

**PAGES
MISSING**

CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, DECEMBER 21st, 1917

No. 51

GREETINGS

WE embrace this opportunity of extending to our patrons the Season's greetings and our sincere Best Wishes for the New Year.

Let there be a New Year's resolution to get oysters to the consumer in the best possible condition and get a price that will afford your doing so with a legitimate profit. Let the competition be on service and constructive work.

Do not overlook the opportunities the remaining winter months afford for oyster suppers and home gatherings.

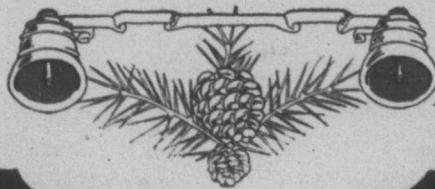
The Connecticut Oyster Co., Limited

"Canada's Oyster House"

50 Jarvis Street

∴

Toronto, Ontario



CANADIAN GROCER

KING GEORGE'S NAVY

CHEWING
TOBACCO

Put King George's Navy in
your Christmas displays

Suggest it when making up the
Christmas parcels.

Mrs. Housewife will readily
see how "hubby" will ap-
preciate a few plugs of
King George's Navy.

And your profit is
very worth while.



Rock City Tobacco Co., Ltd.

PROHIBITION BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON



App.
Physi
Mothe
Three
Bord

repeat order—that, Mr.
you will find in the w
Milk Products
created and
quality
S-Milk
alous
is
that
customer
and their winning
display of them will
Lines? Meet the demand for
products. There is big business in it
apply to-day.

**The happiest of happy
Christmasses be yours**
Borden Milk Co., Limited
MONTREAL



CASE 1916

Borden Milk Company

"Leaders of Quality"

MONTREAL

Branch Office—Arcade Building, Vancouver

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



MIKADO

We are offering the best value
in Rice on the Canadian
market to-day.

CENTURY SALT

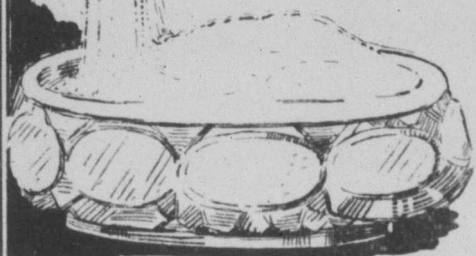


Your customers
will like Century
Salt

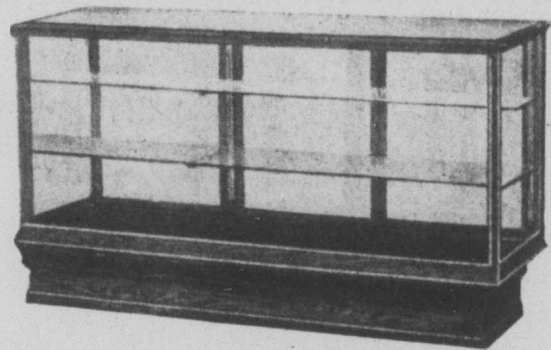
They cannot help but like
its clean, sparkling purity
and perfect seasoning
qualities.

Century
Salt is a
good, brisk
selling line
—one worth
featuring
every day
the year
round.

Are you
supplied?



THE DOMINION SALT CO. LIMITED
SARNIA, ONT.



You Lose Money KEEPING Stock:
SELL IT: And You Make A Profit

Are you carrying stock which you
are afraid to put out where it can
be seen, because it may become
shop-soiled? If so, we have the
remedy.

Get One Of Our Dust-Proof
Silent Salesmen

Salesmen in every sense of the
word, they show goods to best
advantage, and are right on the
job every minute.

We have satisfied thousands. We
can satisfy you.

G. W. Murray Co., Limited
WINNIPEG

4-One Wirebound Boxes

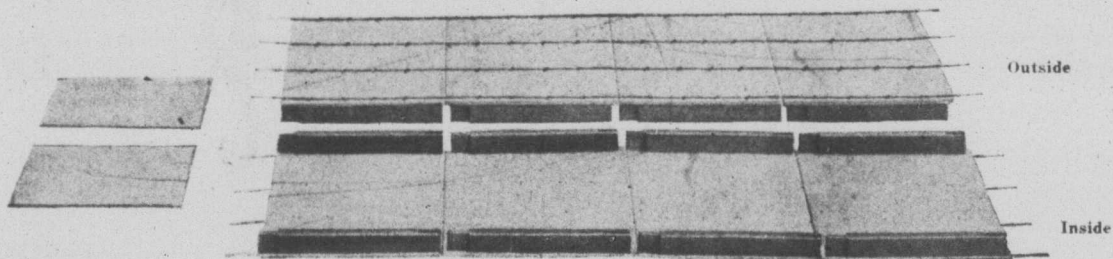
Manufacturers and Shippers,—

You are interested in the National demand of to-day

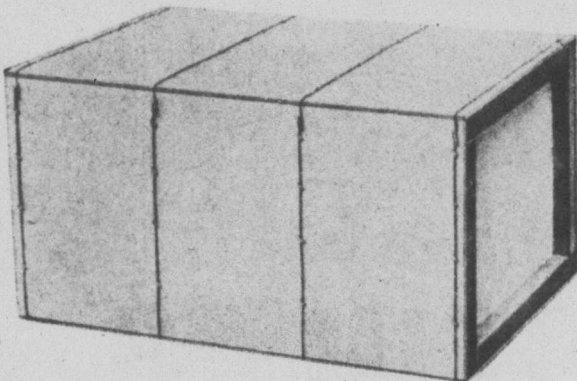
ECONOMIZE AND SAVE

That's what our 4-ONE box will do for you.

VIEW SHOWING BOX IN KNOCK-DOWN



Easily Assembled



View Showing Box Ready for Shipping

Reduces freight charges by 50%.

- “ storage space when stored in the knock-down.
- “ complaints from customers, goods arrive in good condition.
- “ claims, no more damaged goods while in transit.

The 4-One principle of construction is such that external strain and bulging strains cannot injure contents. Whatever the nature of your product you will find the 4-One box an inexpensive and safe shipping method.

Drop us a postcard requesting samples and prices.

4-Ones are made in Canada by

CANADIAN WOOD PRODUCTS, LIMITED

Toronto

If interested, tear out this page and keep with letters to be answered.



The Season's Greetings



To our numerous
Friends and Customers in the
Trade we sincerely
wish a Happy
Christmas and a
New Year replete
with abundant
prosperity.

DONALD H. BAIN CO.

