumer becomes so tired of fruit or vegetables before the Canadian crop appears that the grower gets nothing for it.

The argument is plausible, but it is not a truth. The CANADIAN GROCER works under the impression that were there not imported goods on the market in advance of the Canadian crop that the Canadian crop on its maturity would net the same prices that the imported goods do. This, of course, is not a fact. The fact of the matter is this, that the prices paid for imported fruits and vegetables are paid only by a comparative few. And a comparative few never yet made a market price. It is to the poor people and the comparatively poor that the Canadian grower must look for his market, for even prosperous as we are, these are the people that make up the great bulk of the community. The imported price is high merely because only sufficient is imported to meet the demands of the well-to-do. The domestic price is comparatively low, because with the large crop the grower cannot depend on this class alone. Moreover, there is a good deal of unnecessary sympathy being wasted on the grower. The Canadian grower, as a matter of fact, gets a much higher price for his products than the Southern grower obtains, despite the high prices realized here. There is a heavy freight rate and there is a duty of 37½ per cent. on the average to be taken off these fancy prices.

As for the curtailment of the buying of grape fruit, which these wise ladies suggest; why stop there, why not include oranges and bananas, all of which are imported and for which we pay tens of millions yearly for every million we pay for early vegetables? Grapefruit and oranges and lemons and bananas, all imported goods, are not luxuries, they are to a great extent necessities, and we would be the poorer in health if not in wealth were we to forego their use.



# Accounting for Retail Merchants--VI.

Complete Journal Entries—Post for the Month—A Detailed Description of How This Should be Done—Some Practical Examples.

By Henry Johnson, Jr.

WHEN we have made all the journal entries indicated in my article of last week, our pages will look like this, except the totals at the foot of columns; and I shall tell you about those to-day:

Let me say right here that professional bookkeepers have dozens of little tricks and methods for shortening the process of finding errors in a balance. Some of those ways are worth knowing, and those can be found in almost any

above. On a little slip write the totals of both pages and add them. Each totals \$593.39. Therefore, you are right in concluding that your work is OK.

Now turn back to January 2nd and pick out the items entered in the debit Sunds. column, and **post those separately** to the ledger. For example, you have \$20.00 for advertising. See index in your ledger. It shows advertising is on page 100. Turn to page 100 and enter:

Jan. 2. To Cash ..... \$20.00

Similarly, you have \$30.00 for interest. The index shows Interest and Discount is on page 29. Turn to page 29 and enter:

Jan. 2. To Cash ..... \$30.00

Now look over at the credit funds column. There you find, on Jan. 2nd, an item of \$10.00 F. & F. account. Index says F. & F. is at page 105. So on page 105 enter:—

Jan. 2. By Cash ..... \$10.00

Continue this way until you have gone over all the Sunds. entries for the entire month—Jan. 4, 7, 15, 19, etc., as the entries may appear. The one thing to watch "like a mice" is that you get debits on debit side of ledger and credits on credit side. And that is particularly easy, for what is on the debit page of journal goes on to the debit side of the ledger, and credit pages go to the credit side.

When you have finished with the Sunds., take the total at foot of each column of the other accounts and enter that total in the ledger as of January 31. This way—on **debit** side of ledger pages:—

Page 1. (Cash) To Sundries . \$250.01

Page 15. (Mdse.) To Sundries . 189.93

Page 43. (Exp.) To Sundries . 22.95

Page 85. (Wages) To Cash .... 80.50

And on **credit** side of ledger pages as follows:—

Page 1. (Cash) By Sundries . \$341.55

Page 15. (Mdse.) By Cash .... 240.01

Page 29. (Int. & Dis.) By Cash 1.83

Now take a slip, fold it in the middle to make a dividing line and take off the totals of all ledger accounts; the debit totals on the left of the fold, and the credit totals on the right. Best way to get those totals is to add them right below the ink figures in the ledger columns, using a finely pointed hard pencil. Insert those pencil figures in the top of the line-space, leaving room below for the next ink figures. Always leave those pencil figures there so you can add them in next month and thus

Debit Page.		Cash	Mdse.	Expense	Wages	Barn	Sundries
1917—							
Jan. 2—Mdse. PV.			\$ 91.70				
Al. Jobber & Co.							
29.60	.30		29.30				
48.00	.96		47.04				
Wilson & Co.							
20.63	.21		20.42				
Discount	1.47		1.47				
Expense, PV.				.15			
Matz & Co.				4.80			
McCann, 18.00	.36			17.64			
Discount				.36			
Wages, PV.					34.50		
Prop. Ck.					25.00		
Wald, settle					21.00		
Adv., Cantwell A/C.							20.00
Interest at bank							30.00
Cash, sold desk to							
J. M. Fox		10.00					
Mdse, sales		240.01					
		\$250.01	\$189.93	\$22.95	\$80.50		\$50.00

Credit Page.		Cash	Mdse.	Disc't	Sundries
1917—					
Jan. 2—Cash, Mdse A/C.		188.46			
Expense A/C.		22.59			
Wages		80.50			
Advertising		20.00			
Interest		30.00			
Disc't Mdse.				1.47	
Expenses				.36	
F. & F. cash for desk					10.00
Mdse. sales					10.00
		341.55	240.01	1.83	

## Post Monthly

Remember, I told you to put your ledger away because you would not need it until February 1st? All right. Last week I gave you directions how to make the opening postings to the ledger, following results obtained by your inventory. Now let us get the theory and practice of journalizing into our minds.

The great time-saving feature of this system lies in the fact that you post your ledger only once each month.

After you have completed your journal entries each day, as detailed in my last two articles, and proved them by trying out each side of the book, you are done for that day. You continue next day right below the day preceding, until you get to the bottom of the page. Then you add the columns, in pencil, inserting the figures very small, and test those totals by adding together all debits and all credits. If they "balance," then insert the figures at bottom of columns. If they do not balance, then you go over the work until you find where you have omitted something, or inserted wrong figures, or done something else incorrectly.

book on bookkeeping. But the number of figures the average retailer has to deal with is so limited that really all he needs is concentration and common sense. Any of us knows that if, say, the 21c. discount on Wilson's payment (see above) is deducted when you make your check but the total gross amount is entered in your journal the check and the journal entry will not correspond.

Now, look above again. See that the total payments on Expense foot up \$22.95, yet Cash is credited with payments of only \$22.59 for expense. But the 36c. discount makes the two sides balance. Well, you do not need many "tricks" or short-cuts to discover these things.

So let us suppose that you finish up each day correctly, or find the little errors and correct them as you go along—as, indeed, you MUST do with any system anyway. So we run along until January 31st is finished up; all the figures in the journal are proved up.

January 31 being finished up, draw a line right across each page of the journal and add each column, just as I have added the little sample space

minimize the work of taking off the monthly trial balance.

The grand total of the debit totals added together when you have them copied must agree with the grand total of the credit totals. Then you can close up your ledger, knowing that the work is O.K., and put it away for another month.

For, bear in mind that this work of posting to the ledger will not occur again until March 1st. This fact will indicate how time and labor are conserved by this system—that you make these entries only **once each month**.

#### A Few Advantages on the Side

When you have posted the ledger each month you have right before you some vital information about your business. Take Merchandise: The **one entry** on the debit side is the total of your **purchases** for the preceding month. The **one entry** on the credit side is the total of your **receipts** from Merchandise sales for the month. The difference between them shows, roughly, your total **gross margin**. There will be variations, and wide ones. For instance, in July you may receive a lot of futures. So

then your purchases will be unusually heavy, and the difference between the two sides will be only 12 per cent.—your purchases being 88 per cent. of your sales. But in April the difference should be around 28 per cent.—your purchases being only 72 per cent. of your sales. The **average** will be 20 per cent., which is not far from normal.

Here is a constant check to guard you against overbuying; and whenever these figures show an abnormal condition, it is well to look back to see what has caused the excess of buying over selling figures. If nothing extraordinary has happened to swell purchases beyond regular requirements, the excess is a red danger signal which says: "You are buying too liberally, old man. Better cut 'er down—pass up some of those alleged 'bargains!'"

If, on the other hand, the debit is only 65 per cent. of the credit, then you are working on conservative lines and it will be safe for you to loosen up a bit. **BUT** keep the **average** in mind; and remember that when one month shows up a difference of only 12 per cent., you must go slow for three or

four months to correct the balance.

Again, the fact that Expense is posted only once each month enables you to check each month with each preceding month and keep tab on the **average** expense. And then, if one month the expense goes beyond normal, you can dig into the figures in detail in the journal to find the cause. Or yet again: If the account is normal, but sales of the preceding month have gone below normal, you are warned to curtail—let somebody go, especially if he is only partly efficient—or decline to advance another who may have "hit you for a raise."

And so it goes. Having the plain figures before you, embodying the **FACTS** of your business, you are safeguarded regularly. It is then more exactly your own fault if you fail to take the warnings coming home to you constantly.

There are further details, as I shall show. Meantime, it is time for **QUESTIONS**. I have some letters to handle, but not enough as yet. It is your turn now to show that you are "taking notice."

## Grape Fruit, Once the Apple of Eden

How the Original Grape Fruit Came From South-Eastern Asia, and Was Introduced Into the West Indies by a Sea Captain Named Shaddock, Thus Giving Ground for the Name Long Used—How the Name Grape Fruit Was Derived—Countries Where it is Grown.

**A**MONG the many fruits that have been associated with the story of Eden, the Grape Fruit stands out prominently. It is still associated with the stolen apple and as a result it has for a long time been known in many parts of the world as the Forbidden Fruit. It is also known variously as the Shaddock, Pommeloes, or Pomelos. The Shaddock was its earliest generally accepted name in this part of the world, though that name now has lost its definite association with the grape fruit of commerce and is used to signify the wild stock, or stock that through one cause or another, has lost its fine quality and is practically unsaleable.

The name was derived from a certain Captain Shaddock, who originally introduced the tree into the West Indies. The Shaddock as we know it is a large heavy skinned, pear-shaped fruit, with a heavy fibry texture of pulp that sometimes comes from groves that have not been properly cared for. Grape fruit, like the orange, is very sensitive to conditions. Under proper care, it is readily brought to a state of perfection, but lacking the care it very soon returns to

its original state. The Shaddock, too, as a rule, is of large size, instances being known where it has attained a weight of 20 pounds.

#### The Grape Fruit a Native of the Malayan Peninsula

We have come to look upon the grape fruit as a native of this part of the world. This, however, is not the case. It is generally conceded to be a native of the Polynesian Islands and the Malayan Peninsula, where in its shaddock state, it is still grown. It has been known in India, too, for a very long time, though it has never been cultivated to any extent, nor yet considered to be an item of food. Indeed, the growth of the sale of grape fruit is one of the marvels of the present age, which speaks volumes for the quality of the fruit.

#### First Sold Twenty Years Ago

The first shipment was made from Jamaica in 1897; the fruit was a shaddock of the shaddocks, being picked from the trees growing wild in the pastures of Jamaica. Yet, poor as this

first fruit was, it at once caught the public fancy. This rough fruit sold in New York for \$5 per barrel, which netted a golden profit, and which anyone who was familiar with the old barrel system of packing fruit, which was then in favor in Jamaica, and the enormous waste it entailed, will realize must have been an enormous price for each individual fruit.

The word of the success of this venture spread like wildfire; groves were planted in Jamaica, and in Florida and California, as well. No sooner did the American grower have his trees planted than, producer like, he began to wail loudly of the menace of the foreign market conditions. As a natural result, a high tariff wall was built up which materially aided the cultivation in the United States at the expense of the originating country. It had one good effect, however, in that it led the West Indian grower to improve the quality of his fruit, and as a result the Grape Fruit has continued to grow in public favor.

#### Shaddock Changed to Grape Fruit

With this growing favor the prosaic

name of Shaddock disappeared, and in place of it some incentive individual lighted on the name of Grape Fruit. There are two reasons given for the name. The first is that the juice has a variety of grape-like flavor. Perhaps some people may be able to confirm this idea. The other suggestion is, that the name was conferred on it owing to the way it hangs in clusters on the tree. It is true, it does hang in clusters, but it takes a good deal of imagination to dis-

too, the Grape Fruit growing industry is just starting. Enormous tracts of land have been laid out in groves, which one well informed visitor from those parts assures us will in less than ten years double and treble the present available supply from all sources, despite the fact that the Grape Fruit, unlike the orange, is not a heavy bearer.

A California fruit paper of unquestioned reliability, states that there are 1,771 acres of new Grape Fruit groves

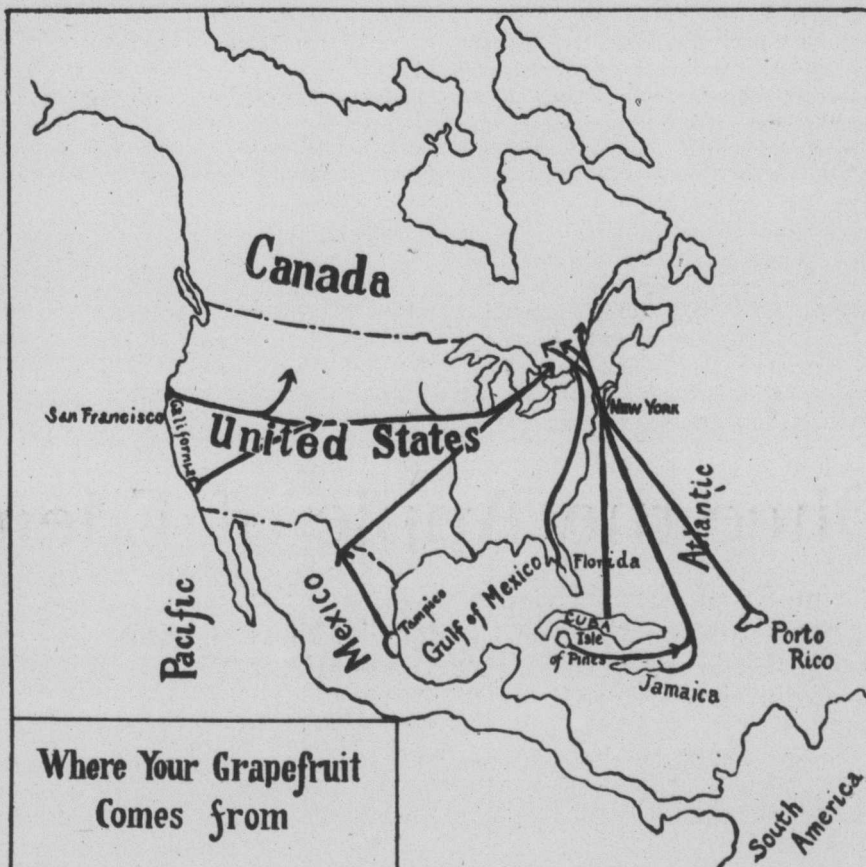
Florida also occupies a strategic point of vantage to the eastern market, the Grape Fruit centre, and for these reasons the fruit from that state is gaining in popular favor.

#### Grape Fruit from Mexico

Of recent years there has been some shipment of Grape Fruit from the Tampico district of Mexico. This fruit, while not as fancy as the Florida fruit in color, has the advantage of being almost seedless. It has also a very thin skin, which, however, is not entirely an advantage as it renders the fruit much more readily subject to frost. The West Indian fruit is improving in quality every year. Some American firms have taken up the production in the Island of Cuba and have developed a Grape Fruit that is the equal in quality of anything obtainable anywhere. Grape Fruit grown in the mountainous districts of Jamaica, too, is of very fine quality.

#### Other Grape Fruit Districts

We have come to look upon these districts as the sole producing centres for Grape Fruit. Not so, however. It has been noted that the fruit is a native of the East Indies, and was also grown in India. It is, in fact, found in some form in almost all tropical countries. It is being profitably grown, however, in Venezuela, British Guiana, and Paraguay, South America, though none of this fruit reaches this continent and is mostly disposed of for domestic use or in the adjacent countries.



cover the similarity between this cluster and the bunch of grapes. However, far be it from us to quarrel with the derivation of the name; it was unquestionably a happy choice, and proved conclusively that there most manifestly is something in a name, at least from an advertising standpoint.

#### Grape Fruit Will Be Plentiful

It was 1897 when the first Grape Fruit was shipped from Jamaica. In 1898, Wm. Clarke, in his book on "Commercial Cuba," makes no mention of any shipment of Grape Fruit, yet the book deals in a most exhaustive manner with the commercial activities of that island. As late as 1909 the yearly shipment from Jamaica was only 43,580 packages, a small item in the shipments of the present day. Cuba has loomed up large in the Grape Fruit growing industry. The Isle of Pines, a small island lying slightly to the southwest of Cuba, is shipping largely. Porto Rico is also a heavy shipping point. In these four islands,

that will shortly come into bearing, and California does not excel in Grape Fruit growing, though there is a very fair quality of fruit grown around the Los Angeles section. Florida is, however, the great producing centre of the Grape Fruit growing. Grape Fruit growers are simply spreading over that state like a prairie fire. They are in many towns used as shade trees, and the unusual sight of a lawn fairly carpeted with Grape Fruit not infrequently meets the visitor's eye.

Though not a native of Florida, the Grape Fruit has taken firm hold there and in that state reaches its greatest perfection, though not all parts of Florida can grow Grape Fruit of the first quality. There are several well defined districts that are known to grow the most perfect fruit but these districts are of a very considerable extent, so though Florida does ship some Grape Fruit that is not of the best quality, the general average is very high.

#### QUESTION OF FIRM'S RESPONSIBILITY FOR ACTS OF AGENT IN COURT

An interesting case has been decided in the courts of Prince Edward Island that invoices the question as to whether a company is bound by the contract of its agent before the said company has had the opportunity of ratifying such an agreement. The case is that of the Sims Packing Company, Charlottetown, P.E.I. versus Hopkins et al. An order for \$2,000 of pork had been placed with the plaintiffs through their agent. Part of the order had been forwarded. The packing company drew on the Hopkins Co. for the amount of this shipment. The defendants refused the draft, contending that their contract called for thirty days' time on the delivery of the contract. The plaintiff company, therefore, sued for the amount of the first shipment, while the defendants filed a contra claim for damages for non-delivery of goods contracted for. The court sustained the contention that the plaintiff company was not bound by the contract of its agents prior to their ratification and awarded them a judgment for the full amount claimed.

# Ideas on Selling Fish for Lent

The Quality of Lively, Purposeful Service to the Customer Produces Good Results in Making Fish Business Grow—Serving and Dressing Fish for Sale — Variety in Offering Even Only One Kind of Fish Helps Along Sales—Appeal to Customers' Eyes on Store Principles.

**T**O do a lively business in fish during the season of Lent, and for that matter at all times of the year, is the ambition of every retailer serving this line of food to the public. In the retailing of fish one of the most important points to attend to is the matter of service, swift, clean and, above all things, appetizing. There is no store selling fish in which room cannot be found for some, even the tiniest, detail of improvement in the direction of this sort of service, and the retailer of fish, who is ever alive to possibilities of improving his service to his customers, is right and on the road to bigger and better fish business.

In the City of Montreal there was established during the fall of 1916 a new provision store known as "The Montreal Public Market," on St. Catherine Street, and this store has made an immediate and powerful impression on the purchasing public as a store of swift, clean, appetizing service in all the food lines in which it deals. CANADIAN GROCER had a talk with the manager, Herve P. d'Orsonnen, on his methods as particularly directed to the satisfactory serving of fish from counter to customer, and his ideas for directing the attention of the public towards his goods and his store service.

To begin with, Mr. d'Orsonnen has been for some fifteen years associated with the enterprise of the Providence Public Market Co., which sells anything eatable in appetizing manner, and runs the great Public Market Store at Worcester, Mass., employing 500 clerks, and capable of having 4,000 customers on the premises at a time. Methods which this concern have tried out, and found satisfactory in sales-making, and the encouragement of return business are the methods now being put into practice in Montreal, and some of them Mr. d'Orsonnen explained to CANADIAN GROCER for the benefit of other enterprising retailers throughout the Dominion who desire to improve their service in the fish department.

Having secured as far as possible the very best supplies of fish obtainable, well selected and varied, providing the choicest of finny fare at all prices, and to suit all tastes, Mr. d'Orsonnen devotes attention to the retail merchandising end of the department. It is important to note, however, that he lays

considerable stress on securing his wholesale supplies in the best quality and variety, and at the best prices possible. To do this, of course, requires knowledge, experience and the skill of a good buyer. To buy stock right is the beginning of the art of selling it right, true in particular degree as regards fish, in which season and the public taste or prejudices have to be critically considered, and most carefully taken into account.