*Wholesale Grocery Commission Merchants, Manufacturers'
Agents and Importers*

WINNIPEG
EDMONTON

REGINA

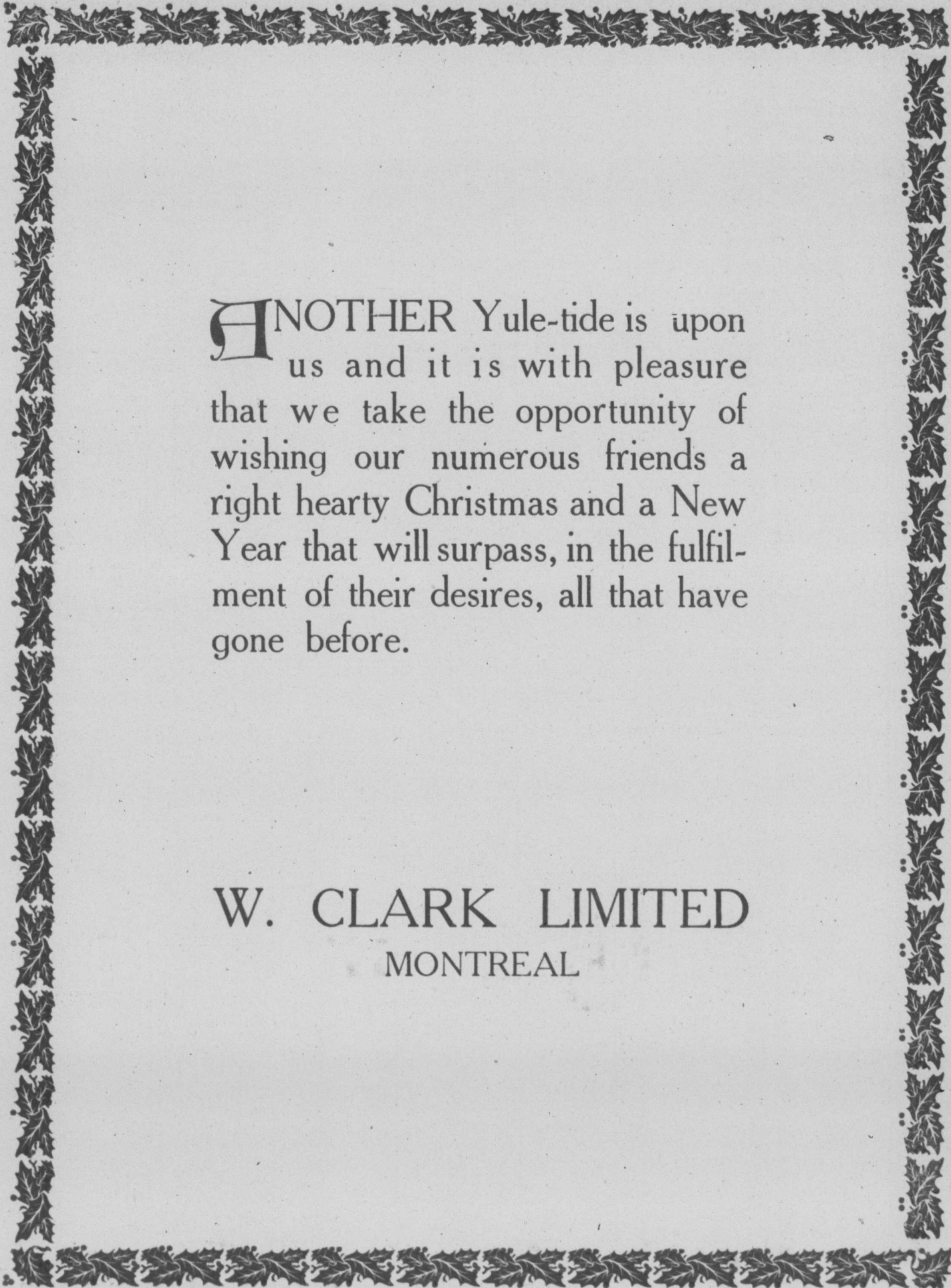
LETHBRIDGE

SASKATOON

CALGARY
VANCOUVER



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



ANOTHER Yule-tide is upon us and it is with pleasure that we take the opportunity of wishing our numerous friends a right hearty Christmas and a New Year that will surpass, in the fulfilment of their desires, all that have gone before.

W. CLARK LIMITED
MONTREAL

MADE IN CANADA



**"It's
The
Real
MacKay"**

Established 1851

**Pearl
Barley
Flour**

An Unequaled Barley Food
for BABIES, INVALIDS and AGED PEOPLE
INVALUABLE TO NURSING MOTHERS
One pound net in every can. Every can
guaranteed

If your jobber hasn't got it, write direct

THE JOHN MACKAY CO., Limited
BOWMANVILLE, ONT.

Only Exclusive Pot and Pearl Barley Mill in Canada.

**Be one
of them**

The demand for
Marsh's Grape
Juice is creating
good, extra busi-
ness for live gro-
cers every day.

Be one of them.
Show a display in
your store win-
dow and watch
results.

Five-case lots or
more delivered
prepaid to any
part of Ontario
or Quebec.

**The Marsh Grape
Juice Company**

Niagara Falls - Ontario

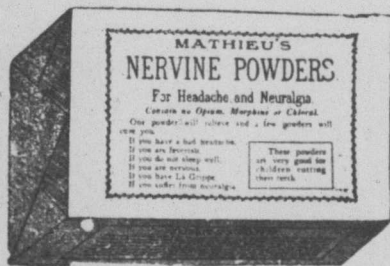
**MacLaren Imperial
Cheese Co., Ltd.**
Ontario

Rose & Laflamme, Ltd.
Montreal, Que.



Sell these two

There is always a demand for them. And the
margin of profit on each sale makes a little
display always
worth while.

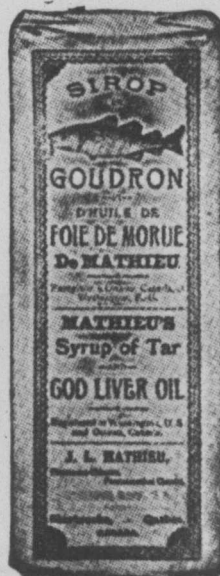


**Mathieu's "Nervine
Powders" and
"Syrup of Tar"**

can be safely recommended to
every customer. They are de-
pendable remedies and will give
perfect satisfaction.

J. L. Mathieu Co.
Proprietors

Sherbrooke Quebec



**Buy Your
Clothes Pins**

**Before the Price of Galvanized
Wire Goes Up.**

The Megantic Broom Mfg. Co.
LIMITED

Manufacturers of Brooms and Clothes Pins

Lake Megantic, Que.

If interested, tear out this page and keep with letters to be answered.



*Food Controller has granted us
permission to manufacture*

Ralston Wheat Food, Purina Whole Wheat Flour Branzos

THE demand for these three wholesome Food Products is well established. This demand is growing in every community and will continue to grow because of their high quality and because they make excellent substitutes for expensive meats. With the great importance of food conservation being emphasized everywhere this latter fact alone will boost the sales and keep the dealer's supply moving briskly.

Season's Greetings

To one and all we extend our heartiest greetings. To those whose homes and shops are overclouded with the horrors of war, we extend a double greeting. Let us hope the year about to dawn may bring health, peace and prosperity to all. If we can serve you during 1918 we will consider it an honor to enroll you as a new or old patron.

*The Chisholm Milling Co. Limited
Toronto, Canada*



Christmas 1917



Christmas
Greetings



DOMINION CANNERS, LIMITED
Hamilton

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

Yule-tide Greetings

TO our numerous friends and customers in the Canadian Grocery Trade, we sincerely extend hearty wishes for a Merry Christmas and a New Year full of health, wealth and every blessing worth while.

May the coming year see the cause of justice and freedom triumphant, the war flags furled and the dawn of Universal Peace hailed by the nations of the world.



H.P. SAUCE

W. G. Patrick & Co., Ltd.

IMPORTERS

51-53 Wellington Street West,
Toronto

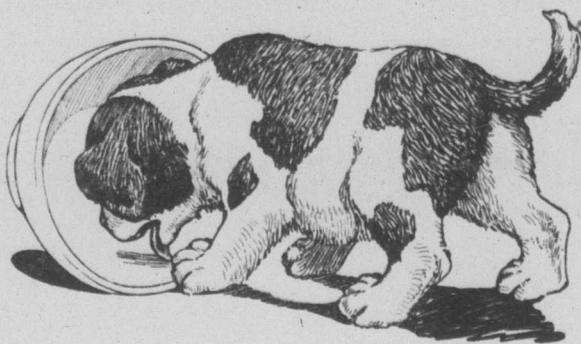
Western Branch:

168 Market Avenue East
Winnipeg

U.S. Office:

13-15 Laight Street
New York

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



No Waste Here!

Animals waste nothing! Then why do we do it? These are times when all kinds of waste are a crime! Do you not know that the old-style counter is one of the worst kinds of waste?

All kinds of dirt, disease and destruction come to the food under an old-style grocer's counter. The best thing to do is to discard them and replace them with Sherers.

One

SHERER COUNTER

keeps 31 different kinds of food immaculately clean—perfectly safe! Two Sherer counters take clean care of 62 commodities.

No grocer should be without Sherer counters if he wants to keep pace with the times—and cash in on his war savings.

For—

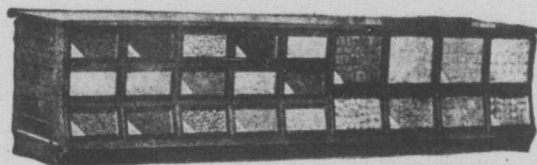
Sherer counters soon pay for themselves! All users KNOW that they do and they SAY SO.

Write us for facts. Booklet AC will promptly be sent to you.

SHERER-GILLETT COMPANY, LIMITED

Patentees and Manufacturers

Guelph, Ontario



PATENTED

DON'T FORGET
THE
CHRISTMAS WINDOW
CONTEST

Send All Your Photos NOW

THE
Hospital for Sick Children
College St., Toronto
ITS CHRISTMAS MESSAGE

Dear Mr. Editor:—

Thanks for your kindness in allowing me the privilege of appealing to your readers this Christmas time on behalf of the Hospital for Sick Children, the "Sweetest of all Charities," which has as its mission the care of the helpless, the sick, the crippled and the deformed.

There never was a year in the history of the Hospital when funds to carry on the work were more needed than now.

Your purse is the Hospital's Hope. Your money lights the candles of mercy on the Christmas trees of health that the Hospital plants along the troubled roadway of many a little life.

So I am asking you for aid, for the open purse of the Hospital's friend is the hope of the Hospital at Christmas, just as the open door of the Hospital's mercy is the hope of the little children throughout the year.

Calls on generous hearts are many in these times. Calls on the Hospital are many at all times, and especially when food and fuel and drugs and service costs are soaring high. YOU know the high cost of living. Do you know the high cost of healing—of helping the helpless to happiness? What you do to assist is the best investment you will ever make.

Do you realize what this charity is doing for sick children, not only of Toronto, but for all Ontario, for out of a total of 3,740 in-patients last year 646 came from 254 places outside of Toronto. The field of the Hospital's service covers the entire Province—from the Ottawa to the far-off Kenora—from the borders of the Great Lakes to the farthest northerly district.

The Hospital is doing a marvellous work. If you could see the children with crippled limbs, club feet, and other deformities, who have left the Hospital with straightened limbs and perfect correction, your response to our appeal would be instant. In the Orthopedic Departments last year a total of 330 in-patients were treated; and in the Out-Patient Department there were 1,946 attendances.

Let your money and the Hospital's mercy lift the burden of misery that curses the lives, cripples the limbs and saddens the mothers of the suffering little children.

Money mobilizes the powers of help and healing for the Hospital's drive day and night against the trenches where disease and pain and death assail the lives of the little ones.

Remember that every dollar given to the Hospital is a dollar subscribed to the Liberty Loan that opens the prisons of pain and the Bastilles of disease, and sets little children free to breathe the pure air, and to rejoice in the mercy of God's sunlight.

Will you send a dollar, or more if you can, to Douglas Davidson, Secretary-Treasurer, or

J. ROSS ROBERTSON,
Chairman of the Board of Trustees.

WHAT THE SAME CHEER
THAT IS FOUND IN
A CUP OF

JAPAN TEA

may be yours this Christmas-tide is our
heartiest wish.

That the coming year may be filled with
success and greater sales built through the
medium of Japan Tea is our fondest hope at
this season.



**Japan Tea
Association**



Christmas 1917

WISHING all of our friends
appropriate Christmas Greetings
and good wishes to all for the
New Year.

**B. & S. H. THOMPSON
& COMPANY LIMITED
MONTREAL**

Branches: TORONTO, WINNIPEG, NEW GLASGOW, N.S.
Canadian Sales Agents: United States Steel Products Co.
Exporters for American Sheet & Tin Plate Company

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



CHRISTMAS—the day of the hearty hand clasp and the cheery word—is here once more. Let us take our cue from the happy children and make the most of our opportunities to enjoy ourselves and to make others forget their cares on this Yule-tide occasion, which comes but once a year.

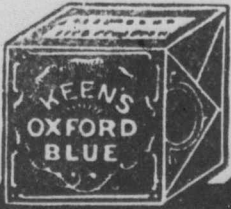
To the grocers of Canada and their clerks we extend the season's greetings and our sincere good-will.

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

Red Rose Tea

“is good tea”





Keen's Oxford -BLUE!

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

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

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

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO



Show Malcolm Milk Products this season

Right now, in the social season, is the time to push the sales of Malcolm's Canadian Condensed Milk Products.

Let your store window be the connecting link between you and the growing demand for these three delicious lines.

You'll find Malcolm Milk Products unusually customer-pleasing and good money-makers—everyone of them.