But in the business of disposing of the fish to the customer there are many important details upon which depend success or failure. The retailer of fish in the earliest of days had a business "slogan." His cry was "All Alive-O!" and the very same slogan in slightly different forms and implications persists in the merchandising of fish to-day in the Dominion of Canada as much as ever it did in the streets of Old London. To retail fish so as to obtain profits and prestige for your store you must be as alive as possible, and your fish must be, if not literally alive, then at least not very long dead. Upon a reputation for having fresh fish to sell many a store that has possessed almost every fault possible in the way of location, ill-lighting, and poor display, has still been able to struggle along doing business at a profit. For the fish buying public knows fresh fish and appreciates it, and will go to some trouble also to get it. Therefore, the more a store by its excellence of service can save the public trouble in securing fresh appetizing fish supplies, the more will that store's fish department flourish.

That is one of the great and leading maxims of success which Mr. d'Orsonnen makes support his business and help it grow. He saves his customers trouble as much as possible. There's a whole lot of silent salesmanship about his fish department. The goods are displayed in plain sight, and priced in plain figures behind crystal clear glass, and upon snow-white platters. In the arrangement of the selling display Mr. d'Orsonnen goes in for simple, plentiful appearance of abundant supplies and variety of goods offered. The platters are always kept refilled with fish of the various kinds, dressed or to be dressed, just as fast as the customers' demand depletes the counter stock. To do this, men are kept busy washing and dressing the fish,

and placing the renewal supplies upon the counter receptacles. Just at present this washing and dressing is done in full view of the public, which is a compliment to the cleanliness of the methods employed, but to have this so is, in Mr. d'Orsonnen's opinion and experience, a defect; for, no matter how you may strive, you cannot make the process of washing, cleaning, and dressing fish entirely appetizing. The best plan is to have these necessary processes carried out in well-lighted premises apart from the actual store where the customers come to choose their fish and do their buying. This has been Mr. d'Orsonnen's experience. A roomy basement, preferably daylight lit, is suitable, but should have an elevator running to the store above with the fresh supplies of fish as dressed, etc. Better still, is a room behind the fish counter with a "butler's pantry" window for passing the new supplies forward as required.

Variety may be attained in more directions than merely in the species of fish sold, and variety means better sales; for many a customer whose selective powers are jaded by the contemplation of merely fish with fin and scales complete, will brighten up and do some buying when nicely dressed fillets are shown, or neatly sliced cod almost ready for cooking.

"We supply haddock, for instance, in four different ways," said Mr. d'Orsonnen. "There is the sliced haddock, haddock fillets, the whole haddock dressed to bake, and the whole haddock 'rough,' as we style it. These lines are all sold at prices based on the first cost of the fish to us, a little more per pound for the more dressed forms supplied."

Similar methods used as far as practicable with other lines of fish sold in season are always advisable where the sales are being made rapidly enough to warrant regular preparation of dressed fish. In smaller stores it is necessary to dress fish to order, and this can be very smartly and swiftly done, also quite sufficiently appetizingly when in the case of, say, only one or two soles or flounders, which can be filleted very daintily in sight of the customer, who is usually interested in the process. But any large scale fish dressing is, as a rule, better done away from the counters.

"There is one feature we always go in  
(Continued on page 46.)



## CURRENT NEWS OF WEEK

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



### Maritime Provinces

Gallagher Bros., Norton, N.B., have moved to Minto.

Mr. C. L. Bent, the popular merchant of Plaster Rock, was in Perth, N.B., the other day on business.

Potatoes are \$3.60 per barrel, and everybody is hauling while the roads are good, according to news from Upper Kintore, N.B.

The experimental and demonstration apple orchard which was started several years ago by the St. John Board of Trade to help advertise the possibilities of the province in this line, has been taken over by the St. John River Orchards, Ltd., a corporation composed of members of the board. They will operate on a larger scale than was planned at first.

In the death of Thomas Gorman, of St. John, N.B., the city has lost one of her most prominent wholesale grocers and one of the most highly respected citizens. Since the news was received a few months ago that his son, a young university student, had been killed at the front, his health has declined and finally he was removed to the infirmary where his death occurred this week. Mr. Gorman, who was sixty-nine years of age, was born in St. John, of Irish parentage, and resided in that city all his life. In the summer following the great fire of 1877 he started a wholesale grocery business on South Wharf, a business which has steadily prospered ever since, his success being attributed as much to his reputation for sterling integrity as to his recognized business ability. In the public affairs of the city, Mr. Gorman was an active figure and took a prominent part in the work of the Board of Trade. For a long period he was a member of the Board of Health, and for several years served as chairman. He was a member of the Board of School Trustees, and was interested in many public and charitable organizations. He was past president of the C.M.B.A., and was a trustee of the organization until his death. In politics, Mr. Gorman was a Liberal who ranked among the leaders of his party, but he had always refused the opportunity to contest an election. He is survived by five daughters and two sons.

### Quebec

G. F. Lussier, Montreal, has sold the stock of his grocery store.

J. L. Freeman, manager of H. D. Mar-

shall's Montreal office, visited the Maritime Provinces during the past week.

Armand Chaput, of Chaput Fils et Cie, was visiting Ottawa this week. He has recovered from his recent indisposition.

The grocery store of P. C. Paquin, and two-storey dwelling of A. Boyer, Montreal, were destroyed by fire on January 29.

C. Ritz, manager of the Robin Hood Milling Co.'s offices in Montreal, has been visiting the firm's head offices in Moose Jaw, Sask. During his absence G. W. Stepan, of the Montreal staff, has had charge of the office.

S. Wheaton, representing the California Raisin Growers' Association, is visiting Montreal at present with a view to acquainting the wholesale trade with conditions as regards the raisin crop, etc., for the coming season.

Messrs. Verret, Stewart & Co., "the salt sellers," have removed from their old offices on Port Street, known to generations past, and are now in fine new red brick premises on Prince Street, No. 62, some distance westwards of their former place.

Officers of the Canadian Fisheries Association elected for the year 1917 at the Association's annual meeting held in Montreal this week are as follows: President S. Y. Wilson, Halifax, 1st vice-president A. H. Brittain, Montreal; 2nd vice-president A. L. Hager, Vancouver, B.C.; Secretary-treasurer F. W. Wallace, Montreal.

Vice-President W. W. Hutchison, of the Lake of the Woods Milling Co., Montreal, on his return from his visit to England brought with him for a couple of month's furlough Lieut. P. P. Hutchison, of the C.E.F., his son, who was wounded in the foot in November, and is convalescing at present. Lieut. Hutchison expects to return to the front this spring.

J. R. Simpson, of Chase & Sanborn, Montreal, spent some days this week in Ottawa, where he was superintending the installation by John Bambrick, retail grocer, of a special demonstration to stimulate the demand on the part of consumers for coffee. The idea of the demonstration is to show that the housewife using an ordinary coffee-pot or percolator can produce coffee as perfect as that produced by the expert attending the demonstration.

### Ontario

E. D. Goetz, Mohawk, has sold out to C. H. Brocklebank.

Fred Watson, Toronto, grocer, has been succeeded by N. V. Foster.

Eliza J. Kerr, Toronto, has disposed of her grocery stock by auction.

J. J. Haskett, London, has sold his grocery store to John Nethercott.

J. E. Waterhouse, Whitby, has been succeeded in his grocery business by A. P. Wright.

The estate of Thos. Wood, Sr., Beamsville, grocer, has been sold out to Abram Hunsberger.

A. Link, who formerly owned and managed the Lyric Theatre, at Leamington, Ont., has opened a grocery store in that town.

R. J. Hayhoe, of R. B. Hayhoe & Co., importers, is on a holiday trip of two weeks' duration to Florida. He is accompanied by Mrs. Hayhoe.

Nelson Vanidour, who for a number of years past, has been associated with his father under the firm name of Vanidour & Son, Leamington, Ont., took over the business on Jan. 24, and in future it will be conducted under his name and management.

The Quaker Oats Co., Peterboro, have purchased the Canadian Cereal Mills, London, Ont., and will make it one of the branch factories immediately. They have taken possession of the new plant and will start at once in manufacturing its product in London.

W. S. Greening, vice-president of the Pure Gold Manufacturing Co., has recently returned from New York city, where he has been for the past two and a half years in the interests of the company. While there Mr. Greening made a close study of the coffee situation.

At the annual meeting of the Niagara Peninsula Fruit Growers' Association, held recently in St. Catharines, the following officers were elected: Hamilton Fleming, reeve of North Grimsby, president; S. H. Rittenhouse, first vice-president; D. Allan, second vice-president; F. G. Stewart, third vice-president; J. B. Bridgman, fourth vice-president, and Carl E. Fisher, secretary-treasurer.

The death occurred at his residence on Prince Arthur avenue, Toronto, of Mr. John Hewitt, local sales manager of the Canadian Shredded Wheat Co. He came to this country from England many years ago, and for the past 15 years

had occupied his position with the Shredded Wheat Co. He was in his 70th year, and was a well known figure in business circles in the city.

Libby, McNeil & Libby, of Chicago, are establishing their Canadian branch in Chatham. A bylaw will be submitted to the ratepayers, Feb. 20, authorizing the city council to give the new concern the land on which it is proposed to erect the new plant. The company will take steps to commence building operations as soon as practicable. The estimated cost of the plant is said to be \$100,000.

Chief Randall and Inspector Greenaway, Guelph, visited the local market on January 20, to find out if the butter offered for sale was full weight or not. As a result they seized 29 pounds that was light on an average of an ounce a pound, and it was turned over to the charitable institutions of the city. The owners were asked to appear in court, where they were fined the cost of the proceedings.

The Long Block, owned by William Long of Niagara Falls, N.Y., situated in Niagara Falls, Ont., and comprising about a dozen small stores in the heart of the business district, was completely destroyed by fire, January 28. The fire started in the Frontier printing office, and spread with tremendous rapidity. J. A. Newport & Co., customs brokers; Geo. H. Edwards, plumber, and Swayze's grocery also sustained total losses.

#### Western Provinces

J. J. Andrews, Ettington, Sask., has sold out.

George Stone, Ltd., Peace River, Alta., has sold out.

George Govan, Winnipeg, has sold his grocery business.

Mike Ksionsky, Durban, Man., has sold to M. Moffatt.

C. J. Craig, Ebor, Sask., grocer, has commenced business.

Mrs. Arthur Macdonald, Regina, Sask., has discontinued.

G. J. Rouleau, Conquest, Sask., has sold to Thos. McClocklin.

P. F. Sinclair, Senlac, Sask., has sold his stock to W. H. Luke.

Harry Hoffman, Calgary, Alta., has sold his grocery business.

Watrous Supply Co., Watrous, Sask., have sold to Nemetz Bros.

Furley & Fleming, Glenbush, Sask., have dissolved partnership.

Bookhalter, Senior, Pangman, Sask., has sold to Gow & Bercovich.

A. M. Robinson, Shoal Lake, Man., has removed to Melville, Sask.

A. Singer, Scott, Sask., has discontinued the branch at Coblenz.

J. J. Hourigan, Rush Lake, has been succeeded by H. A. Dantzer & Co.

Calder Trading Co., Calder, Sask., have been succeeded by R. Proven.

The Supply Co., Buchanan, Sask., have been succeeded by Forbes & Drakon.

Bentley Creamery, Bentley, Alta., have been succeeded by Kerr Bros.

Bellevue Mercantile Co., Bellevue, Alta., have opened a general store.

Peter Druhan, Fremost, Alta., has been succeeded by Fraser-Durhan, Ltd.

G. J. Rouleau, Conquest, Sask., has sold his business to Thomas McClocklin.

Van Allen & Co., Gadsby, Alta., has been succeeded by A. M. Anderson, Ltd.

Astrovsky & Barsky Bros., Cudworth, Sask., have been succeeded by Barsky Bros.

Hughes Bros., Olds, Alta., grocers and butchers, have sold their business to S. C. King.

Wm. K. Symons, Winnipeg manager of the William Davies Co., is visiting eastern points.

Leiser, Simon & Co., wholesale grocers, Victoria, are reported to be opening a branch in Vancouver, B.C.

W. R. Allan, one of the directors of the firm of H. P. Pennoek Co., Ltd., Winnipeg, left for Montreal last week-end on a business trip.

George McLean, head of the G. McLean Co., wholesale grocers, Winnipeg, left last week for a trip to California. He will be away several weeks.

George J. Cameron, manager of W. L. MacKenzie & Co., manufacturers' agents, Winnipeg, has been on a trip east as far as Montreal, and will return this week.

F. W. Smith, proprietor of a large department store in Weyburn, Sask., left last week for a business trip to Chicago and Eastern Canadian and American cities.

The West India Company, Ltd., Montreal and Liverpool, importers and dealers in West Indian products, have appointed the H. P. Pennoek Co., Ltd., Winnipeg, their Western agents.

John Woods, pioneer merchant and postmaster, Kelwood, Man., died on Tuesday, Jan. 30. He was one of the most popular men between Neepawa and Dauphin, and went to that country before there was railway connection.

The Retail Merchants' Association and the Manitoba Optical Association will hold a joint luncheon on Feb. 14, in the St. Regis Hotel, Winnipeg. One of the speakers will be Albert Myer, from Minnesota, who will give an address on "The Standardization of Prices in Business."

The Dyson Company, Winnipeg, have decided to grow a large proportion of their own vegetables for pickling purposes, and with this in view have purchased a tract of 287 acres of land, near Portage la Prairie. There they will grow cucumbers, cauliflowers, onions, etc., to keep up with the factory's demand.

Fire broke out in the basement of the Good Co.'s store, Lethbridge, Alta., on Thursday, Feb. 1, which is located in the Shepherd Block, 5th street west, when the temperature was 40 below zero. The building was seriously damaged, the Good Co. suffering loss of \$15,000 to their stock and fixtures, damage to building being about \$5,000.

Fire, caused by a short circuit or by spontaneous combustion, in a box of rubbish, in the basement of the Jobin-Morrin Co., wholesale grocers' warehouse, Winnipeg, did considerable damage. A large stock of imported dried fruits—figs, dates, currants, etc., in the basement, were damaged by water, and groceries stored on the upper floors were damaged by smoke. The flames ate away some joists in the first floor at the rear, causing a partial collapse of that part of the building.

#### SHORTAGE OF CONFECTIONERY SUPPLIES

G. H. Holden, of the Robt. Gillespie Co., Winnipeg, on return from an extensive trip in the States and Eastern Canada, says prices are not good for a month ahead.

"There is a splendid opportunity right now for the Canadian manufacturer of confectionery, and he should take advantage of it to get established. Let him overlook big profits for the present, and instead put out an article equal in quality to that made in Europe. Instead of doing this, some are taking advantage of the shortage, and making big profits."

This statement was made to a representative of this paper by G. H. Holden, partner in the firm of Robt. Gillespie Co., Winnipeg, who has just returned from an extensive trip through the States and Eastern Canada.

Speaking of market conditions, Mr. Holden said: "From everything we have to judge from, there will be a continued shortage of supplies from Great Britain. Prices in the United States continue to rise, and they won't guarantee prices a month ahead—nor will they in Eastern Canada in some lines. One finds firms both here and across the line copying European goods. Before the war there were only one or two firms making goods like those coming from Europe; now we find many. In the States they are also improving the quality of their goods, especially in lines like satin-finished goods."

Mr. Holden was away a month. While East he visited the plant of the St. Williams Fruit Preserving Co., St. Williams, Ont.; in Michigan he called on the Michigan Tea Rusk Co., Holland. He returned via Minneapolis. Robt. Gillespie, of the same firm, is now on a business trip to the Pacific Coast.

# WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

## MARKETS AT A GLANCE

**T**HE outstanding development in the grocery market during the week has been in the tea market. Advances were recorded in the primary market in London of three cents per pound, and the local market followed upward two to three cents per pound. There was eager competition for existing stocks. Tea importers bought back from wholesalers stocks of tea at higher prices than quotations were being made previously to the retail trade. Package teas have advanced. Stocks of teas are light in this country. Shipping facilities in getting teas from India and Ceylon is one of the biggest factors in sending prices upward. Package teas are also in firm market and advances are anticipated in these lines. Sugar held steady in an uncertain market. There is considerable speculation as to the effect the German submarine policy may have on the shipment of raw sugars from the Island of Cuba. Business in sugar in Canada at the present time is on a hand-to-mouth basis. Flour remained unchanged during the week. Some fine samples of Spanish table figs have reached the Toronto market. These are the first to be brought to this market. Some cheap rice was offered to the wholesale trade in Toronto during the week through a Chicago brokerage firm who wanted to unload. This did not in reality reflect the condition in the primary market where the price is firm. Shelled walnuts from California also put in an appearance in Toronto for the first time. Although dark in appearance, they are of fine flavor.

Both dressed and live hogs were firmer in price and meat products were accordingly in firm tone. Creamery butter inclined to a weak market. Storage eggs are about cleaned out. Supplies of these have been exhausted about a month earlier than usual. About the only relief in sight is a larger production of new-laid eggs. With mild weather favoring the hens, this production would be reasonably sure. Cheese is in firm market. An advance has been recorded in one of the well-known brands of cigars. Another manufacturer of condensed and evaporated milk has increased the price. Business has been fairly good during the week.

## QUEBEC MARKETS

**M**ONTREAL, Feb. 6.—The week shows certain changes in Montreal market conditions, including an advance in potatoes, which is important to retailers, as the consumer is always on the alert in Montreal as regards potatoes, thanks to the kind attentions of the daily press. Wheat shows firmness, and flour is on the firm trend again. Some dried fruits are shaded up in price. Canned goods are very dull in market tone at present. Sugar shows a tendency to reviving strength, and may advance in price according to some views. The market for provisions is unaltered to any extent, and fish are likely to remain at the present price levels, though short in supply for the new Lenten demand now opening. A renewed demand for cereals has been noticed. First carload of new crop molasses has reach-

ed the market of Montreal, and first carload of Florida tomatoes also arrived, selling at fancy prices, \$4 to \$5 a crate. News of some frost damage to California oranges was received this week, extent not fully estimated. An absolute famine of charcoal exists in Montreal at present, and dealers are selling small bags of kindling wood instead.

### *Sugar Seems to Show More Strength*

**Montreal**  
**SUGAR.**—While there has been no change in sugar prices in Montreal since last week's decline, the market for sugar now begins to show some indication of firmness again. The reasons given are that production of sugar is actually considerably behind the records of last year in Cuba, in spite of the large crop. There

is, according to recent reports, even as much as two hundred thousand tons of a shortage in production as compared with the production achieved at this period of last year. Centrals are coming rapidly into operation, and as many are working now as were working this time last year, but the output is not as great. Without venturing to predict in this uncertain market, there is a feeling present now that it would not be surprising if sugar showed an advance again before long. This, however, does not imply that to load up on sugar would be good policy, the old principle of hand-to-mouth buying to meet immediate requirements being still considered advisable on the advice of refiners themselves.

Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	100 lbs. 7 30
Acadia Sugar Refinery, extra granulated	7 20
Wallaceburg sugar	7 20
Special icing, barrels	7 30
Yellow, No. 1	6 90
Powdered, barrels	7 40
Paris lumps, barrels	7 90
Crystal diamonds, barrels	7 90
Assorted tea cubes, boxes	7 90

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

### *Little Doing in Canned Goods Now*

**Montreal**  
**CANNED GOODS.**—Canned goods are in uneventful market at present, with demand not particularly strong, and no alterations in prices to record, except in regard to one line—Canadian sardines, which have again registered an advance, going up 25c from \$5.25 to \$5.50 per case. In all the other lines of canned goods the prices quoted below maintain, but certain variations of price are still found occasionally, and there have even been vague hints heard that there might be rather easier prices for certain slow-moving canned goods. With California canned asparagus very little more costly for the consumer than Canadian canned tomatoes, there is believed by some to be room for stimulation of demand towards the spring. Whether this is merely a passing notion or an opinion which can be realized remains for time to prove. For the present prices are unchanged, and conditions are reported quiet.