Get acquainted. We'll deliver a 5-case lot to any store in Ontario, Quebec or the Maritime Provinces and prepay freight up to 50c per 100 lbs.

The MALCOLM CONDENSING CO., LTD.

St. George, Ontario

The All-Canadian Condensed Milk Company

If interested, tear out this page and keep with letters to be answered.

CANADIAN GROCER

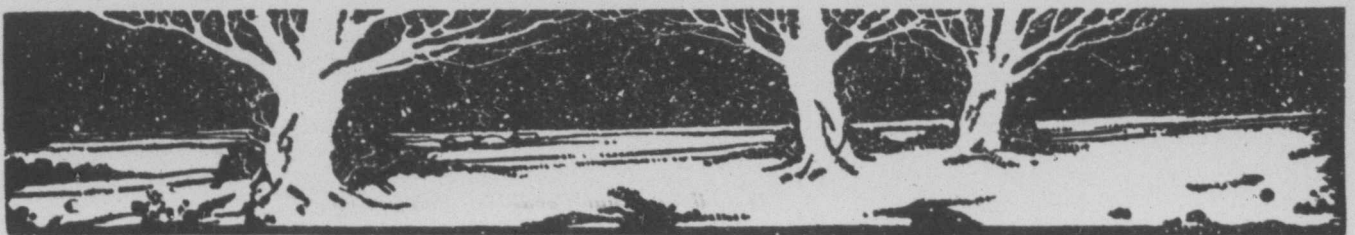
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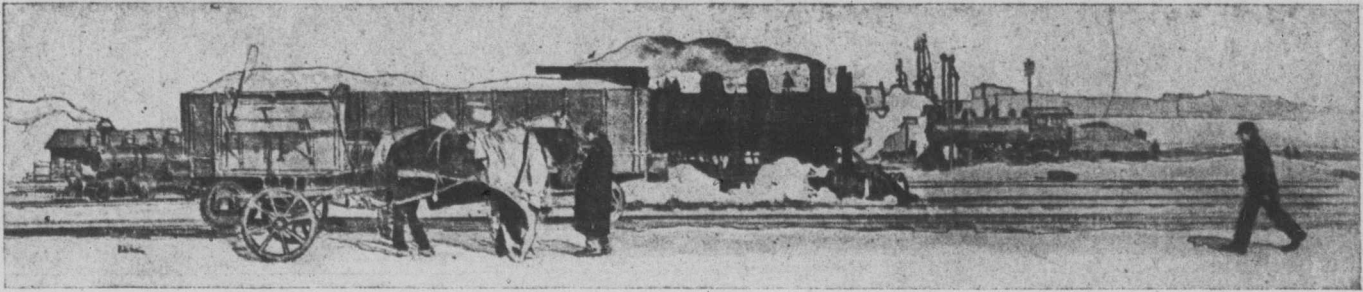
TORONTO, DECEMBER 21, 1917

No. 51

A Happy Christmas

THOUGH in these days of war a little of the old-time merriment and good cheer may have dropped out of the Christmas celebration, though those who were once the centre of these festive gatherings may on this day be looking out across a shell-swept No-Man's Land, and the memory of this may cast its shadow on the day, yet is it a day dear to the hearts of men, now as always. ¶ We are living in serious times, and have been faced with great sacrifices and still further sacrifices may be only just around the corner. But, despite all this we may still face the Christmas season with a high courage and a happy heart; with our confidence still unshaken in the justice of the cause for which we fight; with our belief still firm in the assurance of an ultimate vindication and with the knowledge that generations yet unborn will reap this bitter harvest of suffering and sorrow and tears in a better age, a better land and a kindlier civilization than we have ever known. ¶ Surely despite the shadow of war this may still be a happy Christmas season.





The Year in Retrospect

THE past year has been one of the most momentous in the history of the Grocery trade in Canada. In no other age or era have as many changes of far-reaching moment influenced the quiet currents of trade. We are living at present under restrictions and curtailments that were not dreamed of, not only before the war, but that were not dreamed of a bare year ago. It might perhaps be interesting to look back and consider some of these changes and how they have influenced present day conditions.

It was at the end of February that the first startling and dramatic change was made when Britain issued the drastic regulation regarding exports. It was a regulation that cut disastrously into the Canadian trade, that shut off certain goods that Canadian merchants had learned to depend on, and that made others, notably tea, abnormally difficult to obtain. Not only that, but it shut Canada off from her great apple market, and curtailed her market for her fisheries. What these regulations meant to the trade only the trade may know.

Early in March of the same year Mr. Knowles, of Saskatoon, introduced his ill-advised bill making the setting of contract selling price a criminal matter. The fortunes of this issue rose and fell for some time, but at last it has sunk into the oblivion that was its due.

In this same month the United States declared war. Since that event we have been learning almost daily how closely this action affected our interests. There was no one who was not glad to pay the price that the entry of this great Ally demanded, and it did demand a price.

Toward the end of April wheat was placed on the free list, a change that has had, and will have, very far-reaching consequences.

In July of the year the Hon. W. J. Hanna was appointed Food Controller and entered upon his manifold duties, one of the first activities of his regime being the scheme to increase the consumption of fish that was later followed by the Ontario Government. While there may be some question as to the methods used in this activity, it was, on the whole, it would appear, a beneficial activity resulting in a greatly increased consumption of fish, and a consequent saving of less perishable foods.

About this same time there came two bolts from the blue—High Cost of Living Commissioner W. F. O'Connor's report of the investigation of the packing houses that resulted some months ago in the regulation of packing house profits; and the Canned Goods Embargo, that shut off the sale of the majority of canned products for the fall months. The Food Controller believes that a great saving was gained by this last activity. If so it may have been a good measure. The packing house legislation is not objected to except that it has been based on capital employed instead of on the turnover, which would seem to be the natural and logical method.

The milling companies have also been regulated during the year to a gross profit of 25 cents a barrel, a logical and reasonable system of regulation.

As a result of enormous demands the sugar supply of this hemisphere has hardly been equal to the demands. As a result it, too, has been regulated, an International Commission being empowered to apportion the supply as equally as may be.

On October 24 the Food Controller promulgated his Package Goods Order-in-Council. For a month and a half the milling and cereal firms have been at a loss as to what was to happen to them, whether they were all to be compelled to sell in 20-pound packages or no. Now it is known that practically all these firms have been licensed, and that this ill-judged legislation is practically a dead letter.

Tin plate, that has been scarce for a year or more owing to war conditions, has now become a serious factor in the trade situation. There are questions as to whether the supply will meet the more urgent needs. As a result an embargo has been placed upon it and it also will be apportioned. The out-croppings of this action are not yet evident, but it will probably mean many changes in present system of containers.

The entry of margarine, one of the latest developments of this eventful year, is at last an established fact. This is by no means the least important of the many changes of these past months, and it is cheering to note that it is one of the few changes that has meant a better situation for the trade.

As the year draws to a close there are activities under contemplation pointing to a regulation of the trading systems. Drastic as some of these suggestions are, they are pointing to better systems of trade, and will, it is hoped, mean a better day dawning for the grocery trade.

It has been a year of great changes, changes that have been met with a fine spirit by the trade at large—changes that have been met successfully. In no other branch of trade have so many pitfalls surrounded the merchant's path. It is CANADIAN GROCER'S hope and belief that the hardest year in the grocer's history has been successfully passed.

How Grocery Trade Will be Regulated

All Food Merchandising Agencies to be Systematized and Regulated — Many Much Disputed Points to be Finally Settled—Profits on a Pre-War Basis—Full Details of Proposed Changes.

AT a meeting held in the Food Controller's office, Excelsior Life Building, Toronto, on Tuesday morning of this week an enthusiastic ratification was given by representative manufacturers to the Food Committee's Program that was outlined in last week's CANADIAN GROCER. The Hon. W. J. Hanna in referring to the matter at the conclusion of the meeting gave it to be understood that definite action along these lines would be forthcoming, and that very quickly.

Members of the original committee and others present urged upon the Food Controller the appointment of P. B. Tustin, the chairman of the special committee, to be the deputy who should have the control of the administration of these measures. While Mr. Hanna did not definitely express his intention of so doing, he unquestionably gave the impression that Mr. Tustin would be entrusted with this important post.

The main points of this regulation that will in all probability become effective within the next week or so are as follows:

THE REGULATIONS PROPOSED

The Licensing of Every Present and Future Channel of Distribution.

This will mean that all the distributing activities at present in existence will be licensed, and so regulated, and that anyone desiring to enter any of these branches of the distributing activity must assure the Food Controller of their willingness and ability to meet these conditions.

Retailer Must Live Up to Minimum Standard of Equipment to Obtain License.

The sanitary conditions and equipment must be satisfactory to the Food Controller, and the applicant must have not less than two years' training in the business.

The Distributing Activities to be Definitely Defined.

There is a set statement as to what constitutes a manufacturer, wholesaler, wholesale jobber, commission merchant, broker and retailer.

The Licenses Will Mean Regulation.

Licensed dealers must keep proper books, and take stock at least yearly. They shall not make profits in excess of pre-war profits. The licenses are not transferable, and must appear on all stationery and advertising matter. On certain lines the dealers may be required to make monthly reports of holdings.

License Fees Will Be Graded.

The license fee will be very moderate for the retailer, and will increase in proportion as the business increases.

A Penalty for Buying From Unlicensed Firms Who are Supposed to be Licensed.

It shall be an offence to purchase goods from a firm who should be licensed, but who has failed to take out a license. Subject to fine and possible cancellation of license of purchaser.

Combination Sales Forbidden.

No merchant shall be permitted to make the sale of any goods conditional on other sales. This clause will effectively deal with many so-called co-operative distributing agencies.

The Contract Selling Plan Sustained.

The manufacturer who has established a reasonable selling price may refuse to sell merchants who violate his selling contract.

No Discriminatory Price Will be Permitted.

On proprietary brands the manufacturer shall not have the right to discriminate by better terms or price (having regard to quantity) between one retailer and another.

Any Rebating Forbidden.

Any rebate on the part of any wholesaler shall be considered as an infringement of the Secret Commissions Act and render the party rebating subject to serious penalties.

Wholesalers' Books Shall be Open to Food Controller.

Wholesaler, Commission Merchant and Broker Must Not Sell to Consumer Except Under Retail License.

This license number must, of course, appear on all his forms and letterheads.

Wholesaler Must Make Monthly Reports to Food Controller.

THE COMMITTEE RECOMMENDS

Prevention of Overlapping in Work of Travellers.

Limits will be set to the number of times travellers may call on the trade.

Centralized Delivery System Proposed.

The Creation of an Organization to Administer these Provisions.

System of Stock Returns to Permit the Equitable Distribution of Supplies.

The Setting of a Profit on the Basis of Pre-War Profits.

THE report of the committee of the grocery trade that has been endorsed by manufacturers, wholesalers and retailers, and that has been submitted to the Hon. W. J. Hanna, and will in all probability become effective

within a very brief space of time, begins with a preamble pointing out the necessity of organization if the necessary regulation of the trade is to be efficiently and intelligently carried out. This proposed organization would be able to

exercise discipline in the different channels of distribution, making injustice to the individual an impossibility. The preamble also points out the necessity of clearness and conciseness in such an act; and that there must also be no hesitation in maintaining the principles outlined, and punishing any failure to meet these conditions.

The changing conditions of the times, it is pointed out, has led to privations and difficulty, and the food distributors have often been wrongfully accused of being the parties responsible for these conditions. It is pointed out as opposed to this charge that thoughtful decisions of the judges of the courts of Canada have maintained that the distribution of the manufacturer through the jobber, wholesaler and retailer is the most economical method of distribution.

That the conditions prevalent at present may be successfully met is the idea at the back of this preamble, following this effective putting of the case.

The report then continues as follows:

SUGAR

To sell goods for less than cost inflicts an injury, which demands a corresponding overcharge if the seller is to continue doing business, and thus creates a double wrong, and is vicious in principle and entirely contrary to sound business morals.

It is true beyond successful contradiction, and with a fuller knowledge it becomes a generally admitted fact, that the grocery trade has for many years sold sugar on a less margin than the actual cost of distribution.

It is further true, and is also admitted by those familiar with the subject, that the wholesale grocer can, and does, distribute sugar for a substantially smaller sum of money than the refiner could distribute it to the retail trade direct.

As stated, sugar has been distributed on a margin allowed by the refiner, which is considerably less than the actual cost of distribution, and it is unfair and undesirable that any business or enterprise should be conducted at a loss. The refiners allow the wholesale trade in the East 30c per 100 lbs., involving an investment of over \$9.00, out of which 1% is allowed the retailer for cash, which is 9c per 100 lbs., leaving the wholesaler 21c per 100 lbs., or a fraction over 2%. This is the margin the wholesaler is allowed to provide for handling sugar into and out of his warehouse, storing, insuring, carting, charging to customers, collecting accounts, and loss by bad debts, besides overhead charges. It is obvious that the wholesale grocer loses money on every pound of sugar he sells.

Under such circumstances, where it is admitted that the wholesale grocer can distribute sugar at less than it would cost the refiner, and where it is clearly demonstrated that he does distribute it for less than it would cost the refiner, is it not a serious reflection on the

intelligence or honesty of the press and public when they continue to denounce the middleman as a profiteer and a grafter? The same is true so far as the wholesaler distributing all other manufactured goods at a less cost than the manufacturer could distribute them direct. In view of the conditions here stated, which are, beyond question, correct, would it not be fair to inform the public that the wholesale trade is really an economic factor in the conveyance of goods from the producer to the consumer?