<b>Salmon Rocheys</b>	
1 lb. talls, cases 4 doz., per doz.	3 00
¼ flats, cases 8 doz., per doz.	2 00

Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 45	1 75
Cohoes, 1-lb. talls	2 80	2 80
Red Springs, 1-lb. talls	2 70	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25	2 25
<b>Canned Vegetables—</b>		
Tomatoes, 2½s	1 90	2 15
Peas, standards	1 35	1 50
Corn, 2s, doz.	1 50	1 60
Corn (on cob gallon, cans), doz.	5 75	5 75
Red raspberries, 2s	2 65	2 65
Red cherries, 2s	2 45	2 45
Strawberries, 2s	2 50	2 50
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	1 75	1 75
Apples (gallon)	3 75	4 00

### Dried Fruit Prices Show Some Changes

**Montreal**  
**DRIED FRUITS.**—The scarcity of almost all lines of dried fruits, and the very high prices quoted for new crop so far, also the extreme uncertainty of the whole business of transportation for such fruits as are grown on the European side of the world, is having its effect on the market for dried fruits again, and though demand has not been of the most brisk lately, still prices show some changes upwards this week. Fancy table figs are higher in price per 10 lbs. package, being now \$1.60, instead of \$1.50. Old crop apricots are now worth 18c to 19c a pound, as compared with the former 16c to 17c per lb. Apricot slabs are worth 19c per lb., instead of 18c per lb. this week. Choice dried peaches are worth from 12c to 13c per lb., and choice pears are worth 15c per lb., which is a fair advance on the previous 13½c. Considerable orders for currants have been booked of late in the Maritime Provinces by Montreal brokers at opening prices, which are expected to be firmer than ever.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	.....	0 12
Apples, choice winter, 50-lb. boxes	.....	0 12
Apricots (old crop)	.....	0 18
Slabs	.....	0 19
Choice, 25's, faced, new crop	.....	0 22
Nectarines, choice	.....	0 11¼
Peaches, choice	.....	0 12
Pears, choice	.....	0 15
DRIED FRUITS.		
<b>Candied Peels—</b>		
Citron	.....	0 27
Lemon	.....	0 24
Orange	.....	0 25
<b>Currants—</b>		
Filiatras, fine, loose, new	.....	0 18
Filiatras, packages, new	.....	0 21
(In the present condition of market currant prices are considered merely nominal.)		
<b>Dates—</b>		
Dromedary, package stock, old, 1-lb. pkg.	.....	0 12
Faris, choicest	.....	0 12¼
Hallowee (loose)	.....	0 12¼
Excelsior	.....	0 10
Anchor	.....	0 09
<b>Fig—</b>		
9 crown, 12-lb. boxes, fancy, layer, lb.	.....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	.....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	.....	0 11¼
1 lb. glove boxes, each	.....	0 12
Cal. bricks, 16 oz.	.....	0 09¼
Cal. bricks, 16 oz.	.....	0 10
Cal. lavers	.....	0 11
Cal. fancy, table, 10 lbs.	.....	1 60
<b>Figs—</b>		
Spanish (new), mats, per mat.	.....	2 40
<b>Prunes, California New Crop—</b>		
30 to 40, in 25-lb. boxes, faced	.....	0 13
40 to 50, in 25-lb. boxes, faced	.....	0 13
50 to 70, in 25-lb. boxes, faced	.....	0 11
70 to 80, in 25-lb. boxes, faced	.....	0 10¼
80 to 100, in 25-lb. boxes, faced	.....	0 11
<b>Raisins—</b>		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	.....	3 75
Muscatales (loose), 2 crown	.....	0 10¼
Muscatales, loose, 3-crown, lb.	.....	0 12¼
Muscatales, 4-crown, lb.	.....	0 13
Cal. seedless, 16 oz.	.....	0 12¼

**WARNING TO SUBSCRIBERS.**

Some months ago we decided to have returned soldiers look after the securing of new and renewal subscriptions, as far as possible, on our publications. These men have been very successful at the work, and with few exceptions have proven honest and reliable.

We are sorry, however, that it has become necessary to warn subscribers and others not to place business with a returned soldier named A. F. Clarke. He is tall, broad-shouldered, has protruding eyes, and is about 25 years of age. We believe he has with him another returned man by the name of Lewis, who is short and dark.

Subscribers are warned against giving renewals to these men, as they have not been turning in their orders for the past three or four weeks. You will confer a favor on us by calling us over the long distance telephonically and letting us know where these men are working.

**THE MACLEAN PUBLISHING CO., LIMITED.**  
 143 University Avenue,  
 Toronto Ontario  
 Telephone Main 7324.

Fancy seeded, 16 oz. pkgs.	.....	0 11¼	0 11¼
Choice seeded, 16 oz. pkgs.	.....	0 10¾	0 11
Valencias, selected	.....	0 11¼	0 11¼
Valencias, 4-crown layers	.....	0 12	0 12

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

### Molasses in Firm Market at Present

**Montreal**  
**MOLASSES AND SYRUPS.**—New crop molasses supplies become necessary now to meet the requirements of the market, and the first carload of new crop fancy grade arrived in the middle of the present week, and was rapidly disposed of by one of the leading wholesalers handling this line at 65c per gallon. There are still in the hands of some wholesalers small stocks of last year's crop fancy molasses, and choice grade is not yet all exhausted. Arrivals of new crop molasses will, however, be few and far between for the present, and this condition means firm market right on until the end of the month at any rate. Railway embargoes have their effect, and render shipments uncertain. Demand is very good for fancy molasses. The corn syrup market keeps steadily firm, and there are transportation difficulties to contend with still. Maple syrup grows scarcer, and is in very firm market, as demand keeps quite brisk for this product:

Barbadoes Molasses—		Prices for Fancy, Choice, Island of Montreal.	
Punchoons	.....	0 65	0 60
Barrels	.....	0 68	0 63
Half barrels	.....	0 70	0 65
For outside territories prices range about 3c lower. Carload lots of 20 punchoons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.			
<b>Corn Syrups—</b>			
Perfect seal jars, 3 lbs., 1 doz. in case, case	.....	3 25	
2 lb. tins, 2 doz. in case, case	.....	3 25	
5 lb. tins, 1 doz. in case, case	.....	3 65	
10 lb. tins, ½ doz. in case, case	.....	3 55	
20 lb. tins, ¼ doz. in case, case	.....	3 30	
Barrels, about 700 lbs.	.....	0 04¼	
Half barrels, about 350 lbs.	.....	0 04¼	
Quarter barrels, about 175 lbs.	.....	0 05	

2 gallon wooden pails, 25 lbs. each, per pail	.....	1 70
3 gallon wooden pails, 38½ lbs. each, per pail	.....	2 40
5 gallon wooden pails, 66 lbs. each, per pail	.....	3 70
<b>Lily White—</b>		
2 lb. tins, 2 doz. in case, per case	.....	3 75
5 lb. tins, 1 doz. in case, per case	.....	4 15
10 lb. tins, ½ doz. in case, per case	.....	4 05
20 lb. tins, ¼ doz. in case, per case	.....	4 00

### War Risk Keeps Nut Market Firm

**Montreal**  
**NUTS.**—The market for nuts is exceedingly strong, and though one large wholesale firm quoted a reduction of 2c a pound on shelled walnuts, making them 42c to 43c a pound, this range of prices is, as a matter of fact, exactly the same as that at which importers are quoting new crop shelled walnuts to the wholesaler. All nuts are in exceedingly firm market, and with the war risks rates practically quadrupled for certain cargoes expected across from France and Spain, the chances are all against any easing of the situation. In fact, if higher prices became the order of the day it would not cause surprise, and those who can buy good nuts at fairly moderate rates at present, and have a retail market for them, are doing commonsense marketing. The scarcity of soft shelled pecans is again remarked upon, and cocoanut products, especially the shredded cocoanut, is in very firm market also.

Almonds (Tara), per lb.	.....	0 21	0 22
Almonds (shelled)	.....	0 39	0 40
Brazil nuts (1916 crop), per lb.	.....	0 22	0 23
Filberts (Sicily), per lb.	.....	0 15¼	0 19
Hickory nuts (large and small), per lb.	.....	0 09	0 09
Peanuts (coon), per lb.	.....	0 09	0 10
Peanuts (Jumbo), per lb.	.....	0 15	0 15
Pecans (new Jumbo), per lb.	.....	0 21	0 21
Pecans, New Orleans, No. 2	.....	0 21	0 24
Pecans, "paper shell," extra large Jumbo	.....	0 40	0 40
Pecans (shelled)	.....	0 70	0 75
Walnuts (Grenoble)	.....	0 15¼	0 19
Walnuts (shelled)	.....	0 45	0 45

### Increase in Cost Of Canadian Beans

**Montreal**  
**BEANS.**—An advance of 30c a bushel was noted in Canadian beans this week, three-pound pickers being affected to that extent. The market for beans has maintained extreme firmness for a considerable time now, and the present advance may perhaps herald the coming upon the market of rather better supplies of Canadian beans, as is usual towards March, when prices may slightly ease off. The price of Canadian three-pound pickers at present is \$7.50 per bushel, and they are scarce. Beans from other sources of supply are also in quite firm market, and with small hopes held out so far for easier conditions.

<b>Beans—</b>		
Canadian 3-lb. pickers, per bushel	.....	7 50
Canadian hand-picked	.....	7 80
Canadian, 5-lb. pickers	.....	6 50
Yellow Eyes	.....	6 90
Lima, per lb.	.....	0 10
Peas, white soup, per bushel	.....	3 75
Peas, split, new crop, per bag 96 lbs.	.....	6 75
Barley (pot), per bag 96 lbs.	.....	5 00
Barley, pearl, per bag 96 lbs.	.....	6 25



**Rice Prices Show Firmness: Bags Costly**

**Montreal**  
**RICE AND TAPIOCA.**—Although the market is very firm for rice, and though shippers of large quantities are charging 10c more for jute and other fabric bags, rice prices are not advanced since last week. The firmness of market is, however, intensified by the war situation, and there are possibilities that rice may go higher in price. Up to the present time this commodity has been keeping in very steady and moderate-priced market. Tapioca is also in very firm market very small supplies reported of pearl tapioca in primary market. Flake tapioca is said to be more plentiful and selling cheaper than small pearl of medium. Tapioca prices in Montreal are unchanged this week.

Bangkok rice, per 100 lbs.	4 30
"Texas" Carolina, per 100 lbs.	7 00
Real Carolina, per 100 lbs.	7 50
Patna (fancy)	7 60
Patna (good)	4 50
Siam, No. 2	4 50
Siam (fancy)	5 75
Tapioca, per lb.	0 10

**Cocoa and Kindred Products Unchanged**

**Montreal**  
**COCOA.**—The market for cocoa and for chocolate keeps at normal, as recorded last week, with anticipations turned towards slightly reduced demand for chocolate confections during Lent. No change has been made in cocoa prices, either for the bulk or for the canned varieties, and in all respects the market keeps uneventful for the present week. There was some hint that U. S. embroilment in the war might firm things up a little or make for market difficulties, but this is not very positively voiced.

**Cocoa—**

1 lb. tins, per doz.	4 00
½ lb. tins, per doz.	2 40
¼ lb. tins, per doz.	1 25
"10-cent" tins, per doz.	0 90

**Coffee Market Still Marked by Dullness**

**Montreal—**  
**COFFEE.**—Conditions affecting coffee are as recorded during the past week and there seems to be little prospect of any immediate change in prices or market. The great consuming demand of Europe for coffee is totally upset, and until this is restored supplies of coffee must continue in excess of demand, thus holding prices at normal low figures of to-day as contrasted with so many food-stuffs. Some expectation of increased demand due to the entry of America into the war if necessitated by German action at sea, and uprisings in Mexico may be regarded as of small moment as actually affecting the market since coffee consumption will not be greatly increased even by large U. S. Government orders for this beverage, and although

U. S. army needs require ten times as much coffee as of tea.

**Coffee, Roasted—**

Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maraicao, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 21
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24

**Market For Tea Exceptionally Firm**

**Montreal**  
**TEA.**—Little can be said now as regards tea except that more firmness is certainly in the future with affairs in their present condition. Shipments are so slow in arrival, even after having been safely landed on this continent, that firms are holding on to stocks against the needs of their regular customers, and prices are keeping very firm. Some ship loads of tea have been on the way since October, and are not traceable with any certainty though believed to be still on the way after transshipment. Some car loads of tea are totally untraceable amidst the congestions of railway yards in the United States. Retail demand for tea is good, and the retailers are buying very briskly also to keep their supplies up to needs of the immediate future. It is thought that the heavy buyings of the early part of the past year are now fully reduced and this is a factor likely also to keep the market firm.

Pekoe Souchongs, per lb.	0 26	0 27
Pekoes, per lb.	0 29	0 31
Orange Pekoes	0 32	0 35

**Spice Market is An Eventful One**

**Montreal**  
**SPICES.**—Everything is pointing to renewed firmness in spices this week. The situation affecting America as regards the war has disturbed New York markets, from which the largest amounts of spices for Montreal are secured as a rule, and the shortage of ship space is making itself felt steadily. Peppers are particularly firm, and high prices for peppers both white and black, are predicted to prevail for some time in market view. Cloves are in most uncertain condition of supply, and may record all kinds of ups and downs in the immediate future. There are very small supplies available on spot at present. Nutmegs are in quieter market. Cassias do not show much activity immediately. Ceylon cinnamon being rather hard to get. Ginger supplies are said to be rapidly decreasing at present, with small hope of abundant renewal, and the seeds are all in uncertain and excited market at present, with firmness always predictable.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	0 16	0 19	0 23
Cassia	0 25	0 27	0 37
Cayenne pepper	0 28	0 35	0 35
Cloves	0 30-0 32	0 30	0 39

Cream tartar—45 to 50c.		
Ginger (pure)	0 20	0 21
Ginger, Cochín	0 25	0 31
Ginger, Jamaica	0 28	1 15
Mace	0 80	1 00
Nutmegs	0 40-0 60	0 45
Peppers, black	0 30	0 37-0 95
Peppers, white	0 37	1 17-1 22
Pastry spice	0 22	0 95-1 20
Pickling spice	0 20-0 22	
Turmeric	0 21-0 23	

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

Cardamom seed, per lb., bulk	2 00	2 80
Caraway, Dutch (nominal)		0 60
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk		0 25
Celery seed, bulk	0 36	0 46
Shredded cocoanut, in pails	0 21	0 23
Cinnamon, per lb., 35c.		
Pimento, whole		12-15

**Another Advance in Potatoes This Week**

**Montreal**  
**FRUIT AND VEGETABLES.**—Potatoes have again advanced due to shortage of supply, the effects of the crop failure being felt unmistakably now that supplies run lower, and the loss of cars which got frozen in transit or in yards has made a difference. The price quoted for potatoes is now \$2.60 per bag of 80 lbs. Spanish onions have advanced this week to \$7 per crate, a smaller size called "quarter" crate selling at \$2.50 and proving a popular package. Cape Cod cranberries are up to \$13 per barrel. Leeks have advanced to \$2.40 per doz. bunches. Some lines of apples have recorded advances this week, McIntosh Red being up 50 cents for the No. 1's, and Russetts recording a similar advance. Demand for the various fruits and vegetables keeps rather quiet in general opinion, but oranges are going strong.

Bananas (fancy large), bunch	2 75	3 00
Oranges, Navels, per box	1 00	3 00
Oranges (Floridas)	3 00	3 25
Oranges (Calif.)		3 50
Lemons	2 50	3 50
Wealthy Apples	No. 1	No. 2
McIntosh Red, per bbl.	4 80	3 80
Fameuse, per bbl.	3 00	
Spices	7 00	
Baldwins	9 00	6 00
Kings	5 50	5 00
Apples—		
Wagners	6 00	5 50
Russetts	7 00	5 50

Brussels Sprouts (quarts)	0 15	0 25
Cauliflower, per doz. bunches		3 00
Celery (California) crate		9 00
Onions, red, per bag (75 lbs.)		3 00
Onions, Spanish, per crate		7 00
Potatoes, per bag (30 lbs.)		2 50
Carrots, per bag		2 00
Beets, per bag		1 00
Beets, per doz.		1 25
Parsnips		1 25
Lettuce, Curly, per doz.		0 75
Lettuce, Romaine, doz.		1 00
Lettuce (Boston), per box of 2 doz.		1 75
Tomatoes, hothouse, lb.		0 25
Tomatoes (Bahama), per crate (40 lbs.)		2 50
Horse Radish, per lb.		0 25
Cabbage (barrel)		4 50
Cranberries (Cape Cod), barrel		13 00
Beans, U.S. wax, basket		4 00
Leeks, U.S. green, basket		3 50
Leeks, per doz. bunches		2 40
Parsley, doz.		0 50
Mint, doz.		0 50
Watercress, doz.		0 50

**Fish Supply Outlook For Lenten Season**

**Montreal**  
**FISH.**—In view of the Lenten season which will be here very shortly, the market anticipates much activity from now on in all lines of fish that are available for merchandising. Supplies as a whole

are of good proportions, and probably will prove sufficient to prevent any further advances in prices. It is expected, that the high cost of other kinds of foods, and the coincidence of Lent will augment demand for fish considerably; on the other hand, as thrift is being widely preached this might reduce demand to some extent. However, the fish trade generally is looking with confidence to a good share of business for Lent. In the frozen lines of fish, halibut and haddock are not very plentiful, but keep in fairly good supply. There are plentiful stocks of frozen herring, frozen salmon, haddies, bloaters, pickled Labrador herrings, Labrador salmon, codfish and so forth. Where any scarcity will be principally felt will be in halibut, and lake fish such as dore and pike. Oyster trade is fairly good, but without any special feature. Current prices are as under:—

SMOKED FISH	
Haddies	0 11 0 12
Haddies, fillet	0 13
Digby herring, per bundle of 5 boxes	1 00
Smoked boneless herring, 10-lb. box	1 00

## ONTARIO MARKETS

TORONTO, Feb. 8.—Teas have been in a very active market with advances of two to three cents per pound recorded on bulk and 4c per pound on packet. Sugar and flour held steady in price but further declines in sugar are still anticipated unless the submarine policy of Germany puts an entirely different complexion on the shipping situation. Some California shelled walnuts reached the market during the week. These are the first to be brought in in any quantity. Spanish table figs were also one of the new arrivals in the market. There were advances in Tuckett's brands of cigars. Malcolm's condensed and evaporated milk were advanced during the week. Live and dressed hogs were higher in price. Butter registered a decline of 1c per pound for creamery. Eggs were in an erratic market. Storage eggs are about exhausted. Cheese is in a firm market. Honey supplies are growing less with no available source from which to replenish them.

### Submarine Warfare May Affect Sugar Export

Toronto

SUGAR.—There is uncertainty in the sugar market owing to the avowed intention of Germany of carrying on a ruthless submarine warfare. It is feared such a submarine policy might have the effect of reducing exports of raw sugars and so keep meltings down to a point where they would be easily absorbed. Arrivals of raw sugars at the

SALTED AND PICKLED FISH	
Herring (Labrador), per lb.	9 00
Salmon (Labrador), per bbl.	20 00
Salmon (B. C. Red)	16 00
Sea Trout, red and pale per bbl.	16 00
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	21 00
Codfish (Skinless), (100-lb. box)	9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.	0 10
Codfish, Shredded, 12 lb. box.	1 80

SHRIMPS, LOBSTERS	
Lobsters, medium and large, lb.	0 50
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	3 00

FRESH FROZEN SEA FISH.	
Halibut	18 —20
Haddock, fancy, express, lb.	20
Mackerel (med.), each	20
Mackerel (large), each	25
Cod, steak, fancy, express, lb.	10
Salmon, Western	18 —18
Salmon, Gaspe	18 —20

FRESH FROZEN LAKE FISH.	
Pike, lb.	0 08 0 09
Perch	0 10 0 11
Whitefish, lb.	0 12 0 13
Lake trout	0 14 0 15
Eels, lb.	0 10 0 10
Dore	0 12 0 13
Smelts, No. 1	0 15 0 15
Smelts, No. 1 large	0 20 0 20
Oysters—	
Selected, gal.	2 00
Ordinary, gal.	1 50
Malpeque oysters (choice) per bbl.	15 00
Malpeque Shell Oysters (ordinary), bbl.	10 00
Cape Cod shell oysters, per bbl.	12 00
Clams (med.) per bbl.	8 00

FRESH FISH.	
Haddock	0 10 0 10
Steak Cod	0 10 0 12
Market Cod	0 08½ 0 08½
Carp	0 10 0 11

United States ports during the past week were approximately 30,000 tons in excess of the melting. At this rate there would soon be an accumulation of sugars. The course of raw sugar during the week has been downward with free offerings at 4.89c duty paid. American refiners, however, found offerings so large at this figure that they withdrew from the market. There followed a decline to 4.83c duty paid at which point two lots of raws were sold to speculators. Grinding on the Island of Cuba has been active during the week. There are now 173 centrals grinding as compared with 172 at the same period last year. New factories are being opened every week and the point of maximum production is rapidly approaching. Reports on the condition of the yield state that the sugar content of the juice is good but that the canes are comparatively light. For this reason it is expected, the yield will not be as heavy as at first anticipated. Buying in the Canadian market has been from a hand to mouth nature in anticipation of lower-priced sugar. Demand has nevertheless been fairly good.