CARTAGE

Your Committee, after consulting with a Committee of Retailers, are of opinion that such economy could be effected by a system of union or merged or central delivery, and would suggest that you take prompt measures to put the matter before the retail trade of all towns and cities of a population of 5,000, or over.

We further suggest that in bringing this matter to the attention of the retail trade, you, at the same time, should outline to them a practical plan for their consideration, so that immediate steps may be taken to put same into force.

PROPER REGULATIONS OF TRADE

For the proper and successful carrying out of the suggestions set forth in our report, we specially direct your attention to the absolute necessity of licensing all classes of manufacturers, wholesalers and retailers handling any household necessities.

Apart from the fact that it would be unfair to put some classes of trade dealing in food products under Food Control regulations, and at the same time overlook others, in our judgment it would be impossible to obtain the satisfactory result you are striving for, and in which effort we are willing and anxious to assist, unless every present and future channel of distribution to the consumer is so regulated and licensed.

Manufacturers, wholesale and retail grocers are not the only purveyors of food products.

Such lines are also sold by wholesale and retail produce dealers, wholesale and retail fish dealers, wholesale and retail flour and feed dealers, wholesale and retail butchers, wholesale and retail fruit and vegetable dealers.

All these are avenues of distribution to the consumer, and form a very large factor of which we must not be unmindful. Our report does not cover the various lines mentioned, but similar rules and regulations as outlined to apply to wholesale and retail grocers should be adopted for the other classes of trade.

TRADE CLASSIFICATION AND RULES AND REGULATIONS ADOPTED BY THE FOOD CONTROL ADMINISTRATION

For the purpose of conveniently carrying out the plan governing the conduct of trade under the Food Control Administration, it is, in our opinion, necessary to define the various classes and departments of trade, as well as adopt rules and regulations governing same.

So far as possible, the enumerated groups are intended to cover all classes of trade dealing in food products and goods generally used and recognized as necessary for household consumption.

This classification is covered in the following manner:—

1. Manufacturers
2. Wholesalers
3. Wholesale Jobbers
4. Commission Merchants
5. Brokers
6. Retail Merchants

The above groups are intended to cover all classes dealing in food products, and such other lines as are recognized as necessary for household consumption.

If it should be found that in active practice the sale of food products is conducted by other than the enumerated lines of trade, and it should become necessary to regulate same, further classification may be added.

The rules and regulations governing the already enumerated classes of trade are made with a view to fair dealing, and to prevent dishonest practices that may have been followed in the past on account of there being up to the present no clearly defined rules for the conduct of business.

DEFINITIONS AND CLASSIFICATION OF TRADE FOR THE PURPOSE OF THIS REPORT

Class 1.

Manufacturer.—A manufacturer is one who makes from his raw materials or other products a finished or partly finished article or articles, which may be put upon the Canadian market for household consumption, either in bulk form or in packages, and it may be under a proprietary or advertised brand.

Class 2.

Wholesaler.—A wholesaler is one who has no retail counter, and who does not sell to the consumer direct.

Class 3.

Wholesale Jobbers.—A wholesale jobber is one who regularly deals in merchandise, acting as an importer or dealer on his own account, and sells only to the manufacturers and wholesale trade.

Class 4.

Commission Agent.—A commission agent is one who handles goods for the owner on a commission basis only.

Class 5.

Broker.—A broker is one who acts as an intermediary between seller and buyer, selling on a brokerage or commission basis, and shall not be in any way directly or indirectly interested in the profit on the sale of goods he handles.

Class 6.

Retail Merchants.—Retail merchants are those regularly established in business for the sale of goods direct to the consumer.

SPECIAL COMMITTEE OF RETAILERS ENDORSE POLICY.

Ottawa, December 10th, 1917.

We, the undersigned members of a Special Committee of the "Grocers' Section" of the Retail Merchants' Association of Canada, Incorporated, representing the Retail Grocery Trade of Canada, having met to consider what assistance we could give to the Food Controller, in order to enable him to best conserve the food products of Canada through a properly organized system of distribution, and having submitted our report to your Committee, which covers the most important feature in connection with your enquiry regarding the retail grocery trade, and having also considered very carefully the report which was prepared by the members of your Committee, representing the Wholesale Grocery Trade, we have much pleasure in unambiguously endorsing the same, and we will use our best efforts to do all we can to assist the Food Controller to have the principles set out therein carried out, as we believe that by so doing the trade, as well as the consuming public, will be greatly benefited thereby.

Members of Special Committee.

D. W. Clark (Chairman), Toronto; D. McLean, Toronto; W. C. Miller, Toronto; A. Laniel, Montreal; J. Sausregret, Montreal; T. Bowman, Ottawa; B. G. Crabtree, Ottawa; R. C. Cummings, Ottawa; J. C. Campbell, Ottawa; E. M. Trowern, Ottawa.

Signed on behalf of the above Committee.

E. M. TROWERN,
Secretary, Dominion Board,
Ottawa.

RULES AND REGULATIONS GOVERNING THE SALE OF ALL CLASSES OF FOOD PRODUCTS SOLD IN CANADA BY PERSONS, FIRMS OR CORPORATIONS CARRYING ON BUSINESS UNDER THE CLASSIFICATIONS AS SET FORTH IN CLASSES 1, 2, 3, 4, 5 AND 6.

Rule 1.

All Food Purveyors Subject to License.—Every person, firm or corporation engaged in the sale of food products in Canada shall be subject to license or regulations of the Food Controller.

Rule 2.

Licensed Dealers.—Every person, firm or corporation engaged in the sale of food products in Canada, who shall be required by the Food Controller to do business under license, shall keep proper books of account, shall take stock at least once in twelve months, and shall prepare annually a financial statement showing assets and liabilities.

Rule 3.

To Prevent Profiteering.—Every manufacturer, wholesaler, wholesale jobber, commission merchant, broker and retailer, shall be under direction of the Food Controller, and shall not be permitted to make profits in excess of pre-war profits.

Rule 4.

License Not Transferable.—Licenses are not transferable.

Rule 5.

Display all License Numbers.—License numbers shall appear on all invoices, copies of orders left with purchasers, also on all letterheads and communications. In cases where more than one license is taken out, all license numbers must be shown.

Rule 6.

Advertisements.—Every licensee shall display the number of his license on all his advertisements.

(NOTE.—An amendment was passed, making it necessary to show license numbers only on advertisements where prices were quoted.)

Rule 7.

Monthly Reports.—On the lines enumerated under Rule 8, and such other lines as may be added, all licensees may be required to make monthly reports, in duplicate, on forms to be supplied by the Food Controller (the licensee keeping the duplicate on file in his office) showing the stock on hand on the last day of each month, together with the arrivals during said month. Such reports must be mailed to the Food Controller or his agent on or before the fifteenth day of the following month.

Rule 8.

Enumerated Lines.—The following are the enumerated lines of goods referred to in Rule 7:—

Sugar.
Oleomargarine.
Cheese (bulk Canadian).
Canned Goods: Tomatoes, Corn, Peas, Beans, Pork and Beans, Corned Beef, Salmon, Condensed Milk, Evaporated Milk.
Dried Beans (Canadian).
Rice.
Prunes.
Raisins.

And such other lines as may be added by the Food Controller.

Rule 9.

Application For License.—Application for license must be on form prescribed by the Food Controller, and must be accompanied by cheque and statement of the class of business or businesses under which the applicant desires to be licensed.

Every person, firm or corporation doing business under more than one class—where licenses are required—must obtain a separate license for each class in which he does business.

Rule 10.

License for Classes 1, 2 and 3.—The annual license fee for Classes 1, 2 and 3 shall be on the following basis:—

\$50 for annual turnover of \$500,000, or under, and \$5.00 additional for each \$100,000.

Rule 11.

License Fees for Classes 4 and 5.—The annual license fee for Classes 4 and 5 shall be \$50.00.

Rule 12.

License Fees for Class 6.—The license fees for retailers shall be on the following basis:—

Turnover of \$20,000 or less	\$1.00 per annum
" " 20,000 "	" 40,000 ..	2.00 " "
" " 40,000 "	" 60,000 ..	3.00 " "
" " 60,000 "	" 80,000 ..	4.00 " "
" " 80,000 "	" 100,000 ..	5.00 " "

and \$5.00 for each additional \$100,000 turnover.

Rule 13.

Penalty Clause.—No person shall knowingly buy any food commodity in the Dominion of Canada from any unlicensed person, firm or corporation required to have a license under these regulations. The penalty for deliberate violations of the Food Controller's Regulations shall be a fine of not less than \$50.00 for the first offence, \$100.00 for the second offence, \$500.00 for the third offence, or cancellation of license at the discretion of the Food Controller.

Failure to make application to take out a license within fifteen days after being duly notified by the Food Controller will subject such person, firm or corporation to a fine of not less than double the license fee, and a further penalty of \$5.00 per day for each day delinquent after such notice.

Rule 14.

Combination Sales.—No retail merchant shall be permitted to sell or offer to sell any article on the condition that purchaser shall be required to buy other goods. Each article must be sold on its merits and not in combination.

REGULATIONS GOVERNING THE LICENSING OF MANUFACTURERS.

Rule 1.

A manufacturer of food stuffs for household consumption must be licensed to do business in Canada.

Rule 2.

A manufacturer shall have the right to sell his goods on the following basis:—

1. Direct to the consumer.
2. To the consumer through the retailer.
3. To the consumer through the wholesaler and retailer.

Rule 3.

In the sale of any proprietary or trade-marked line of goods to the consumer, through the medium of the wholesaler and retailer, and upon which the manufacturer has established a reasonable selling price to the consumer, and who is using the retailer and wholesaler as a medium of reaching the consumer, the manufacturer shall have the right to protect his interests (and that of the trade who are assisting in the distribution of his products) by refusing to supply any dealer who violates his selling contract.

Rule 4.

On any proprietary or trade-marked brand, the manufacturer shall not have the right (having regard to quantity) to sell to one retailer on a better basis as to price and terms than to another retailer, neither shall he have the right to sell to a wholesaler on a lower basis of price, quantity and terms than to another wholesaler, having regard to the price, quantity and terms ruling on the date of sale.

FORM OF APPLICATION FOR MANUFACTURERS

I/We, the undersigned, carrying on a manufacturing business in... (Here name lines manufactured) do hereby make application for license to manufacture in Canada. Our cheque, payable to the Food Controller, accompanies this application, and we undertake to conform to the rules and regulations as laid down by the Food Controller from time to time. Our turnover for last year was:— (Here give turnover) (Signature of applicant) (State place of business)

REGULATIONS GOVERNING LICENSES

Class 2.

Wholesalers must be licensed to do business in Canada.

1. Wholesalers may import, buy from, or sell to, other members of the trade, manufacturers or producers, either direct or through the medium of brokers or manufacturers' agents.

2. A wholesaler in selling to another wholesaler shall be expected to allow a reasonable share of his margin over cost, but in no case shall he be permitted to sell at a higher figure than the regular price of such goods.

3. A wholesaler selling a proprietary or copyrighted brand of food products, the price and terms of which have been fixed to the retail trade by the manufacturers or packer thereof, shall not be permitted to charge more than the price fixed by the manufacturer or packer, and to sell at less than the stipulated price by rebating or otherwise will be considered equivalent to a violation of the Secret Commissions Act, and will render the offender subject to such penalty as the Food Controller may impose, but shall not be less than \$50.00, and if persisted in shall involve the cancellation of his license.

4. To prevent profiteering, the wholesaler shall be under control of the Food Controller as to his profits, and will not be permitted to sell at more than a reasonable profit. To guard against excessive profits being charged, his books and records shall at all times be open to inspection by the Food Controller or his agents, and such records shall be kept so as to show distinctly the cost and selling prices of any staple article upon which monthly returns are required. Should it be found by such inspection that excessive prices are being charged, the Food Controller may take whatever action he may deem necessary in order to prevent a recurrence of such practice, or at his discretion may cancel the license.

FORM OF APPLICATION FOR WHOLESALE GROCERS

Class 2.

I/We, the undersigned, carrying on a wholesale grocery business, do hereby make application for license to trade as wholesale grocers under Class 2 of the Food Controller's Regulations.

I/We beg to state that our business is being carried on as a strictly wholesale grocery business (and is not a concern whose members or stockholders are made up of retail merchants) and we are not in any way connected directly or indirectly with any plan or agreement by which our stockholders are to receive dividends, rebates or allowances on the basis of their purchases.

My/Our cheque (payable to the Food Controller) accompanies this application, and we undertake to conform to the rules and regulations as laid down by the Food Controller from time to time.

My/Our turnover for last year was:— (Here give turnover) (Signature of applicant) (Place of business)

REGULATIONS GOVERNING LICENSES OF WHOLESALE JOBBER

Class 3.

Rule 1.—A wholesale jobber may import, buy from, or sell to, other members of the wholesale trade, either direct or through the medium of brokers. If such wholesale jobber shall sell also in the retail trade, he shall in addition be required to take out a license under Class 2.

Rule 2.—A wholesale jobber shall be required to make monthly reports on all such lines as may be required by the Food Controller.

Rule 3.—The annual license fee for Classes 2 and 3 shall be on the following basis:—

\$50.00 for a turnover of \$500,000 or under, and \$5.00 additional for each additional \$100,000.

Rule 4.—To prevent profiteering, a wholesale jobber shall be under control of the Food Controller as to his profits, and will not be permitted to sell at more than a reasonable price. To guard against excessive profits being charged, his books and records shall at all times be open to inspection by the Food Controller or his agent, and such records shall be kept so as to show distinctly the cost and selling price of any staple article upon which monthly returns are

MANUFACTURERS, WHOLESALERS AND RETAILERS ENDORSE ACTION.