100 lbs.	
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 38
Acadia Sugar Refinery, extra granulated	7 25
Dominion Sugar Refinery, extra granulated	7 28
Yellow, No. 1	6 98
Special icing, barrels	7 58
Powdered, barrels	7 48
Paris lumps, barrels	7 98
Assorted tea cubes, boxes	7 98

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small pack-

ages. Second grade granulated is sold by Atlantic and St. Lawrence at 10c under extra granulated. Dark yellow is sold 20c below No. 1 yellow.

### Cigars Registered Big Advance in Week

Toronto

CIGARS, CONDENSED MILK.—An advance of from \$4 to \$6 per thousand has been made in the price of Tuckett's cigars. One of the well-known brands, the Marguerite, now sells at \$60 per thousand less 10 per cent. as compared with the former price of \$50 net. In the club special the new quotation is \$68 less 10 per cent. discount for quantities of twenty-five hundred and more. The former price of this grade was \$58 net. Part of the increase has been necessitated, it is asserted, through the necessity of the manufacturers having to pay an extra \$1 per thousand to their cigar-makers. A recent strike of the cigar-makers was settled on the basis of such an advance. Cigarettes and tobaccos have not been advanced. Another brand of condensed and evaporated milks has been advanced during the week. Malcolm's evaporated milk in the family size has been increased to \$4.50 per case of four dozen. St. George hotel size has been increased to \$5.15 per case. Banner condensed milk is now quoted at \$7 per case, Princess at \$6.40, St. George condensed coffee at \$5.25 per case of two dozen.

### Bulk Molasses in Kegs Has Advanced

Toronto

MOLASSES AND SYRUPS.—Bulk molasses in ten-gallon kegs has been advanced to 50c per gallon by some wholesalers. Bulk molasses in barrels and half barrels as yet has not been advanced. There is a firmness in the market following the advance of 50c per case in all molasses in tins, which was announced last week. In the United States the New Orleans molasses has advanced 1c per gallon in the primary market. Shipments of molasses from Eastern Canada which have been long-delayed on account of snowstorms and congestions generally on the railways, has arrived in the market and is affording a measure of relief from the shortage of goods that has prevailed for some time past. Cane syrups and corn syrups held steady in price with a fair demand reported.

Corn Syrups—	
Barrels, per lb.	0 04
Cases, 2-lb. tins, 2 doz. in case	3 25
Cases, 5-lb. tins, 1 doz. in case	3 65
Half barrels, ¼c over bbl.; ¼ bbl., ¼c over bbl.	
Cane Syrups—	
Barrels, lb., 5¼c; ¼ bbl.	0 05½
Cases, 2 lb. tins, 2 doz. in case	4 00
Molasses—	
Fancy Barbadoes, gal.	0 75
West India, half barrels, gal.	0 42 0 44
West India, 10-gal. kegs	0 50
West India, 2-lb. tins, 36 in case	3 50

### Inquiry for Canned Goods From Wholesalers

**Toronto**  
**CANNED GOODS.**—Inquiry for canned tomatoes on the part of some wholesalers during the week would seem to indicate that stocks of those are growing less and that there is a fairly good consumptive demand. There are also fairly large quantities of coho salmon going into consumption. Prices of canned goods have held steady during the week.

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

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	3 00	3 25
½ flats, cases 8 doz., per doz.		2 00
Alaska reds, 1-lb. talls	2 75	2 90
Alaska pinks, 1-lb. talls	2 40	
Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 75	1 80
Pinks, ½-lb. talls		1 00
Coho, 1-lb. talls		2 50
Red Springs, 1-lb. talls		2 00
Canned Vegetables—		
Tomatoes, 2½s	2 25	2 40
Peas, standards		1 35
Peas, early June		1 45
Beans, golden wax, doz.		1 35
Asparagus tips		3 00
Corn, 2's, doz.	1 50	1 60
Pumpkins, 2½s	1 75	2 10
Red raspberries, 2s		2 65
Red cherries, 2s		3 45
Strawberries, 2s		2 50
Pineapple, Hawaiian, 2s, doz.	2 25	2 50
Do., 1s, doz.		1 45

### Spanish Table Figs Are Very Fine Sample

**Toronto**  
**DRIED FRUITS.**—The first shipment of Spanish table figs to arrive in this market has proved to be fine specimens of fruit. There is a delicious flavor about these figs that is hard to surpass. New prices on candied peels have not yet been announced but it is expected the American dealers will issue their prices within the next month or six weeks. Last year the English dealers were much later and as a consequence considerable business was lost to them. Sorting orders in prunes have been placed with importers which is earlier than usual for this class of trade. This would seem to indicate that stocks locally are beginning to be reduced. Three cars of Spanish Valencia raisins arrived during the past week. These will be the last shipments of this fruit for this season. Dates that are on the way and due to arrive during the first part of March will in all probability cause easier prices. California bleached raisins are slightly easier in price being quoted from 14½c to 15c.

Apples, evaporated, per lb.	0 11½	0 12
Apricots, choice, 25's, faced	0 19½	0 23
Candied Peels—		
Lemon	0 23	0 24
Orange	0 23	0 25
Citron	0 26	0 30
Currants—		
Filiatras, per lb.	0 20	0 22
Patras, per lb.	0 21	0 23
Vostizzas, choice	0 23	0 24
Cleaned, ½ cent more.		
Australians, lb.		0 22
Dates—		
Excelsior, packages, 3 doz. in case	3 10	3 25
Dromedary dates, 3 doz. in case	3 85	4 00
Hallowee, per lb.	0 11	0 12
Figs—		
Taps, lb.	0 05½	0 07
Malagas, lb.		0 10
Prunes—		
30-60s, per lb., 25's, faced	0 13	0 13½
40-60s, per lb., 25's, faced	0 12½	

50-60s, per lb., 25's, faced	0 12	
60-70s, per lb., 25's, faced	0 11½	
70-80s, per lb., 25's, faced	0 09½	0 11
Peaches—		
Choice, 50-lb. boxes	0 11	0 12
Std., 50-lb. boxes	0 10½	0 11½
Fancy, 25 lbs., faced	0 13	0 14
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10½	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12	0 13½
Seedless, 16-oz. packets	0 14½	0 16

### Brokers Buying Back Teas at High Prices

**Toronto**  
**TEAS.**—The tea market continues in great strength. In some cases importers have exhausted their stocks and have been endeavoring to buy back from wholesalers teas at higher prices than were recently being quoted to the retail trade. Cable advices stated that the cheapest tea that could be bought in London during the week was 30c per pound. This would represent a cost of 33c per pound to lay down in this market. There are rumors of an embargo being placed on stocks of teas held in the British Isles. If such a condition develops the situation locally will become more acute. Teas are reaching the London markets very slowly owing to the freight situation. There have been advances of 2c to 3c per pound on all grades of teas locally with the market in very firm tone. There has been a heavy demand for teas from the consuming public during the past two weeks. One wholesale firm reported they had sold more bulk tea in the past two weeks than they had sold in the previous six months. Stocks of teas are not heavy. Higher prices are anticipated. Package teas are also in firm market and advances of 4c per pound to the wholesale trade and 5c per pound to the consumer have taken place on Salada teas. Red Rose tea had not advanced at time of going to press, but higher prices seem certain.

Pekoe Souchongs	0 28	0 30
Pekoes	0 30	0 32

**OBEY THAT IMPULSE!**

You have thought about that Fruit Window Contest.

You decided that you would attend to it to-morrow.

But when to-morrow faded into to-day you lost track of that idea, and you told Bill to "fix that window up anyway; just throw anything into it and hurry up with those orders." Thus are many of our best impulses dissipated by the necessity of the moment.

This is a solemn thought and one that we would not dwell upon. Therefore, the next time you have a hunch that it would be well to dress that fruit window for the Canadian Grocer Contest, gather your Orange and Grape fruit around you and get to work.

Do not procrastinate, which means keep your mind pinned on that window trim till the task is finished, and a polite note sent to the photographer requesting his attendance. Then you can pin it on whatsoever else you will. Remember though. Obey that Impulse.

Orange Pekoes	0 32	0 35
Broken Pekoes	0 35	0 37
Broken Orange Pekoes	0 38	0 40

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

### Coffee Holds Uncertain On Turn War Has Taken

**Toronto**  
**COFFEE.**—With the strong possibility of United States becoming involved in the war there is uncertainty as to the effect such a condition would bring about. There are those who hold that her entry into hostilities would shorten the war and hence bring about the time when there will be a much heavier demand from the enemy powers. But the opposite view is held by the bearish element in the primary market who are of the opinion that the end of the war cannot yet be foreseen. Demand has been good locally but there has been no disposition to change prices.

Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 30	0 21
Santos, Bourbon, lb.	0 25	0 28
Chicory, lb.	0 14	0 17

### Submarine Policy May Mean Higher Spices

**Toronto**  
**SPICES.**—Fears are entertained that the submarine policy announced by Germany will have the effect making higher prices in cloves through the necessity of higher freight rates and marine insurance. Pepper is in firm market but prices hold steady locally. Stocks of spices of nearly all kinds are light and the buying has been of a hand to mouth nature. Demand, however, has been good.

		Per lb.
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 30	0 50
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 22	0 25
Peppers, white	0 38	0 42
Peppers, black	0 28	0 35
Nutmegs, select, whole, 100's		0 40
Do., 80's		0 45
Do., 64's		0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 35	0 45
Coriander, whole		0 25
Caraway seed, whole	0 55	0 75
Cream of Tartar—		
French, pure	0 48	0 50
American high test	0 53	0 55

### California Shelled Walnuts Reach Market

**Toronto**  
**NUTS.**—A consignment of California shelled walnuts reached the local market during the week and is being sold at 26c per pound. These are practically the first to be brought into this market with the exception of small quantities last year. These nuts are finding a ready sale with bakers and confectioners. The outer skin of the nut is dark in appearance but the nuts have a fine flavor and are quite sweet. The

importer gives it as his opinion that they will be good keepers owing to the fact that they do not contain quite as much oil as some other brands of shelled walnuts. The retail trade has not as yet tried these nuts out to any extent. They are comparatively cheap when contrasted with other varieties of shelled walnuts. The market for nuts in the shell continues quiet.

In the Shell—		
Almonds, Tarragonas, lb. ....	0 20	0 21
Walnuts, Marbots .....	0 16 1/4	0 17 1/4
Walnuts, Bordeaux .....	0 18	0 19
Grenobles, lb. ....	0 18	0 19
Filberts, lb. ....	0 18	0 20
Pecans, lb. ....	0 17	0 19
Peanuts, lb. ....	0 12	0 14
Brazil nuts, lb. ....	0 20	0 22
Cocoanuts, per sack 100 .....		5 75
Shelled—		
Almonds, lb. ....	0 42	0 45
Walnuts, lb. ....	0 48	0 50
Walnuts, California .....	0 25	0 26
Brazil nuts, lb. ....	0 10	0 10
Pecans, lb. ....		0 85

### Some Cheaper Southern Rice in Local Market

**Toronto**  
RICE AND TAPIOCA.—Some rice produced in the Southern United States, notably the Texas Javas, was being offered to the wholesale trade at comparatively cheap prices, representing 7/8c lower than recent quotations. This price in reality, however, does not represent the true condition in the primary market as there is a firm tone there. A large brokerage firm in Chicago had purchased heavily in rice and was willing to make a sacrifice in order to get rid of some of their holdings. Tapioca is in firm market. Rumors that have not yet been confirmed are current to the effect that there is an embargo on Singapore tapioca coming by way of New York. There is a good demand for rice. Tapioca prices are quoted up to 11c in certain instances.

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

### Lima Beans Up 1/4c In Primary Market

**Toronto**  
BEANS.—Lima beans are in firm market in the primary market in California and were quoted 1/4c per pound higher there during the week. In the local market some importing houses were quoting at a higher price than wholesalers are quoting today to the retail trade in certain instances. There are predictions in some circles that lima beans will be selling 2c per pound higher in California by August 1 than they are to-day. There has been a big crop of these beans in California but the demand has been exceptionally heavy. White beans are in good demand and in certain instances are quoted 25c

higher at \$7.25 per bushel. There has been considerable buying of Rangoons during the week.

Ontario, 1-lb. to 2-lb. pickers, bush.....	6 75	7 25
Rangoon, per bushel .....	5 90	6 00
Japanese, per bushel .....		6 00
Limas, per pound .....	0 10	0 11

### Package Cereal Prices Have Been Maintained

**Toronto**  
PACKAGES.—There is little improvement in the railway situation to help manufacturers of corn products such as starch get their supplies of raw materials. This commodity is accordingly in firm market. There has been a good demand for package cereals of all kinds and prices have been maintained during the week.

Cornflakes, per case .....	2 50	2 95
Rolled oats, round, family size, case....	4 00	4 50
Rolled oats, round regular 2-lb. size, case	1 35	1 60
Rolled oats, square case .....	4 75	4 85
Shredded wheat, case .....		3 60
Cornstarch, No. 1, pound cartons .....		0 08 1/2
No. 2, pound cartons .....		0 07 1/2
Starch, 6-lb. packages, per lb. ....	0 07	0 10
In 1-lb. cartons .....		0 08 1/2

### Car Shortage Affects Arrivals in Fish Market

**Toronto**  
FISH AND OYSTERS.—Fish supplies of all kinds have been light during the week owing to the increased demand for consumption by the armies and also to the difficulty in getting cars to move available stocks. Halibut, pike, gold-eyes, tullibees and haddies are accordingly light stocks. Some dealers have been unable to get any supplies of haddie filets whatever. Prices for these have in consequence increased 1c per pound and where they are available are being quoted at 16c per pound. There is a good demand for fish of all kinds.

SMOKED FISH.		
Ciscoes, per lb. ....	0 14	0 15
Haddies, per lb., new cured .....	0 12 1/2	0 13
Haddies, filets, per lb. ....		0 16
Kipped herring, per box .....	1 60	1 75
Digby herring, bundle of five boxes .....	1 00	1 25
Smoked boneless herring, 10-lb. box. ....		1 80

PICKLED AND DRIED FISH.		
Labrador herring, keg .....		4 50
Labrador herring, barrel .....		8 50
Salt mackerel, kits .....		2 25
Quail on toast, lb. ....		0 10

FRESH SEA FISH.		
Crabs, per dozen .....	2 50	
Halibut, frozen .....	0 15	0 15 1/4
Cohoe almon (red), frozen .....	0 14 1/2	0 15
Qualla salmon (pink), frozen .....	0 10	0 10 1/4
Haddock, fancy, express, lb. ....	0 09	
Steak cod, fancy, express, lb. ....	0 11	0 13

FRESH LAKE FISH.		
Pike, lb. ....	0 08	
Whitefish, lb., frozen .....	0 11 1/4	0 12
Goldeyes, lb. ....	0 07	0 08
Pickered, lb. ....	0 11 1/4	0 12
Herrings, frozen, Lake Superior .....		0 06
Tullibees, lb. ....	0 08	0 08 1/2
Yellow pickerel .....	0 11 1/4	0 12
Smelts, No. 1, lb. ....		0 13

Oysters—		
Standards, gal. ....	2 00	2 30
Selects, gal. ....	2 50	2 65
Shell, per barrel .....		8 50
Shrimps—		
Wine gallon cans .....	1 40	
No. 1 .....	2 70	
No. 2 .....	5 20	

### Messina Lemons Are Again Firm in Price

**Toronto**  
FRUIT.—A car of Cuban pineapple reached the market during the week and

are selling at \$4.25 to \$4.50 per case. Apples are firmer in price and are quoted up 50c per barrel for No. 1's. Florida grapefruit is firmer in price, the lowest quotation of last week being moved up 25c per case. Messina lemons are firm and are quoted 25c per case higher than last week at \$3.50 to \$3.75. Rhubarb is quoted down 25c per dozen bunches. Some strawberries in the market sold as low as 45c per quart. Demand for this fruit was not heavy and the price was easier in consequence. Oranges are moving quite freely and grapefruit is finding good sale.

Apples—		
Barrel .....	3 25	6 50
Spys, No. 1 .....	6 00	7 00
Spys, No. 2 .....		5 50
Boxes, American .....	2 35	2 50
Boxes, B.C. ....	2 35	2 50
Bananas, bunch .....	1 25	2 00
Cranberries, bbl. ....	10 50	11 00
Boxes, 28-qt. ....	3 75	4 00
Oranges—		
Cal. Navels .....	2 75	3 50
Tangerines, Florida, case .....		2 50
Grapes—		
Spanish Almeria, small bbl., 40 lbs. ....	7 00	8 00
Grapefruit, Florida, case .....	3 75	4 25
Grapefruit, Cuban .....		3 25
Porto Rican, case .....	3 00	3 25
Lemons, Cal., case .....		4 00
Messinas, case .....	3 50	3 75
Pineapples, Porto Rican .....	4 50	5 00
Cuban, case .....	4 00	4 50
Rhubarb, doz. bunches .....	1 00	1 25
Strawberries, 1-qt. ....	0 45	0 60

### Florida Tomatoes Are Now in Market

**Toronto**  
VEGETABLES.—A car of Florida tomatoes arrived in the market during the week and are selling at \$5 to \$6 per carrier of six baskets. Florida head lettuce is quoted up in price, the range being from \$3.50 to \$5 per hamper. Spanish onions are firm at \$6 per crate, the lower-priced onions disappearing during the week. Half cases are also quoted higher at \$3.75. B.C. onions in sacks are quoted firm at \$5, while some Ontario onions were in the market and sold at \$4 to \$4.50 per 75-lb. sack. New Brunswick potatoes are quoted at a range of \$3 to \$3.15 per sack. This represents an advance of 15c to 25c. Ontario or British Columbia potatoes were off the market. Green peppers are quoted at 60c dozen.

Artichokes, Cal. French, doz. ....	1 00	1 25
Beans, green string, hamper .....		6 50
Beets, bag .....		2 00
Brussel sprouts, imported, quart .....	0 15	0 25
Cucumbers, hothouse, doz. ....	2 50	2 75
Cauliflower, Cal., 18 to 24 in box .....		4 00
Do., half box .....		2 00
Carrots, bag .....	1 25	1 60
New, hamper .....		1 50
Celery, California, case .....	7 50	8 00
Florida, half case .....		3 50
Eggplant, each .....	0 25	0 30
Lettuce, per doz. bunches .....	0 25	0 50
Per pound .....		0 17
Florida head lettuce, hamper .....	3 50	5 00
Mushrooms, 4 lbs. ....	2 00	2 50
Onions—		
Spanish, crate, 120 lbs. ....		6 00
Spanish, half cases .....		3 75
Spanish, small crate .....		2 00
B. C. onions, 100-lb. sack .....		5 00
Ontario onions, 75-lb. sack .....	4 00	4 50
Green, per bunch .....		0 75
Potatoes—		
N. Brunswick, Delawares, 90-lb. sacks	3 00	3 15
Sweet, New Jersey, hamper .....	2 15	2 25
Parsnips, bag .....		2 00
Green peppers, doz. ....		0 60
Tomatoes, Florida, 6-basket carriers. ....	5 00	6 00
Watercress, 11-qt. ....	0 25	0 30
Parsley, 11-qt. ....		0 75
Turnips, yellow .....	0 75	0 85

# MANITOBA MARKETS

**W**INNIPEG, February 7.—This is a time, like when the war broke out, when it is difficult to talk about the markets with any certainty. For example, last week, the wheat market dropped away down on receipt of News that the Germans would renew their sub. warfare, and flour followed it to 8.60 basis for first patents. Immediately it became known that the United States had handed the German Ambassador his passport, the wheat market jumped eight or nine points in a very short time. A large broker, speaking on the situation, stated that local houses were very fortunate in that they were carrying large stocks at a time when it would be increasingly difficult to get deliveries of anything imported from Europe or the United States.

B.C. cane syrup took an appreciable jump this week; the reason given for this is cost of tin plate and glass. Sugar is going down, but there are other factors. Retailers may look for higher prices on matches. A local jobber states that, if the proposed increase goes into effect, the dealer will be compelled to sell the ordinary 5c box at three for a quarter. There is an advance in Borden's milk, amounting to about 50c per case on condensed, and 15c per case on St. Charles evaporated. The following are some of the new prices on a number of big sellers: Reindeer Brand 48 cans \$7.70; Gold Seal Purity \$6.95. Hotel evaporated, 24 cans. \$5.20. Reindeer condensed coffee 24 cans \$5.60; ditto Regal Brand \$5.15; Cocoa Reindeer brand 24 cans \$5.30.

**SUGAR.**—There was a further decline last week, the price of standard granulated dropping to \$8.00 basis. There was a pronounced feeling among the trade that a further drop would take place, although it was also felt that the new submarine situation might alter things somewhat. Dealers in the country are buying very carefully.

**Winnipeg**

	Per cwt. in sacks.
<b>Sugar, Eastern—</b>	
Standard granulated	8 00
Extra ground or icing, boxes	8 85
Extra ground or icing, bbls.	8 65
Powdered, boxes	8 65
Powdered, bbls.	8 45
Hard lump (100-lb. case)	8 95
Montreal yellow, bags	7 60
<b>Sugar, Western Ontario—</b>	
Sacks, per 100 lbs.	8 05
Halves, 90 lbs., per cwt.	8 15
Rales, 20 lbs., per cwt.	8 15
Powdered, 50s	8 70
Powdered, 25s	8 95
Icing, barrels	8 70
Icing, 50s	8 95
Cut loaf, barrels	8 90
Cut loaf, 50s	9 10
Cut loaf, 25s	9 35
<b>Sugar, British Columbia—</b>	
Extra granulated sugar	8 00
Bar sugar, bbls.	8 05
Bar sugar, boxes, 25s	8 45
Icing sugar, bbls.	8 15
Icing sugar, boxes, 50s	8 35
" P. lumps, 60-lb. cases	8 85
" P. lumps, 25-lb. boxes	9 10
Yellow, in bags	7 65

## B.C. Cane Syrup Up, Due to Dearer Containers

**Winnipeg**  
**SYRUP.**—A rather surprising advance was announced this week—an advance in Rogers' golden syrup. This advance was announced about the same time as a decline sugar. It is very plain, however, that with the high cost of tin plate and glass jars, an advance was inevitable. It amounts to 30c per case on 2's, 25c on 5's and 10's, 20c on 20's, and 25c on glass. The new prices are:— 2 lb. 24 to case, \$4.10; 5 lb. 12 to case, \$4.70; 10 lb. six to case, \$4.40; 20 lb., 3 to case, \$4.25; 3 lb. 12 jars to case, \$3.40.

**B. C. Cane Syrup—**

2-lb. tins, 2 doz. to case, per case	4 10
5-lb. tins, 1 doz. to case, per case	4 70
10-lb. tins, 1/2 doz. to case, per case	4 40
20-lb. tins, 3 tins to case, per case	4 25

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

Molasses—	Per gal.
Barbadoes, 1/4 bbls., per gal.	0 70
New Orleans, 1/4 bbls., gal.	0 46

## Some Split Peas at \$6.60; Beans Tending Upward

**DRIED VEGETABLES.**—There is still a tendency for local wholesalers to put up their prices on beans. They also report split peas hard to procure. One house, which bought peas well, and is able to sell at \$6.60, is not anxious to sell many at this figure. Whole peas bring \$4.00 per bushel.

**DRIED FRUITS.**—The dealer will do well to give some attention to prunes, which are getting stiffer every day, especially small sizes. Most jobbers are putting their quotations up about half a cent all round. All dried fruits are keeping fairly steady.

## Canned Fruits Selling; Big Vegetable Stocks

**CANNED GOODS.**—It was stated two weeks ago that tomatoes, 2 1/2's were being offered by a local house at \$3.80. This offer was made simply to stimulate trade, which it did only slightly. The price has been put back to \$4.00. Some of the figures submitted by brokers regarding the falling off in consumption of canned goods are remarkable, and there is no wonder that some houses are willing to let tomatoes go at a lower figure. One broker states that while he believe that canned goods may come down, he does not see any reason for fear, as the demand is bound to pick up again soon, as both farmers and city people bought heavily, by the case, and their supplies will run out before long. Many consumers last fall became scared that prices were going too high, and are holding on with the hope that canned goods will have to come down. Any-

way, a big demand comes in March, April and May. A fact which makes it more than likely that prices will continue to be shaded is that most jobbers are carrying heavy stocks, and some of them old stock.

## Bitter Oranges in. Palermos \$7; Jap. \$3.50

**Winnipeg**  
**FRUIT AND VEGETABLES.**—On account of the cold weather, dealers early this week were expecting cabbages to go higher than \$4.10 per cwt. Dealers tried to get hold of California stuff, but had difficulty getting any. Strawberries because of the extreme cold show no inclination to decline, but stand around 60c per box. Bitter oranges are the newest thing on the market; Palermo bitters, which are the nearest thing to Sevilles offering, are bringing big prices—\$7.00 per case of 200. There are some Japanese offering at \$3.50 per case of about 60 lbs. Carrots are short on account of the cold weather, and are selling as high as \$1.00 per bushel. The orange market is quiet, prices varying from \$3.00 to \$3.25 for both Floridas and navels.

Brussels sprouts, lb.	0 25
Manitoba potatoes, 10-bushel lots	1 20
Manitoba potatoes, carlots, bush., f.o.b.	1 00
Winnipeg	1 50
Celery, Cal., doz.	1 00
Carrots, bushel	0 80
Turnips, bushel	0 60
Onions, per cwt.	4 00
Cabbage, per cwt.	4 10
Cauliflower, Cal., case	5 00
Head lettuce, Cal., crate	4 75
Head lettuce, Florida, hamper 3 doz.	5 50
Imported mushrooms	5 00
Sweet potatoes, hamper	5 00
Tomatoes, Florida, basket	1 50
<b>Fruits—</b>	
Oranges, navels, case	3 00
Oranges, Florida, box	3 00
Oranges, bitter, Palermos, case 200	7 00
Oranges, bitter, Japanese, case 60 lbs.	3 50
Lemons	5 00
Grape fruit	4 50
Malaga grapes, kegs	8 00
Ontario Greenings	5 50
Ontario apples, No. 2	5 50
Ontario apples, No. 3	4 50
Jonathans, Washington, box	1 75
Wine Saps, box	2 00
Rome Beauties, box	2 25
B. C. McIntosh Reds, No. 1	2 25
Cranberries, bbls.	11 00
Pears, Winter Nellis, box	4 00
Pears, D'Anjou, box	4 50
Strawberries, box	0 60
Bananas, lb.	0 05 1/2

## Only Halibut Scarce; Little Poultry Moving

**Winnipeg**  
**FISH AND POULTRY.**—Dealers report business good. There is no scarcity of any line of fish now, unless it be halibut. With Lent near at hand, everybody is looking forward to a brisk demand. There is no poultry moving, very little coming in.

Oysters, Imperial gallon	3 00
Whitefish	0 10
Salmon, frozen	0 15
Halibut, frozen	0 14
Cod, frozen	0 10
Kippers, boxes	2 00
Bloaters, boxes	2 00
Mackerel, 10-lb. kits	3 50
Finnan haddie, lb.	0 13 1/2
Salt herrings, bbl.	5 50
Salt herrings, 20-lb. pails	1 50
Smelts	0 14
Haddock	0 09
Flounders	0 08
Brook trout	0 30
Smoked fillets	0 17
Sea herring	0 07 1/2

# WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

## Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Alta., Feb. 6.—The market for sour oranges is firm, and there is a strong possibility that marmalade oranges may advance in the near future. Flour is also strong, with a tendency to advance, being now quoted on a basis of \$9.20 per barrel for No. 1 patents. Sugar holds steady. Blue Ribbon tea has advanced 1c, and is now selling at 39c per pound. Molasses extra, fancy, has advanced 1/2c per gallon. In tins the price of case molasses is \$3.55 for 2 lbs., \$4.70 for 3 lbs., \$4.65 for 5-lb. tins, \$3.75 for 10-lb. tins, \$3.55 for 5-gallon casks. Evaporated milk in family size is quoted at \$5.10, hotel size at \$5.50, Reindeer condensed at \$8, Eagle brand at \$8.35, Goldfield at \$7.35, Canada First at \$7.30, Silver Cow at \$7.50 per case. Eggs, extras, are selling at 40c per dozen, with No. 1 quoted at 35c. Dairy butter is quoted at 31c.

### EDMONTON:

Beans, small white, Japan, lb.	0 10	0 11
Flour, No. 1 patents, 98s, barrel	9 20	9 20
Molasses, extra fancy, gal.	0 77 1/2	0 77 1/2
Rolled oats, 80s, basis	3 40	3 40
Rice, Siam, lb.	0 04 1/4	0 04 1/4
Sago and Tapioca, lb.	0 10	0 10
Sugar, pure cane, granulated, cwt.	0 00	0 00
Cheese, No. 1, Ontario, large	8 45	8 45
Butter, creamery, lb.	0 26	0 26
Butter, dairy, lb.	0 45	0 45
Lard, pure, 3s, per case	12 90	12 90
Bacon, smoked backs, lb.	0 26 1/2	0 26 1/2
Bacon, smoked sides, lb.	0 26 1/2	0 26 1/2
Eggs, extras	0 40	0 40
Eggs, No. 1	0 35	0 35
Eggs, storage, case	11 30	11 30
Tomatoes, 3s, standard case	4 50	4 50
Corn, 2s, standard case	3 20	3 20
Peas, 2s, standard case	2 90	2 90
Apples, gals., Ontario, case	2 50	2 50
Strawberries, 2s, Ontario, case	5 25	5 25
Raspberries, 2s, Ontario, case	5 50	5 50
Peaches, 2s, Ontario, case	4 15	4 15
Salmon, finest sockeye, tall, case	13 50	13 50
Salmon, pink, tall, case	5 00	5 00

## Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Feb. 6.—Flour has been unsteady for the past week, having dropped 20c per barrel, but recovered again, and is now quoted at \$4.60 for 98's. Rolled oats declined 20c, and are now quoted at \$3.20 for 80-lb. bags. Molasses has advanced 50c per case. All sizes of cane syrup are also increased on an average 30c per case. Some brands of package teas have advanced 2c per pound, and the same advance is likely to take place on all brands. Lard is 1/2c per pound

higher, 3's now being quoted at \$13.50. New-laid eggs have been hard to get at 60c per dozen. Storage eggs are about cleaned up. Canned clams, domestic sardines and pumpkin in gallon cans record advances during the week.

### CALGARY:

Beans, small white Japan, lb.	0 08 1/2	0 10
Flour, No. 1 patents, 98s, per bbl.	9 20	9 20
Molasses, extra fancy, gal.	0 77	0 77
Rolled oats, 80s	3 20	3 20
Rice, Siam, cwt.	4 75	4 75
Sago and Tapioca, lb.	0 09	0 09
Sugar, pure cane, granulated, cwt.	8 45	8 45
Cheese, No. 1 Ontario, large	0 27	0 27
Butter, creamery, lb.	0 44	0 44
Lard, pure, 3s, lb.	13 50	13 50
Bacon, smoked backs, lb.	0 26	0 26
Bacon, smoked sides, lb.	0 26	0 26
Eggs, new-laid, doz.	0 45	0 45
Eggs, storage, case	11 00	12 00
Tomatoes, 2 1/2s, standard case	4 50	4 75
Corn, 3s, standard case	3 50	3 90
Peas, 2s, standard case	2 95	2 95
Apples, gals., Ontario, case	2 50	2 50
Strawberries, 2s, Ontario, case	5 25	5 25
Raspberries, 2s, Ontario, case	5 50	5 50
Peaches, 2s, Ontario, case	4 25	4 25
Salmon, finest sockeye, tall, case	12 00	12 00
Salmon, pink, tall, a case	5 00	5 00

## New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Feb. 6.—Wholesalers' records show month of January to have been unusually heavy from point of trade, the volume of business being in excess of the same month in recent years in most cases. Conditions throughout the trade are good, and there have been few failures, a situation which dealers do not expect to be so encouraging when the final slump in prices comes and merchants may have stocks of goods for which high prices have been paid. In consequence of this tendency caution is being exercised in buying. Sugar remained stationary during the week. Buyers have been holding off in expectation of another decline. The rise in wheat has stimulated flour buying in an effort to stock up before prices are adjusted to the new conditions. Dairy products are firm at quotations of last week, with the tendency toward higher levels. Fish, both frozen and cured, is scarce and high. Stocks are low and arrangements in anticipation of Lent are helping to stiffen prices still further. Prospects are that fish will be unusually scarce and dear for Lenten season. American clear pork shows \$1 increase, and is now quoted at \$41.50 and \$42. Corned beef is slightly easier at \$2.80 to \$3.50. Potatoes took a sudden jump during the week, and are now quoted at \$4.75 to \$5, an advance of \$1 per barrel. Cold weather continues, and has held up shipments of potatoes, but dealers regard

the price as due also to an actual shortage of stock.

### ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Manitoba	10 50	10 50
Ontario	9 55	9 55
Cornmeal, gran., bbls.	7 50	7 50
Cornmeal, ordinary, bags	2 50	2 50
Flour, buckwheat, 100-lb. bag	5 75	5 75
Molasses, extra fancy, gal.	0 60	0 61
Rolled oats, bbl.	8 50	8 50
Beans, white, bush	7 00	7 00
Beans, yellow-eyed	7 00	7 00
Rice, Siam, cwt.	5 00	5 25
Sago and Tapioca, lb.	0 11	0 12
Sugar—		
Standard granulated, cwt.	7 45	7 50
United Empire	7 35	7 40
Bright yellow	7 25	7 30
No. 1 yellow	7 05	7 10
Paris lumps	8 50	8 75
Cheese, N.B., twins	0 25	0 25 1/2
Eggs, new laid	0 45	0 50
Eggs, case	0 39	0 42
Roll bacon	0 25	0 26
Breakfast bacon	0 26	0 27
Butter, dairy, per lb.	0 38	0 41
Lard, pure, lb.	0 22	0 26 1/2
Lard, compound	0 17 1/2	0 18
American clear pork	41 50	42 00
Beef, corned, 1s	2 80	3 50
Tomatoes, 3s, standard case	4 70	4 70
Corn, 2s, standard case	3 50	3 50
Peas, 2s, standard case	2 80	2 80
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case	5 00	5 00
Raspberries, 2s, Ontario, case	5 40	5 40
Peaches, 2s, Ontario, case	4 60	4 60
Salmon, red spring, tall, case	10 00	10 50
Salmon, pink, tall, case	8 00	8 75
Salmon, Cohoes, case	4 75	5 00
Salmon, Chums	4 75	5 00
Sardines, domestic, case	4 60	4 60
Cream tartar	0 43	0 45
Currants, lb.	0 21	0 21
Raisins, choice, lb.	0 11 1/2	0 11 1/2
Raisins, fancy, lb.	0 12	0 12
Raisins, seedless, lb.	0 15	0 15
Prunes, 90-100, lb.	0 10	0 10
Candied peel, citron	0 25	0 26
Candied peel, orange and lemon	0 21	0 22
Evaporated apples, lb.	0 11 1/2	0 12
Evaporated apricots, lb.	0 21	0 21
Pork and beans, case	4 50	4 80
Fresh Fruits and Vegetables—		
Apples, bbl.	2 00	5 50
Lemons, Messina, box	4 00	4 50
Lemons, Cal., box	4 50	5 00
Oranges, Cal., box	3 25	4 00
Grapes, Malaga, keg	6 00	7 00
Grapefruit, each	0 04	0 04 1/2
Potatoes, bbl.	4 75	5 00

## IMPROVED FACILITIES FOR HANDLING FISH

(Continued from page 24.)

be found for their shipment. Those who gave orders for them in the cities, and could not get them by the first shipment had to take them by the next day's shipment or do without. This meant a huge hindrance to the trade for tomorrow's fish are never as saleable as fish shipped to-day. The whole idea of fish transportation is speed. The trade must have the fish delivered in time for Friday's markets, or (with Tuesday now a Fish Day) in time for Tuesday's markets, or it is no good. At present the time fish takes to travel from Halifax to Montreal is 28 hours, from Kamsar to Montreal 36 hours, and from St. John, N.B., 14 hours.'

J. M. Young, of the Young, Thomas Soap Co., Regina, was registered at the Forj Garry Hotel, Winnipeg, last week. While in the Manitoba capital he called upon the firm's representatives, Watson & Truesdale.

# FLOUR AND CEREALS

## Flour In Firmer Market At Present

Montreal

**FLOUR AND FEEDS.**—While flour had not altered in the early part of the current week, there was every indication of renewed strength in the wheat market which recovered twelve points by Monday from the low point of last Saturday, and seemed likely to maintain its strength. Prospects of an advance in flour from the prices quoted below, were not unlooked for, and the whole market was considered firmish especially in view of the United States attitude towards the Central Powers. Great difficulty was experienced in milling business owing to railway embargoes which were in force heavily keeping all freight tied up West of Fort William. So serious was the situation that most of the mills in the West were only running spasmodically and turning out small shipments of flour and feeds for short distance railway consignments which were permitted under the embargo. Feeds continue extremely firm, some millers having advanced their lines again a shade, and serious shortage of feeds exists at present. The condition of market for winter wheat flour showed some slight firming up again following a period of dullness, but prices are as quoted for some little time back.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	9 60	9 80
Second patents	9 10	8 90
Strong bakers	8 90	8 50
Winter Wheat Flour—		
Fancy patents	9 25	9 50
90 per cent., in wood	8 50	8 75
90 per cent., in bags	4 00	4 15
Bran, per ton	33 00	35 00
Shorts	36 00	38 00
Special middlings	40 00	41 00
Feed flour	49 00	50 00
Feed oats, per bushel		0 74

## Bigger Demand For Cereals is Noted

Montreal

**CEREALS.**—There is some sign of firmness in cereals again, and a reviving demand has been experienced in Montreal this week, for all the package lines, and other cereals also. Expectations seem to be towards rather strong markets for the immediate future. No changes in price are recorded for the current week, but should wheat firm up further there might be some advances to record later on. The feature of the cereal market for the week seems to be the revival of demand, and the impres-

sion is that retailers are securing supplies to replenish rather low shelves.

Barley, pearl, 96 lbs.	0 25	6 50
Barley, pot, 96 lbs.		5 75
Buckwheat grits, 96 lbs.		4 50
Corn flour, 96 lbs.		3 30
Cornmeal, yellow, 96 lbs.		3 40
Graham flour, 96 lbs.		3 40
Hominy, granulated, 96 lbs.	4 50	4 75
Hominy, pearl, 96 lbs.	4 50	4 75
Oatmeal, standard, 96 lbs.		4 25
Oatmeal, granulated, 96 lbs.		4 25
Peas, Canadian, boiling, bush		3 75
Rolled oats, 90-lb. bags		3 95
Rolled wheat, 100-lb. bbls.		6 50
Rye flour, 96 lbs.		4 00
Whole wheat flour, 96 lbs.		4 55
Wheatlets, 96 lbs.		4 80

## Flour Exports Are Shut Off For Time

**Market Held Steady During Week—Representatives of Milling Concerns Have Returned from England—Outlook Not Encouraging**

Toronto

**FLOUR.**—Some of the representatives of large milling concerns have returned from England, where they have been endeavoring to make a first-hand canvas of the situation as it is affected by the new milling regulations. They report that it will be impossible for Canadian millers to do any further export business from this country unless they change their system of milling here. As to whether this will be done remains to be seen. Some of the mills at any rate are not inclined to look toward the export trade, and will turn their attention to the development of the local trade. If this attitude becomes general it will mean that there will be keen competition among Canadian millers for the domestic trade. Prices of flour held steady during the week. Wheat fluctuated somewhat during the week in response to the announced submarine policy. But the net decline in the price of Manitoba No. 1 cash wheat for the week was 2½c. On Tuesday of last week the closing price for cash wheat at Winnipeg was \$1.70½, and on the same day this week it was \$1.68. During the week, however, it went as low as \$1.57½ per bushel on the announcement of the enemy submarine policy. From that point it climbed slowly upward, until it reached \$1.68 on Tuesday of this week. There is a fair demand for flour, mostly of a hand-to-mouth nature. The course of the flour market for the immediate future depends entirely on the wheat situation. Ontario winter wheat flour also held steady.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	9 50	9 70
Second patents	9 00	9 20
Strong bakers	8 80	9 00
Ontario Winter Wheat Flour—		
High patents	8 60	8 80
Second patents	8 20	8 40

## Close Prices Prevail In Rolled Oat Lines

Toronto

**CEREALS.**—Competition in rolled oats has resulted in close prices prevailing in these lines. There has been a fair demand for cereals. Pot and pearl barley are in firm market, and have recorded advances during the week. Graham flour and whole wheat flour held steady in sympathy with the white flour market.

Barley, pearl, 96 lbs.	6 75	7 00
Barley, pot, 96 lbs.	5 25	5 50
Beans, prime	6 75	7 25
Buckwheat grits, 96 lbs.	6 75	7 00
Corn flour, 96 lbs.		4 00
Cornmeal, yellow, 96 lbs.	3 40	3 60
Graham flour, 96 lbs.	4 50	5 00
Hominy, granulated, 96 lbs.		3 50
Hominy, pearl, 96 lbs.		3 25
Oatmeal, standard, 96 lbs.	4 15	4 50
Peas, Canadian, boiling, bush	4 15	4 80
Rolled oats, 90-lb. bags	4 50	4 80
Rolled wheat, 100-lb. bbls.	3 60	3 75
Rye flour, 96 lbs.	4 75	5 50
Whole-wheat flour, 96 lbs.	4 75	5 75
Wheatlets, 96 lbs.	4 25	4 75

## Small Flour Production Curtails Feed Supplies

Toronto

**FEEDS.**—The comparatively small flour production at the present time is operating to curtail the supplies of feed as well as flour. Exporting of flour is practically at a standstill, and the home consumptive demand is light at present. Users of flour anticipated their needs some time ago, and there has been very little placing of large orders within recent weeks. There is a continued good inquiry for straight cars of feed, but millers still continue to stipulate the mixed-car basis. Demand continues heavy. There is not much easier tone in the feed market to be hoped for until April or May, when the stock are again turned out to grass. Prices held steady during the week. Oats have declined 1c per bushel.

	Car lots ton	Small lots ton
Mill Feeds—		
Bran	33 00	35 00
Shorts	38 00	40 00
Feed flour	50 00	52 00
Ontario oats, outside points	0 62	0 64

## Wheat Market Recovered After Flour Declined

Winnipeg

**FLOUR AND CEREALS.**—With the United States apparently on the verge of

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# TEA MARKET

Conditions are becoming more complicated each week. We cannot foretell how much more acutely the shipping situation will develop during the next weeks.

The customers who have acted upon our advice to purchase for their requirements for six months have reason to be pleased at having done so.

*Have you protected yourself?*

**KEARNEY BROS., LIMITED**

WHOLESALE TEA AND COFFEE MERCHANTS

**33 St. Peter St**

**Montreal**

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**Consolidate your sales  
with a good big stock of**

## Bowes' Peanut Butter

Get a firmer grip on the confidence of your customers by recommending Bowes' Peanut Butter to them. Here's quality that appeals to the housewife's good judgment, a quality that will bring her back for the same brand again and again, and bring you a good honest slice of extra profit.

Customer satisfaction is a characteristic of every Bowes' line, but none is better calculated to win unstinted approval from even the most critical than Bowes' Peanut Butter. Every member of the family likes it, hence it is a dependable, everyday seller.

Put this big profit-maker on display to-day.

**The Bowes Company, Limited**

**70-72-74-76 Front Street E.,**

**Toronto**




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



war last week end, it was difficult to form any opinion of what was likely to happen to flour, first patents standing at \$8.60, following a decline of 40c per barrel, which took place when wheat collapsed at the time of the threatened submarine war. The general opinion was early this week that this is only a temporary decline, and that the submarine threat was used by the bear element to influence the market downward. There is a persistent rumor that the Government are profiting by this, and are buying large quantities of wheat; they evidently expect that the market will be higher later on. Rolled oats is selling for \$2.80-\$3.00. It is understood there is a private fight on between two of the millers, which is keeping the market down further than it would be otherwise. There is a fair demand for both bulk and package oats, as well as considerable demand for rolled oats and oatmeal for export, mostly Government stuff. Feeds are still firm, bran at \$28, and shorts and middlings at \$30; the mills experience difficulty getting it moved East, where it is badly required.

On receipt of news that the United States had given the German ambassador his passports, the wheat and oats markets advanced several points.

Flour—	
Best, patents .....	9 00
Bakers .....	8 50
Clears .....	8 10
XXXX .....	7 70
Cereals—	
Rollled oats, 80 lbs. ....	2 80
Rollled oats, pkgs., family size .....	4 10
Cornmeal, 98's .....	3 00
Oatmeal, 98's .....	4 00
Feeds—	
Bran, per ton .....	28 00
Shorts, ton .....	30 00
Middlings, ton .....	30 00
Mixed chop, ton .....	42 00

## PRODUCE AND PROVISIONS

(Continued from page 48)

Business has picked up since the lull which came after the Christmas holidays. Because of the light stocks of butter being held, prices are expected to remain firm. The cheese market is firm, and the price is 26c.

Hams—	
Light, bl .....	0 26
Medium, per lb. ....	0 28
Large, per lb. ....	0 23
Bacon—	
Breakfast, per lb. ....	0 24
Breakfast, select, lb. ....	0 31
Backs, select, per lb. ....	0 28
Backs, regular .....	0 24
Dry Salt Meats—	
Long clear bacon, light .....	0 17½
Barrelled Pork—	
Mess pork, bbl. ....	32 00
Lard, Pure—	
Tierces .....	0 20½
20s .....	4 22
Cases, 5s .....	12 80
Cases, 3s .....	13 06
Lard, Compound—	
Tierces .....	0 16½
Tubs, 50s, net .....	8 25
Pails, 20s, net .....	3 37
Butter—	
Fresh made creamery, No. 1, cartons .....	0 42
Best dairy .....	0 38
Fresh Eggs—	
New laids .....	0 45
Extras, in cartons .....	0 43
No. 1, candled .....	0 38
Cheese—	
Ontario, large .....	0 26

## IDEAS ON SELLING FISH FOR LENT

(Continued from page 33.)

for strongly in our fish business," said the manager, "and that is the plan of having every day, if at all possible, one specially attractive line of seasonable fish put on the market at cost to bring in new business, and to maintain the reputation of the store for selling good fresh fish at popular prices.

"One day it may be mackerel, another day fresh herring, another day cod or haddock, or smelts; or I may take up a line of cured fish when there are no good lines of fresh caught to select from. I may make kippers, bloaters, or finnan haddie my special, as the case may be. Even the fish 'luxury' lines I may choose as specials, and run a lobster special, or an oyster special. We made a big success by featuring chicken lobsters at 15c a pound not long ago.

"I also try to keep up with the market, and a little ahead if possible, in securing lines of new fish offered. In these days there is a good deal of attention being paid to the very valuable food properties of many kinds of fish formerly considered unmarketable. Thus the American markets are using any amount of 'gray-fish' now, and these are in quite good demand. They used to be called by the fishermen 'dog-fish,' and they feed themselves on the best fish in the shoals on the banks; thus their own flesh is at least as good as that of the fish they devour.

"Just at present I am putting on a new line of fish food here in Montreal called 'skate' or 'skatewings'; not exactly new, for this fish has long been known as an edible, and a most nourishing fish food, but not very familiar yet on the general market for fish in a retail way. Neatly sliced and nicely displayed these fish are selling very well.

"I am looking out now for fish curios to make a special Lent fish display, not necessarily fish to eat, but curious sea creatures to interest the public and draw attention to the store, getting our goods talked of amongst the consumers, and bringing people in to see and buy."

In supplying fish from counter to customer very little handling is done under the management of Mr. d'Orsonnen. Dressed fish orders are lifted deftly with forks by the assistants serving behind the counter, and laid immediately on the wrapping paper, weighed and wrapped. A good strong wrapping paper is used, for this store's "No Delivery" policy necessitates very neat, substantial parcels, especially for fish supplies. The service is rapid, but particular care is taken to give the customer every chance to select, even to pick and choose, and every clerk has instructions to accept the

customer's decision, and supply just what the customer wants as nearly as at all possible. In the event of dispute, Mr. d'Orsonnen upholds the famous maxim: "The customer is always right," but this is done with a proportion of latitude for the exercise of ordinary tact and good judgment by the staff. CANADIAN GROCER during the interview had the opportunity of observing the store method used with a lady customer, who declared that she had paid for a parcel and omitted to take it away with her when she left the store on the previous night. There had been a rush of business, and many customers to deal with. The possibility of there having been an overlooked parcel which had not been picked up by some one else in error, and retained as a "find," seemed remote, but the manager went carefully over every department to trace the missing package, and showed the lady several to-be-called-for parcels. None of them was hers, and the manager did not offer to replace the lost goods. The lady left the store regretting her own carelessness, but evidently satisfied with the courtesy shown her. Infinite courtesy, and if necessary some sacrifice to satisfy the class of customer worth counting on for comeback business is one method of making success in business.

The feature of liveliness, alert, up-to-date sparkling vivacity is a feature that pays in the fish business as pointed out early in this article. One way by which Mr. d'Orsonnen achieves this is by direct appeal to the mind and eye of the customer by brightly lettered placards about the store, each of which delivers either a business aphorism, or a direct price and value message. For instance, above one counter is seen the message FRESH FISH RECEIVED DAILY: Another placard says IF A BUSINESS CAN'T MAKE FRIENDS IT DOESN'T DESERVE ANY: Yet another legend displayed is THE FINAL ELEMENT IN EVERY SALE IS GOODWILL: Again in another direction can be read the words WE AIM TO REDUCE YOUR COST OF LIVING: (This one is repeated with an illustration of a man aiming a rifle at a target.) Another "aiming" idea reads as follows: WE AIM TO SELL SATISFACTION AND THE GOODS THAT GIVE IT WILL SELL THEMSELVES. Coming back to plain fish business again, a placard appears with the words CANNED LOBSTERS AT THE FISH DEPT., and this indicates the fact that besides all seasonable lines of fresh fish and cured fish, this store sells also canned fish in plentiful variety, and an important line in the Lenten Season which every retail grocer can carry without opening a special fish department requiring special appliances.

# PRODUCE AND PROVISIONS

## Demand For Hogs Exceeds Supply

Montreal—

PROVISIONS.—Still the market for hogs live and dressed is exceedingly firm. Still the quality of the produce shipped into the city is unsatisfactory; and yet still the prices paid for hogs live and dressed run higher. Some few shipments were this week sold at as high as \$16.00 per hundred pounds. These were special supplies in rather better than average quality. The average prices paid for live hogs ran from \$15.00 to \$15.50 per 100 pounds. It was reported by abattoir experts that the hogs are not at all satisfactory as regards finish, but that still the demand for them is quite considerably in excess of supply. Dressed hogs showed a corresponding advance in price this week ranging from \$21.00 to \$21.50 per hundred pounds, and were in firm market. Prices for the various lines of hog products did not alter this week though with the market trending so steadily towards firmness there might be a change upwards in some lines of these provisions before long.

Hams—		
Medium, per lb. ....	0 26	0 26½
Large, per lb. ....	0 24	0 24½
Bacon—		
Plain, per lb. ....	0 25	0 25
Boneless, per lb. ....	0 29	0 30
Bacon—		
Breakfast, per lb. ....	0 28	0 29
Roll, per lb. ....	0 20	0 21
Picked meats—i.e. less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots ....	0 18	0 19
Long clear bacon, small lots ....	0 18½	0 19½
Fat backs, lb. ....	0 17	0 18
Cooked Meats—		
Hams, boiled, per lb. ....	0 37	0 38
Hams, roast, per lb. ....	0 36	0 37
Shoulders, boiled, per lb. ....	0 30½	0 31½
Shoulders o. roast, per lb. ....	0 31	0 31½
Lard, Pure—		
Tierces, 400 lbs., per lb. ....	0 21¼	0 21½
Tubs, 50 lbs. ....	0 21¼	0 22
Pails, ....	0 22	0 22½
Bricks, 1 lb., per lb. ....	0 23	0 23½
Lard, Compound—		
Tierces, 400 lbs., per lb. ....	0 17	0 17½
Tubs, 50 lbs. ....	0 17½	0 17¾
Pails, 20 lbs., per lb. ....	0 18½	0 19
Bricks, 1 lb., per lb. ....	0 18½	0 19

## Poultry Prices Are Unchanged This Week

Montreal—

POULTRY.—The market for poultry this week remains in condition similar to that described last week, but slightly warmer weather having prevailed some few shipments of live poultry arrived. The quantity of live poultry being shipped now, however, is very small. Dressed poultry in very good condition has

been arriving for the market, and demand is good for the various grades offered. At present poultry presents one of the reasonable flesh foods, and is evidently meeting with an appreciative consuming response from the public. Prices for the present week remain as quoted last week, and there is nothing of especial note in the market conditions:

Poultry (dressed)—		
Chickens, milk-fed, crate, fattened, lb..	0 25	0 30
Old roosters .....		0 20
Roasting chickens .....	0 25	0 27
Broilers .....	0 50	0 50
Young ducks .....		0 25
Turkeys (old toms, dressed, lb.) .....		0 31
Turkeys (young) .....		0 33

## Stocks of Eggs in Montreal Shrink

Montreal—

EGGS.—Still the supplies of eggs in storage show the steady reduction due to demand of the consumer which remains unabated even though the production at this season is so much smaller than at other seasons. The records show that there were in Montreal at the end of January 359 cases of fresh eggs (each case containing 30 dozen) as compared with 701 cases at the end of December. The number of cases of fresh eggs is in excess of the number in Montreal at the end of January 1916 when only 191 cases were recorded, but there are no fabulous quantities of eggs available. In cold storage at the end of January 1917, there were in stock in Montreal only 5,180 cases of eggs as compared with 30,707 cases at the end of December, and 8,192 cases at the end of January 1916. There arrived in Montreal for the week ending Feb. 3rd, 1917, 2,233 cases of eggs as against 3,486 cases for the corresponding period of last year. This indicates that the egg situation is not one of surplus supplies at present, but prices are not increased from last week's records.

Eggs—		
New laid .....	0 55	0 60
Selects .....	0 44	0 45
No. 1 .....	0 42	0 43

## Cheese in Smaller Amount Than Last Year

Montreal

CHEESE.—Market conditions for cheese are uneventful this week. Quite considerable arrivals of cheese were recorded in Montreal for the week ending February 3rd, the amount being 7,000

boxes as compared with only 1,472 boxes for the corresponding period last year. On the other hand stocks of cheese in Montreal for the period at the end of January show that there are not any alarmingly large quantities of cheese in storage at present. The actual figures are 17,807 boxes of cheese as compared with 24,336 boxes in storage at the end of January of last year. That there was quite a run on the cheese stocks of Montreal during January is shown by the figures of stored cheese for December which are 64,784 boxes, a marked difference from the 17,807 boxes left at the end of the month just concluded. Prices for cheese remain as quoted last week.

Cheese—		
Large, per lb. ....	0 25	0 25½
New, twins, per lb. ....	0 25½	0 26
Triplets, per lb. ....		0 26
Stilton, per lb. ....		0 28
Fancy old cheese, per lb. ....		0 29

## Butter Stocks Are Dwindling a Little

Montreal

BUTTER.—Better demand for butter was noticed lately, and a slightly easier market encouraged this. Retailers are said to have been replenishing stocks, taking advantage of the market, but indications are towards a firmer market later on, as production is still small. Arrivals of butter in Montreal are however, ahead of the figures for the period of last year similar to this. For the week ending Feb. 3, there were received in Montreal 1,632 pkgs. of butter as compared with 745 pkgs. for the corresponding week last year. The records of stocks of butter held in Montreal at the end of January show that in creamery butter the stocks are slightly ahead of those held last year being 48,763 pkgs. as compared with 47,976 last year at this time stocks of dairy butter are decidedly lower at the end of January 1917, than at the end of January 1916 being 1,410 pkgs. as compared with 3,327 pkgs. A reduction of butter stocks is shown as compared with December 1916, when there were in Montreal on the 31st, 59,553 pkgs. of creamery butter and 1,625 pkgs. of dairy butter. Prices are maintained as last week.

Butter—		
Creamery, prints (storage) .....		0 44½
Creamery, prints (fresh made) .....		0 42½
Creamery, solids (fresh made) .....		0 42
Dairy prints, choice, lb. ....	0 90	0 41
Dairy prints, lbs., in tubs .....	0 37	0 39
Bakers .....	0 33	0 34

## Honey Market is Firm and Firming

**Montreal**

**HONEY.**—Conditions as regards the honey market are practically unchanged from those prevailing last week. Stocks are smaller, however, demand is brisk, and the market continues very firm. The amounts available for further Ontario demand are small, and there is every prospect of a firmish market trending towards greater firmness as the season advances to new crop. No change in prices falls to be recorded this week.

**Honey—**

Buckwheat, 5-10 lb. tins, per lb. ....	0 10	0 10 $\frac{1}{2}$
Buckwheat, 60-lb. tins, per lb. ....	0 09 $\frac{1}{2}$	0 10
Clover, 5-10 lb. tins, per lb. ....	0 13	0 14
Clover, 60-lb. tins, per lb. ....	0 11 $\frac{1}{2}$	0 12
Comb, per section .....	0 15	0 16

## Hog Prices Again On a Firm Trend

**Hog Receipts Are Light—Hams and Bacon Are in Firmer Market—Good Demand for Fresh Meats**

**Toronto**

**PROVISIONS.**—There is a continued firmness in the market for meat products owing to the higher prices prevailing during the week for live hogs. Live hogs off cars are quoted 15c per hundred higher at \$14.25, and fed and watered at \$14. Dressed hogs are quoted firm at \$20 per hundred. Receipts of hogs during the week were light, with the exception of Saturday of last week, when they were slightly heavier than they had been for any day during the previous two weeks. Hams and bacon are accordingly quoted from 1 $\frac{1}{2}$ c to 1 $\frac{1}{2}$ c per pound higher for some of the better grades. Lard and compound held steady and firm during the week, with a better demand noted.

**Hams—**

Medium, per lb. ....	0 25	0 26
Large, per lb. ....	0 24	0 24 $\frac{1}{2}$

**Bacon—**

Plain .....	0 28	0 29
Boneless, per lb. ....	0 30	0 32

**Bacon—**

Breakfast, per lb. ....	0 26	0 28
Roll, per lb. ....	0 21	0 21 $\frac{1}{2}$
Wiltshire bacon, per lb. ....	0 25	0 26

**Pickled meats—**

1c less than smoked.		
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**Dry Salt Meats—**

Long clear bacon, ton lots .....	0 19	0 19 $\frac{1}{2}$
Long clear bacon, small lots .....	0 20	0 20 $\frac{1}{2}$
Fat backs, lb. ....	0 20	0 21

**Cooked Meats—**

Ham, boiled, per lb. ....	0 35	0 37
Hams, roast, per lb. ....	0 35	0 37
Shoulders, boiled, per lb. ....	0 30	0 31
Shoulders, roast, per lb. ....	0 30	0 31

**Lard—**

Pure tierces, 400 lbs. per lb. ....	0 21	0 21 $\frac{1}{2}$
Compound, tierces, 400 lbs. per lb. ....	0 16 $\frac{1}{2}$	0 17 $\frac{1}{2}$

**In 60-lb. tubs, 1/4c higher than tierces; pails, 1/4c higher than tierces, and 1-lb. prints, 1/4c higher than tierces.**

**Hogs—**

Dressed, abattoir killed .....	20 00	
Live, off cars .....	14 25	
Live, fed and watered .....	14 00	
Live, f.o.b. ....	13 60	

## Butter Declined 1c Pound for Creamery

**Toronto**

**BUTTER.**—The weakness in the butter market made itself evident during

the week by a decline in the price of creamery butter by 1c per pound. The market is a dragging one. Heavy consumption has not yet started, following the cessation caused by the sentiment aroused against higher prices. There is a better undertone to the market, but until consumption picks up there will be a continued dragging market, with inclination toward weakness. Choice creamery prints are quoted at 42c to 44c per pound, and creamery solids at 41c to 42c.

Creamery prints, fresh made .....	0 42	0 44
Creamery solids .....	0 41	0 42
Dairy prints, choice, lb. ....	0 36	0 38
Dairy prints, lb. ....	0 34	0 35
Bakers .....	0 33	0 34

## Storage Eggs Are About Cleaned Out

**Toronto**

**EGGS.**—Storage eggs are about cleaned out of the hands of commission men. They are at a loss to know where they will get further supplies. American eggs are too expensive to bring into this market. It would cost in the neighborhood of 45c to bring storage supplies from Chicago, and commission men are of the opinion that the condition of the market here does not justify the risk of bringing them in. Stores of cold storage are exhausted almost a month earlier than in normal years, the light end of the supplies usually not being reached until about March 1. This year they are practically cleaned out by February 1. With cold, hard weather the new-laid are not coming plentiful as yet. About the only relief for the situation apparently is in milder weather that would get the hens to work. The market was erratic during the week, being down, but at the time of writing it was firm with the prospect that arrivals of eggs that were on the way would relieve the situation somewhat.

**Eggs—**

New laid, cartons .....	0 50	0 55
No. 1 storage, ex-cartons .....	0 43	0 44
Selects, extra .....	0 44	0 46

## Hard to Get Space For Export of Cheese

**Toronto**

**CHEESE.**—The market for cheese products is firm owing to the fact that about all available stocks of June to September cheese are now out of producers' hands. The season for the production of fodder cheese is also about over. Fodder cheese is reaching the market in dribbling lots. Supplies of Canadian cheese in England are also reported about exhausted, and there is consequently a continued good demand for export, with very little available to meet the need. Space for the export of cheese is also hard to get. Fodder cheese is quoted locally from 25 $\frac{1}{2}$ c to 26c per pound, and old large at 26 $\frac{1}{2}$ c to 27c.

<b>Cheese—</b>		Per lb.
New, large .....	0 25 $\frac{1}{2}$	0 26
Old, large .....	0 25 $\frac{1}{2}$	0 27
Twins are 1/4c higher than new large; triplets 1/4c higher than new large, and Stilton 2c above new large.		

## High Meat Prices Makes Poultry Demand

**Toronto**

**POULTRY.**—There has been a better demand for poultry during the week owing to the increasingly higher prices for meats of all kinds. Stocks that have been held in small dealers' hands have been cleaned up, and there is a renewed interest from this quarter. People are inclining more to a poultry diet. They apparently reason that if it is necessary to pay high prices they might as well have the poultry by way of change. Prices held steady during the week.

	Live	Dressed
Spring chickens .....	0 16	0 17
Spring chickens, crate-fatted .....	0 19	0 20
Hens, over 4 lbs. ....	0 16	0 17
Hens, under 4 lbs. ....	0 13	0 14
Old roosters .....	0 13	0 14
Young ducks .....	0 15	0 16
Old ducks .....	0 12	0 15
Geese .....	0 13	0 16
Young turkeys (8 and 9 lbs. each) .....	0 22	0 26
Young turkeys (over 9 lbs. each) .....	0 23	0 27
Old Tom or hen turkeys .....	0 20	0 24

Prices are those paid at Toronto by commission men.

## Honey Stocks Are Almost Cleaned Out

**Toronto**

**HONEY.**—Available stocks of honey in the hands of commission men are about cleaned out, and there is no prospect of getting further supplies. Quebec has marketed about all there is available, and supplies are no longer coming from that quarter. In Ontario, producers have been off the selling market for some time. Demand for honey has been good. It is anticipated the prices will hold firm until new crop maple syrup puts in an appearance, when the season for honey will have about run its limit. Prices were maintained during the week.

**Honey—**

Clover, 5 and 10-lb. tins .....	0 13 $\frac{1}{2}$	0 14 $\frac{1}{2}$
60-lb. tins .....	0 12 $\frac{1}{2}$	0 13
Comb, No. 1, doz. ....	2 40	2 75
Buckwheat, 60-lb. tins .....	0 08	0 11

## Eggs Will be Firm; Butter Prices Holding

**Winnipeg**

**PROVISION AND PRODUCE.**—The run of hogs last week was rather light. The price, however, was a little easier, ranging from 12.85 to 13.15. It is believed that these prices will firm up to prices of the previous week. Provision markets are very firm, although at present there are no apparent advances, it is expected there will be. With cold weather still prevailing early this week, the egg market in Canada and the United States was still firm, and from now until the spring run of eggs, the market will be decided by the weather.

(Continued on page 46)



**Made in Canada**  
by Canadians—for Canadians.

Every Canadian Grocer should know Armour's Oval Label Products. The Armour Oval is on every package. Because of superior quality and real value for the money, Armour's Products have won the confidence of the Canadian public. The housewife trusts the product that bears the famous Armour Oval—the mark that guarantees quality and purity.

Every dealer's shelf should contain

**Armour's**  
**Veribest**  
TRADE MARK

Ham, Bacon, Lard, Butter, Eggs, Canned Meats, Fish, Soups and Armour's Grape Juice.

A big collection of store signs and advertising material is at your service. Ask the Armour Salesman or write us direct.

**ARMOUR AND COMPANY**

Hamilton - Ontario - Canada



1100

**Get better profits from fish this year**

Every day that passes sees the popularity of fish increasing and evidence is not wanting to show that the real food value of quality sea foods is becoming more widely known and appreciated.

The Grocer can turn this situation to his advantage by featuring

**Brunswick Brand Sea Foods**

the reliable, quick-selling line that is winning new friends daily throughout the Dominion.

There is no doubt whatever as to the quality of **BRUNSWICK BRAND**. From the moment the fish are selected until the finished product reaches your shelves nothing is left undone that would enhance their sweet, delicious wholesomeness.

Give Brunswick Brand a trial to-day and see for yourself what dependable lines they are.

Select your requirements from this list:

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



**Connors Bros. Limited**

Black's Harbor, N.B.



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

# Bubbling over with quick-selling quality



When you buy a stock of Marsh's Grape Juice you buy with both sides of your dollar. One side buys you your profit, the other buys your customer full satisfaction.

For Marsh's is all that a Grape Juice should be—full, rich, appetizing, free from preservatives of any kind, and it's made in Canada by an all-Canadian concern.

Try Marsh's on your particular customers. It'll make a hit and create increased confidence in your business.

**GROCERY BROKER:** We want to connect with a few real live houses who will push this popular seller. Will you be one?

THE  
**Marsh Grape Juice Co.**  
Niagara Falls, Ont.

## QUOTATIONS FOR PROPRIETARY ARTICLES

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

### BAKING POWDER WHITE SWAN SPICES AND CEREALS, LTD.

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

### ROYAL BAKING POWDER

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

### DOMINION CANNERS, LTD. JAMS.

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

Screw Top Glass Jars 16 oz. glass 2 doz. case.	Per doz.
Apricot	\$2 55
Assorted	2 35
Blackberry	2 45
Blueberry	2 45
Currant, Red	2 45
Currant, Black	2 55
Cherry	2 45
Gooseberry	2 35
Plum	2 20
Plum, Green Gage	2 35
Pear	2 35
Peach	2 35
Raspberry, Red	2 55
Raspberry Black	2 45
Raspberry and Red Currant	2 45
Raspberry and Gooseberry	2 45
Strawberry	2 60

### THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

### ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

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

### BAKED BEANS WITH PORK.

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

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

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

### "AYLMER" PURE ORANGE MARMALADE

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

### BLUE

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

### CEREALS

### WHITE SWAN

	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 doz. 15c packages	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Diet Flour, 3 1/2 lbs., 1 doz. to case, per case	4 50
Wheat Flakes, per case of 2 doz., 25 pkgs.	4 50
Health Flour, 5 lb. bags, per doz.	3 60
King's Food, 2 doz. to case	5 50
Wheat Kernels, 2 doz. to case	2 70

### COCOA AND CHOCOLATE THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	\$4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, lb.	0 22
Soluble, bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, 1/4s, 12-lb boxes, per lb.	0 31
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

It's all Right



### Buy It Now

Your customers want Comfort Lye—and now is the time to buy it right. Comfort Lye has the quality, the reputation and the huge advertising push of our big Premium system behind it.

It's a good buy—NOW.



#### Get Comfort Lye this way if you prefer

Order 5 boxes, or 10 boxes, or 25 boxes of Comfort Soap, and you get 18 or 36, or 132 cans of Comfort Lye which retail at 10c. each.

Makes a handsome extra profit per box of Comfort Soap, and the Lye sells as readily as the Soap. All our lines carry Premium feature to public through the coupon that goes with the package.

Send your order in to-day. Get our complete Premium List. It will pay you.

Pugsley, Dingman & Co., Limited  
TORONTO, CANADA

## Comfort Lye —A Strong Steady Seller—10c.

*These figures apply to Ontario and Quebec. For other Provinces, see list.*



We keep  
Canada clean

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

# Tea



*Dutch* *Rusks*

**A Staunch Friend of the Grocer**

Profitable, A Repeater and a Business Magnet.  
 A Breakfast Food, Simply and Quickly Prepared.  
 Appetizing, Wholesome, and Nutritious.  
 For Invalids and Children, a Perfect Food, Easily Assimilated.  
 Recommended by the best Authorities on Scientific Food Values.  
 The Attractively Labelled Packages make a most effective Window  
 and Counter Display.  
 Packed in 15-cent packages to the Case.  
 A Sample Order will convince.

TRY IT.

**The Robert Gillespie Co.**  
 WINNIPEG, CAN.  
 Canadian Representatives

# Havana Ribbon

## 5c Cigars

The easiest commodity a grocer can handle. Good profit. Cash sales.

Send *To-day* to your Wholesale or direct for a sample order of this Quality cigar at \$36.00 per 1000.

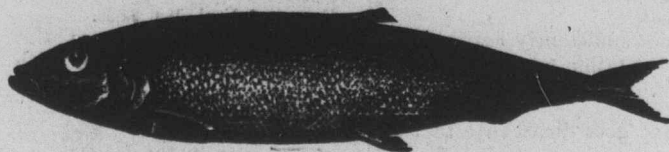
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**MANNES & BINGHAM**  
 LIMITED  
 Manufacturers  
 London, Ontario

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. .... 0 90 Sweet Chocolate— Per lb. Queen's Dessert, 10c cakes, 2 doz. in box, per box.... 1 80 Vanilla, ¼-lb., 6 and 12-lb. boxes ..... 0 37 Diamond, 8's, 6 and 12-lb. boxes ..... 0 30 Diamond, 6's and 7's, 6 and 12-lb. boxes ..... 0 28 Diamond, ¼'s, 6 and 12-lb. boxes ..... 0 28 Icings for Cake— Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ¼-lb. packages, 2 and 4 doz. in box, per doz. .... 1 00 Chocolate Confections. Per doz. Maple buds, 5-lb. boxes .... 0 39 Milk medallions, 5-lb. boxes 0 39 Chocolate wafers, No. 1, 5-lb. boxes ..... 0 33 Chocolate wafers, No. 2, 5-lb. boxes ..... 0 28 Nonpareil wafers, No. 1, 5-lb. boxes ..... 0 33 Nonpareil wafers, No. 2, 5-lb. boxes ..... 0 28 Chocolate ginger, 5-lb. bxs., per lb. .... 0 38 Milk chocolate wafers, 5-lb. boxes ..... 0 39 Coffee drops, 5-lb. boxes.... 0 39 Lunch bars, 5-lb. boxes.... 0 39 Royal Milk Chocolate, 5c cakes, 2doz. in box, per box ..... 0 95 Nut milk chocolate, ¼'s 6, lb. boxes, lb. .... 0 39 Nut milk chocolate, ¼'s, 6-lb. boxes, lb. .... 0 39 Nut milk chocolate, 5c bars 24 bars, per box ..... 0 90 Almond nut bars, 24 bars, per box ..... 0 90	<b>CONDENSED COFFEE</b> Reindeer Brand, "Large," each 48 cans ..... 5 25 Reindeer Brand, "Small," each 48 cans ..... 5 80 Regal Brand, each 24 cans.. 4 95 COCOA, Reindeer Brand, each 24 cans ..... 5 25  <b>COFFEE.</b> WHITE SWAN SPICES AND CEREALS, LTD. WHITE SWAN 1 lb. square tins, 4 doz. to case, weight 70 lbs.... 0 38 1 lb. round tins, 4 doz. to case, weight 70 lbs.... 0 34½ ENGLISH BREAKFAST COFFEE. ½ lb. tins, 2 doz. to case, weight 22 lbs. .... 0 28 1 lb. tins, 2 doz. to case, weight 35 lbs. .... 0 20 MOJA ½ lb. tins, 2 doz. to case, weight 22 lbs. .... 0 31 1 lb. tins, 2 doz. to case, weight 35 lbs. .... 0 30 2 lb. tins, 1 doz. to case, weight 40 lbs. .... 0 30 PRESENTATION COFFEE. A Handsome Tumbler in Each Tin. 1 lb. tins, 2 doz. to case, weight 45 lbs., per lb... 0 71 FLAVORING EXTRACTS WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS. 1 oz. bottles, per doz., weight 3 lbs. .... \$ 1 05 2 oz. bottles, per doz., weight 4 lbs. .... 2 00 2½ oz. bottles, per doz., weight 6 lbs. .... 2 30 4 oz. bottles, per doz., weight 7 lbs. .... 3 50 8 oz. bottles, per doz., weight 14 lbs. .... 6 50 16 oz. bottles, per doz., weight 28 lbs. .... 12 00 32 oz. bottles, per doz., weight 40 lbs. .... 22 00 Bulk, per gallon, weight 16 lbs. .... 16 00 CRESCENT MFG. CO. CRESCENT MAPLEINE Per doz. ½ oz. (4 doz. case), weight 9 lbs., retail each 15c... \$1 35 1 oz. (4 doz. case), weight 14 lbs., retail each 30c... 2 50 2 oz. (3 doz. case), weight 15 lbs., retail each 50c... 4 25 4 oz. (2 doz. case), weight 17 lbs., retail each 90c... 7 50 8 oz. (1 doz. case), weight 17 lbs., retail each \$1.00.. 13 25 Pint (1 doz. case), weight 20 lbs., retail each \$3.... 24 50 Quart (1 doz. case), weight 53 lbs., retail each \$5.50.. 45 00 Half gallons, each, retail each, \$10 ..... 7 50 Gallons, each, retail each \$18 ..... 14 50 GELATINE Knox Plain Sparkling Gelatine (2-qt. size), per doz. 1 75 Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz. .... 1 85 Cox's Instant Powdered Gelatine (2-qt. size), per doz. .... 1 10 W. CLARK, LIMITED, MONTREAL. Compressed Corned Beef, ½s, \$2; 1s, \$3.50; 2s, \$7.50; 6s, \$25; 14s, \$60. Roast Beef, ½s, \$2; 1s, \$3.25; 2s, \$7.25; 6s, \$22. Boiled Beef, 1s, \$3.25; 2s, \$7.25; 6s, \$22. Jellied Veals, ½s, \$2; 1s, \$3; 2s, \$4.50; 6s, \$21. Corned Beef Hash, ½s, \$1.50; 1s, \$2.50; 2s, \$4.50. Beefsteak and Onions, ½s, \$3; 1s, \$3.35; 2s, \$6.25.
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*If any advertisement interests you, tear it out now and place with letters to be answered.*

# Lenten Time at Hand



All kinds of Meats, Eggs, Butter are exceptionally high and prospects are that there will be a still further advance.

**Fish is reasonable—Fish prices will not advance**

Thus there is a double reason why you should handle more fish this Lenten Season, and consequently make more money.

*Get your supplies early from the old and reliable headquarters.*

**D. HATTON COMPANY**  
**MONTREAL** ESTABLISHED 1847

## TO INVESTORS

THOSE WHO, FROM TIME TO TIME, HAVE  
 FUNDS REQUIRING INVESTMENT  
 MAY PURCHASE AT PAR

## DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF \$500, OR ANY MULTIPLE THEREOF

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holder of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA  
 OCTOBER 7th, 1916.

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



# HONEY

A HIGHLY NUTRITIOUS AND PALATABLE FOOD

The food value of honey is not sufficiently realized either by the consumer or the retailer who sells it. A writer in a paper recently referred to it as follows:

"Honey is easily digested, and goes direct into the blood vessels without leaving deleterious residues in the intestines, so that a spoonful of honey means a spoonful of food. It contains grape sugar, fruit sugar, and cane sugar (all differ chemically), water, fat, albumin, and some other substances, and its use cannot be substituted by grocers' sugar. It is a good food to take at breakfast time, being sustaining, warmth giving, and aiding in the digestion of other foods taken. Eaten with bread it is very palatable, and is also better than molasses with porridge."

GUARANTEED PURE.

Put up in Tins, 60 pounds. In Glass Jars, 1 pound.  
 " " 10 " " " 3/4 "  
 " " 5 " " " 1/2 "

Also in the Comb.

FOR SALE BY

**F. W. FEARMAN CO., Limited**

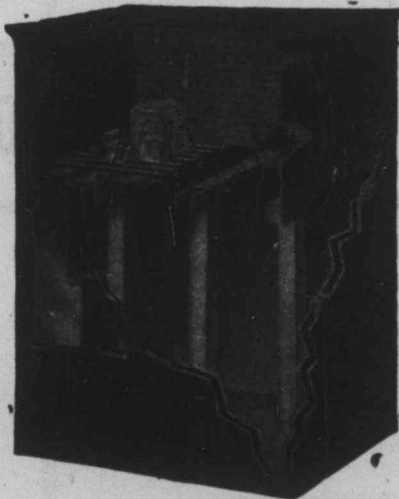
Hamilton, Canada

## Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View

shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.



Price list and catalogue free and mailed to any address.

Representatives:—James Rutledge, Phone St. Louis 876, 2608 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by

**The W. A. Freeman Co., Limited**  
 HAMILTON CANADA

Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.

Boneless Pigs' Feet, 1/2s, \$1.75; 1s, \$2.75; 2s, \$5.50.

Lambs' Tongues, 1/2s.

Sliced Smoked Beef, tins, 1/2s, \$1.85; 1s, \$2.80; 4s, \$15.50.

Sliced Smoked Beef, glass, 1/2s, ...; 1/2s, \$2.25; 1s, \$3.25.

Tongue, Ham and Veal Pate, 1/2s, \$1.50.

Ham and Veal, 1/2s, \$1.20.

Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, 1/2s, 50c; 1/2s, \$1.

Potted Meats, Glass — Chicken, Ham, Tongue, 1/2s, ...

Ox Tongues, tins, 1/2s, \$3.50; 1s, \$6.25; 1 1/2s, \$9.50; 2s, \$13.

Ox Tongues, Glass, 1 1/2s, \$12; 2s, \$14.

Mince-meat, Hermetically Sealed Tins, 1s, \$2; 2s, \$3.25; 3s, \$4.55; 4s, \$6.25; 5s, \$8.

In Pails, 25 lbs., 13c lb.

In 50 lb. Tubs, 13c lb.

In 85 lb. Tubs, 12 1/2c lb.

In Glass, 1s, \$2.20.

Clark's Peanut Butter — Glass Jars, 1/2, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 20c.

Clark's Peanut Butter—Pails 24 lbs., 20c per lb.

Clark's Tomato Ketchup, 16 oz., \$3; 1 gal. jars, ...; 5 gal. jars, ... per gal.

Pork and Beans, Plain Talls, 1s, 95c; 2s, \$1.60; 3s, \$2.40; 6s, \$8; 12s, \$12; 3s, flat, \$2.

Individuals, 80c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, \$1.15; 2s, \$1.85; 3s, \$3; 6s, \$10; 12s, \$14.50; 3s, flat, \$2.45.

Individuals, 90c doz.

Pork and Beans, Chilli, 1s, \$1.15; 2s, tall, \$1.85; 3s, flat, \$2.45.

Individuals, 90c doz.

Tomato Sauce, 1 1/2s, \$1.75; Chilli Sauce, 1 1/2s, \$1.75; Plain Sauce, 1 1/2s, \$1.45.

Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.80.

Clark's Chateau Chicken Soup, \$1.25.

Clark's Chateau Concentrated Soups, \$1.15.

Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.15.

Spaghetti with Tomato and Cheese, 1/2s, \$1.15; 1s, \$1.65; 3s, \$2.65 doz.

Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.

English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

LAFORTE, MARTIN, LIMITED  
 Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre, cs. .... 8 00

Neptune ... 8 50

San Rival ... 9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs. .... 11 00

NATURAL MINERAL WATER

Evian, Source Cachat, 50 bottles, cs. .... 9 50

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz. .... 1 20

Ginger Ale, Trayders, cs., 6 doz., splits, doz. .... 0 95

Club Soda, Trayders, cs., 6 doz. pts., doz. .... 1 15

Club Soda, Trayders, cs., 6 doz., splits, doz. .... 1 05

### BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb. .... 0 37  
 Princess Blend, 50 and 30-lb. tins, lb. .... 0 34

### JAPAN TEAS

H. L., ch. 90 lbs., lb. .... 0 35  
 Victoria, ch. 90 lbs., lb. .... 0 25

### COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb. .... 0 34 1/2  
 Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. .... 0 32  
 Princess, Java and Mocha Blend, 1-lb. tin, lb. .... 0 22

### MUSTARD

COLMAN'S OR KEENE'S

Per doz. tins  
 D. S. F., 1/4-lb. .... \$ 1 75  
 D. S. F., 1/2-lb. .... 3 30  
 D. S. F., 1-lb. .... 6 25  
 F. D., 1/4-lb. .... 1 10

Per jar

Durham, 4-lb. jar, each ... 1 10  
 Durham, 1-lb. jar, each .. 0 35

### JELL-O.

GENESEE PURE FOOD CO.

Assorted case, 4 dozen .... \$ 3 60  
 Lemon, 2 dozen .... 1 80  
 Orange, 2 dozen .... 1 80  
 Raspberry, 2 dozen .... 1 80  
 Strawberry, 2 dozen .... 1 80  
 Chocolate, 2 dozen .... 1 80  
 Peach, 2 dozen .... 1 80  
 Cherry, 2 dozen .... 1 80  
 Vanilla, 2 dozen .... 1 80  
 Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

### JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen .... \$ 2 50  
 Chocolate, 2 dozen .... 2 50  
 Vanilla, 2 dozen .... 2 50  
 Strawberry, 2 dozen .... 2 50  
 Lemon, 2 dozen .... 2 50  
 Unflavored, 2 dozen .... 2 50  
 Weight 11 lbs. to case. Freight rate, 2d class.

### JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

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

### SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

5c 10c  
 Round Oval lith. litho. dredge. 2 1/2 oz. Per doz. Per doz.

Allspice ... \$0 45 \$0 90

Arrowroot, 4 oz. tins, 85c. ....

Cayenne ... 0 45 0 90

Celery salt ... 0 45 0 90

Celery pepper ... 0 45 0 90

Cinnamon whole, 5c. pkgs., window front, 45c. ....

Cloves ... 0 45 0 90

Cloves, whole, 5c. pkgs., window front, 45c. ....

Curry powder ... 0 45 0 90

Ginger ... 0 45 0 90

Mace ... 1 25

Nutmegs ... 0 45 0 90

Nutmegs, whole, 5c. pkgs., window front, 45c. ....

Paprika ... 0 45 0 90

Pepper, black ... 0 45 0 90

Pepper, white ... 0 50 0 95

Pastry spice ... 0 45 0 90

Pickling spice, 5c. pkgs., window front, 90c. ....

Shipping weight per case ... 10 lbs. 15 lbs.  
 Dozens to case .. 4 4

???

Ask us for  
**Wrapping Papers**

**Twines**

**Brooms Brushes**

**Parchment Butter Paper**  
Printed and Plain

PROMPT SHIPMENT

**WALTER WOODS & CO.**  
HAMILTON and WINNIPEG

When you sell

**HEINZ**  
**57**  
**VARIETIES**  
PURE FOOD PRODUCTS

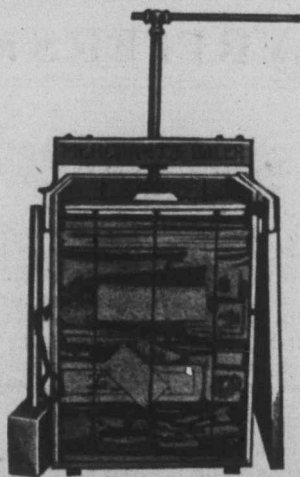
You give your customers goods made in Canada from Canadian materials by Canadian employees.

**H. J. Heinz Company**  
Canadian Factory:—Leamington, Ont.  
Warehouse:—Toronto



**Merchants Baler**

MADE IN CANADA



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

"f.o.b. Toronto."

**Stephenson, Blake & Co.**  
Manufacturers  
60 Front St. West, - Toronto

**THEY LIKE IT**

That is one very good and sufficient reason for

**MAPLEINE**

You can order it of your jobber or

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

Mason & Hickey  
287 Stanley Street.  
Winnipeg, Man.



**CRESCENT MFG. COMPANY**  
SEATTLE, WASH.

One Inch Space  
\$1.00 Per Issue  
on Yearly Order.

The Reputation and Standing of  
**Walter Baker & Co.'s**  
**Cocoa and Chocolate**  
**Preparations**



Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods, and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

Registered Trade-Mark

All of our goods sold in Canada are made in Canada.

**Walter Baker & Co. Limited**

Established 1780

Montreal, Can.

Dorchester, Mass.

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

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



**ENO'S  
"FRUIT SALT"**

is an efficient means of prevention in fever conditions. It is NOT a cure for FEVER, but by keeping the liver working, it prevents the accumulation of poison in the blood which, when allowed to continue unchecked, might develop into Fever.

Order a bottle TO-DAY from your dealer.

Prepared only by  
J. C. ENO, Ltd., "Fruit Salt" Works, LONDON, England.

Agents for Canada:  
Harold F. Ritchie & Co., Limited  
10 McCaul St., TORONTO

# The pleasant-to-take ounce of prevention

With warm weather come fevers and liver disorders, etc., which if unchecked will result in serious illnesses. These may be prevented by the use of Eno's "Fruit Salt"—the pleasant, mild aperient which has won a world-wide reputation for itself in every civilized country.

Large grocers everywhere sell Eno's—What are you doing? Are you taking a hand in supplying the demand for this widely advertised article by letting the people know that you sell it?

**Don't stock—but sell it. Show it in your counter and window displays.**

**J. C. Eno, Limited, "Fruit Salt" Works  
LONDON, ENGLAND**

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

## WHO AND WHAT ARE THE COMMERCIAL UNDERWRITERS?

**T**HEY are adjusters of bad accounts, NOT a collecting agency. The Commercial Underwriters' system is "Direct from Debtor to Creditor." They refuse to handle any of the merchant's money. Mr. Merchant, if you have any bad accounts, write us. Our system will make them pay. Our system is known as the **THIRD DEGREE**.

Through the Commercial Underwriter's System you can put your business on a cash basis. John Jones comes into your store and says: "Mr. Merchant, I am working down at the Trunk Factory. I get paid every two weeks. I want to do my trading in your store." "All right, Mr. Jones, how much credit do you want every two weeks?" "I want ten dollars' worth, Mr. Merchant, and as soon as I get my pay I will pay you." Now, Mr. Merchant, you do not know whether John Jones is sincere in what he says or not. Your past experience will tell you that all men do not live up to their word. You say, "Yes, sign this charter of the Commercial Underwriters, and I will trust you." You send the charter into the Commercial Underwriter's office, and anytime that Jones runs away or fails to pay you, we will, and in three days after the notification reaches our office, your money that Jones owes you is on its way to you—putting your business on a cash basis.

This morning's mail brings us letters from merchants reporting to us, who have paid. In a letter from Oshawa the merchant says: "Some of the money you have adjusted for us is like finding it, and we thank you." Another letter from a merchant in Hanover says, "Come on to Hanover, and I will take you out and introduce your representative to the other merchants, and tell them what the Commercial Underwriters have done for me." Another merchant from Mount Forest says: "Your system of adjusting debts is a Wonder." Another merchant from Palmerston writes: "Note that Mr. So and So has paid his account, which is outlawed." A Doctor from Drayton writes, thanking us for adjusting over twenty-five accounts. What we have done for others, we can do for YOU.

Write us and we will send you full particulars. The best piece of advertisement we have is "SATISFIED MERCHANTS," and we have them all over the country.

**COMMERCIAL UNDERWRITERS**  
36 JAMES STREET SOUTH     ::     ::     ::     HAMILTON, ONTARIO

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

# THIS WEEK

One Car  
Extra Fancy Florida Celery

One Car  
Extra Fancy Porto Rico  
Grape Fruit

One Car  
Extra Fancy Navels  
Golden Orange Brand

**HUGH WALKER & SON**  
GUELPH, ONT.

Try Mann & Company for

## FANCY POULTRY

Send along that rush order right now and see us get it to you in good time.

If you require

**Roasting Chicken**  
**Boiling Chicken**  
**Ducks, Geese, Turkeys**

We can give you absolute satisfaction. You will find our prices right and our service the best.

We would like to quote you on Fresh Eggs and Creamery Butter. Call us up to-day or write us.

**C. A. Mann & Company**

Phone 1577

78 King St.

LONDON, ONT.

### Big Advent Fish Sales

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

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

Whatever your fruit requirements are we can meet them, and meet them satisfactorily. Apples and all kinds of foreign fruits in stock.

Write us.

**Lemon Bros.**  
OWEN SOUND, ONT.

### New Crop

**"St. Nicholas"**

**"Queen City"**

**"Kicking"**

are shipped. Get these brands for the best Lemons.

**J. J. McCabe**

Agent

TORONTO

Wholesale  
Fruit and  
Produce  
Merchants

Established  
1876

*McWilliam & Everist, Limited*

Apples,  
Bananas,  
Citrus  
Fruits  
Cranberries,  
etc.

25 CHURCH ST.  
TO NTO

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

THE MINISTER OF FINANCE  
 REQUESTS  
 THE PEOPLE OF CANADA TO  
 BEGIN NOW  
 TO SAVE MONEY FOR THE  
 NEXT WAR LOAN

JAN. 9, 1917

DEPARTMENT OF FINANCE  
OTTAWA

Why You Should Feature

**KING GEORGE'S**  
**NAVY**

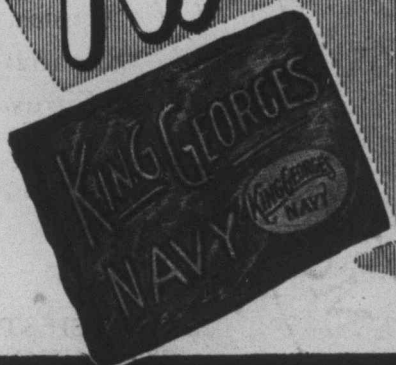
### Strike for a 1917 Increase

Make this the biggest and best tobacco-selling year in the history of your business. Feature tobacco of proven merit and established popularity. Give constant prominence to

#### King George Navy Chewing Tobacco

the best selling and most popular chew on the market to-day.

If you have not already tried it out, do so immediately and watch your 1917 tobacco business grow.



Rock City Tobacco Co., Ltd.

Handled by  
the Wholesale  
Trade

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

# It's always good

We don't care how particular that customer of yours may be, she's bound to approve of the unbeatable quality so very evident in every grain of Royal Acadia Sugar.

Here's a sugar that is absolutely pure cane, one hundred per cent. sweet, entirely dependable, all the time.

Is there any good reason why you should not be selling Royal Acadia Sugar?



*"Every grain pure cane."*

**The Acadia Sugar Refining Co.**  
**HALIFAX, CANADA**

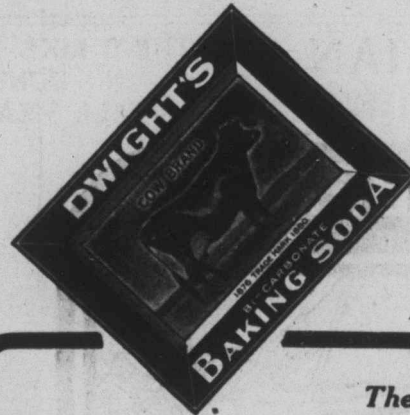


## A True Canadian Salt

—and true to the trade—because it puts every dealer on the same plane.

Windsor Salt is sold only through wholesalers and jobbers—and all retailers pay the same prices. There are no special discounts or secret rebates.

**Windsor**  
**Table**  
**Salt**  
Made in Canada  
THE CANADIAN SALT CO. LIMITED



*The always reliable, result-giving*


## Cow Brand

No other soda on the market is so well known by the good housewife as is "Cow Brand." It is famous for its absolutely sure results, its strength, its purity. Recommend it to all.

**Church & Dwight, Limited**  
Manufacturers - - MONTREAL

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

**Imperial Rice Milling  
Co., Ltd.**  
VANCOUVER, B.C.



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

**NORWEGIAN SARDINES** (SMALL FISH) **NOTHING LIKE IT!  
NO BONES!  
ALL MEAT!**



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

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The New Season's  
pack of

# Shirriff's

## Orange Marmalade

*is now ready for use*



**A**ND it's up to Shirriff's usual standard, delicious, appetizing, customer-pleasing—a sure seller and a certain repeater.

Shirriff's Marmalade is made from Seville Oranges and Pure Cane Sugar.

It is entirely free from that objectionable "thinning," so common among other Marmalades, preserving its consistency down to the last tasty morsel.

Get it on display to-day.

Packed in hermetically sealed packages, and put up in convenient sizes.

**Imperial Extract Co.**  
TORONTO

Western Representatives: H. F. Ritchie & Co., Limited,  
Toronto. Montreal: W. S. Silcock. Quebec City: Albert  
Dunn. Maritime Provinces: W. H. L. Usher, Halifax. A.  
A. Adams, Hamilton.

## Is the Money Always There?

**W**HEN you have wanted a certain thing that would have added to the pleasures of life, was the money always there? when you figured up to see if "Cash on hand" would warrant you to make the purchase. Have you ever felt the need of a good vacation or wanted some little extra luxury, but simply could not afford it because your regular income was not sufficient?

**W**E have a plan that will enable you to add these extra luxuries without interference in any way with your regular occupation; a plan from which you may derive sufficient income to warrant your having all the added pleasures of life. This plan may be worked during spare time without interference with your regular duties. One hour in the evening spent among your acquaintances—a half-hour after lunch in the office or factory will give you an additional \$5.00 or \$10.00 weekly.

**W**E have hundreds of subscriptions in your locality ready to be taken. A representative on the spot could secure these orders, saving these people the trouble incidental to mailing. These orders, together with the many other subscriptions which may be added from the friends of our old subscribers whom they will recommend to you, will give you an income that with the same amount of work will double your earnings each year. The work is both pleasant and profitable. No previous experience required.

*This plan will interest you, so write us  
to-day for full particulars.*

**The MacLean Publishing Co.**  
LIMITED

*Division B.*

143-153 University Avenue

TORONTO

ONTARIO

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



# Buyers' Guide

## CLASSIFIED ADVERTISING

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

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.

### AGENTS WANTED

FOR NEW BEER EXTRACT HOP-MALT—within prohibition law, no license required, sells everywhere, good commission. Hop-Malt Company, Beamsville, Ont.

### FOR SALE

FOR SALE—WELL ESTABLISHED GROCERY—two railroads, boat trade and connections on St. Clair River. Stock and goodwill about \$800. Courtright, Ontario. Box 200, Canadian Grocer, Toronto.

GROCERY BUSINESS — ESTABLISHED for past 27 years, situated corner King and Princess Streets, one block from one of the finest markets in Ontario, consisting of two brick stores with two dwellings three stories, shed, drivehouse and stable. Owner giving up business. For further information apply to L. W. Murphy, cor. King and Princess Sts., Kingston, Ont.

### WANTED

POSITION WANTED BY YOUNG MAN — experienced as general store manager. Will accept position in grocery, boots and shoes, or hardware establishments. Apply Box 213, Canadian Grocer, Toronto.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue J Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.


### AGENCY WANTED

WANTED—A GOOD SIDE LINE GROCERY agency for Quebec city. Box 215, Canadian Grocer.

We are now located in our new and more spacious warehouse at  
**60-62 JARVIS ST.**  
**TORONTO SALT WORKS**  
**GEO. J. CLIFF**

**OAKLEY'S KNIFE POLISH**

20102-5755



JOHN OAKLEY & SONS, LIMITED,  
 LONDON, ENGLAND.

### AGENTS

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

## Jenkins & Hardy

Assignees, Chartered Accountants, Estate and Fire Insurance Agents.

15½ Toronto St., Toronto  
 52 Can. Life Bldg., Mont

### CHIVER'S

#### JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

### Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.  
**49 DUNDAS STREET. - - TORONTO**

PORT ARTHUR, ONT. MONTREAL

**Fish—Salted Lake Herring**  
 in Kegs or Pails. Ask for prices.

**J. BOWMAN & CO.**

(Note new address)

66 Jarvis St. Toronto

We are Wholesale Importers of  
**Peanuts Canned Crab**  
 Oriental and Australian Goods

Canadian Distributors of  
**"WASHCLEAN"**  
 Gold Medal Labor Saver for  
 Washing Clothes Without Rubbing  
 (2,000,000 users)

Direct Supply Association  
 509 Belmont House Victoria, B.C.

## BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

## Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

**\$2.00**

It Will Pay You to Send at Once.

**MacLean Publishing Co.**

Technical Book Department

149-155 University Avenue, Toronto.

# A FRUIT WINDOW CONTEST

HERE is another window dressing competition that should prove of wide-spread interest. In all the list of goods stocked in the Grocery Store, no line lends itself more readily to window decoration than fruit. No line brings such a ready response to the suggestion thus offered. If you have not had time to enter our Christmas contest, or even if you came into it, here is another opportunity facing you. Get your window in this contest without fail.

**The Natural Decorative Quality of Fruit Makes Experience Unnecessary.**

**The Effort Will Convince You of the Effectiveness of the Fruit Window.**

**The Results Gained Will In Themselves Be a Compensation.**

The CANADIAN GROCER, with the idea of convincing our readers of the effectiveness of the fruit window, and with the idea of stimulating trade in this line, and encouraging the stocking of a fuller line of fruit, has decided on this new contest. Get into the competition and help to make it a success.

*Conditions of the contest are:* The window must be decorated entirely with fruits. It may be all of one variety, or a general display as the competitor thinks best. Have the window photographed; about 10" x 7" is the best size. Have the photo as near this size as possible—not necessary to mount it. Mail copy to this office accompanied by a description of the window.

This Contest closes March 15, 1917. Be sure and have your entries in by that date.

The basis of judgment will be:

*Selling Power, Attractiveness and Novelty.*

## PRIZES FOR BOTH TOWNS AND CITIES

The town store will not have to compete against the larger city store. We are making the contest as fair as possible.

### THE PRIZES

**Towns and Cities over 10,000 Population**

1st Prize ..... \$5.00  
 2nd Prize ..... 3.00  
 3rd Prize ..... 2.00

**Centres under 10,000 Population**

1st Prize ..... \$5.00  
 2nd Prize ..... 3.00  
 3rd Prize ..... 2.00

Send photograph with description to

**THE CONTEST EDITOR, CANADIAN GROCER**

143-153 UNIVERSITY AVENUE

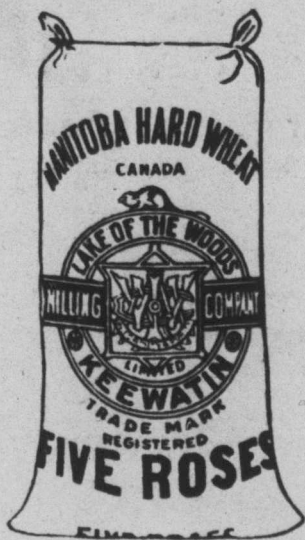
TORONTO

## IN EVERY SECOND ENGLISH-SPEAKING HOME in Canada, there is ONE FIVE ROSES Cook Book

According to the 1911 Census, there are in Canada slightly over 600,000 English-speaking families.

According to our records, we have so far distributed (almost entirely direct to the individual housewives) over 300,000 FIVE ROSES Cook Books.

P.S.—This does not consider the 410,000 French-speaking families of Canada, amongst whom our famous LA CUISINIÈRE FIVE ROSES is even now exerting an ever-widening sales influence.



# What would it be worth to YOU?

- right in the home of every possible retail flour buyer in YOUR district,
- to have a daily reminder of compelling interest, filled with useful daily suggestions,
- a daily incentive to buy the flour YOU sell!

And yet that is what this FIVE ROSES Cook Book distribution means to the distributor of FIVE ROSES flour.

And it costs him—NOTHING!

It is an automatic part of the greater salesability of FIVE ROSES—it comes with the flour—part of the FIVE ROSES service and co-operation.

*And we will continue to issue, improve and advertise this famous kitchen companion until in every Canadian home there is a particular peg to hang it on,*

- a constant source of flour-consuming suggestions
- the point of origin of countless retail profits.

And all this is only a small part of our sales co-operation with the dealer who is willing to profitably fill the FIVE ROSES demand.

Logically, the dealer who profits most is he who early recognizes the great selling forces at work behind the FIVE ROSES trade mark, and capitalizes them to his immediate advantage! If your jobber cannot supply you, write our nearest office. We will make every effort to supply your demand.

**LAKE OF THE WOODS MILLING COMPANY, LIMITED**  
MONTREAL "The House of Character" WINNIPEG

Toronto Ottawa London St. John Sudbury Quebec Calgary  
Vancouver Fort William Keewatin Medicine Hat Portage la Prairie