We, representing as we do, the trade from manufacturers to retailers, and realizing the deep obligation upon us as handlers of foodstuffs to conserve the food supplies of all classes of the community so as to adequately feed our brothers in arms and those allied with us, believe that constructive legislation is necessary to avoid bringing into unjustifiable disrepute a majority of honest traders, and at the same time to avoid profiteering, and the unnecessary waste of foodstuffs. We are, therefore, in accord with the Food Controller's idea to proceed as rapidly as possible with Government rules and regulations to regulate those engaged in supplying the necessities of life. Having studied the working of food control in the United States we hereby express our willingness to give our best assistance and support in carrying out such regulations as may be made by the Food Controller from time to time. We also express the hope that such regulations may be made as simple as possible for the better carrying out of the same.

This resolution was moved at the meeting on Tuesday by H. G. Flint, of the Canadian Shredded Wheat Co., and seconded by R. L. Innis, of the Dominion Cannery, and unanimously adopted

required, and should it be found by such inspection that excessive prices are being charged the Food Controller may take whatever action he may deem necessary in order to prevent a recurrence of such practice, or at his discretion may cancel the license.

FORM OF APPLICATION FOR WHOLESALE JOBBER

Class 3.

I/We hereby make application for license as a wholesale jobber.

My/Our business is not directly or indirectly connected with any plan by which any stockholder in our firm or corporation is to receive dividends, rebates or allowances on the basis of their purchases.

My/Our cheque, payable to the Food Controller, accompanies this application, and we undertake to conform to the rules and regulations as laid down by the Food Controller from time to time.

My/Our turnover last year was:— (Here give turnover) (Signature of applicant) (Place of business)

REGULATIONS GOVERNING LICENSES FOR COMMISSION AGENTS, OR COMMISSION MERCHANTS

Class 4.

Rule 1.—A commission agent or merchant shall not charge directly or indirectly a commission on the sale of food commodities in excess of that which ordinarily or customarily prevails

under normal conditions in the locality in which such commission agent's or merchant's business is located, and in the particular branch of trade in question.

Rule 2.—The licensee shall remit promptly following the sale of food commodities received on consignment, and shall render to the consignor an account showing the true sales, and with charges only for service actually performed and expenses actually incurred by the licensee.

Rule 3.—The licensee shall not charge or receive for himself, on the sale of any food commodities, both a commission and an extra profit, except as provided in Rule 4 following.

Rule 4.—The licensee shall not directly or indirectly sell consigned food commodities, with the sale of which he is entrusted on commission, to himself, or to anyone interested with him, or interested in his firm for the purpose of re-sale.

Rule 5.—The license fee for a commission agent or merchant shall be \$50.00 per annum.

FORM OF APPLICATION FOR COMMISSION MERCHANTS OR AGENTS

Class 4.

I/We hereby make application for license to trade as commission agents. We agree to conform to the rules and regulations governing our business (Class 4) Food Controller's Regulations.

My/Our cheque for \$50.00 payable to the Food Controller, accompanies this application.

(Signature of applicant)

(Place of business)

REGULATIONS GOVERNING THE LICENSING OF BROKERS

Class 5.

Rule 1.—No broker shall buy or sell any food commodity for his own account unless he is also regularly engaged in or holds himself out to the trade as conducting a business other than on a brokerage basis.

Rule 2.—Any broker conducting business on other than a brokerage basis shall be required to take out an additional license covering the other class in which such broker does business. Providing always that in no case shall such transaction be of the nature of a speculative one.

Rule 3.—If the broker does business under Class 3, to prevent profiteering, he shall be under control of the Food Controller as to his profits, and will not be permitted to sell at more than a reasonable price. To guard against excessive profits being charged, his books and records shall at all times be open to inspection by the Food Controller or his agents, and such records shall be kept so as to show distinctly the cost and selling price of any articles upon which monthly returns are required, and should it be found by such inspection that excessive profits are being charged, the Food Controller may take whatever action he may deem necessary in order to prevent a recurrence of such practice, or at his discretion may cancel the license.

Rule 4.—The license fee for brokers doing business under Class 5 shall be \$50.00 per annum.

Rule 5.—In the event of a broker carrying on business under any other classification than Class 5, he shall be subject to the regulations governing either or all of the other classes of trade.

FORM OF APPLICATION FOR BROKERS

Class 5.

I/We hereby make application for license to trade as brokers, under Class 5 of the Food Controller's Regulations.

I/We agree to conform to the regulations.

My/Our cheque for \$50.00, payable to the Food Controller, accompanies this application.

(Signature of applicant)

(Place of business)

REGULATIONS GOVERNING THE LICENSING OF RETAIL GROCERS

Class 6

Definition of Retail Grocer.—A retail grocer is one who sells direct to the consumer, and deals in the following enumerated lines:—

Cereals, flour, bread, biscuits, starches, baking powder, etc.

Sugar, syrups, confectionery.

Vegetables, potatoes, tubers and other root crops, and culinary vegetables.

Fruits and nuts.

Preserved meats and food preparations.

Preserved fish and preparations.

Dairy products, milk, butter, cheese, eggs and poultry.

Aromatics and condiments, coffee, chocolate, tea, spices, flavoring extracts, essence.

Fats, oils, soaps, candles, kerosene, vinegar.

Preserved fruits and vegetables, jams, jellies, etc.

Detergents and apparatus, alkalis, brushes, sponges, brooms, matches, etc.

Rule 1.

A retail grocer shall only do business in Canada

provided he conforms to the Food Controller's regulations, and is licensed in accordance with the rules and regulations governing such class of business.

Rule 2.

With a view to the better conduct of business, and as a protection to the consumer, the following shall be considered as the minimum standard to which applicants for licenses shall be required to conform.

- (a) Sanitary conditions, and equipment must be satisfactory to the Food Controller.
- (b) Qualification not less than two years' experience in the retail grocery trade.

FORM OF APPLICATION FOR RETAIL GROCER Class 6.

I/We hereby make application for a license under Class 6.

I/We have been established in business since

At last stock-taking the value of stock on hand was

(Give value of stock last stock-taking)

(and date of same)

Our total assets are

Our total liabilities are

Our net surplus is

I/We agree to conform to the rules and regulations as laid down by the Food Controller from time to time.

(Name of applicant)

(Address)

(Province)

License fee must accompany application.

RECOMMENDATION OF THE COMMITTEE.

The members of the Committee called to formulate regulations for the control of foodstuffs handled by the various trades of Canada consider themselves as commanded for the service of the state. In consequence, they have given their most earnest thought to drawing up these recommendations. They have been animated by a loyal desire to utilize their special knowledge and experience in connection with trade matters to the best advantage of the country at large. It is hoped that the following recommendations will assist the Food Controller for Canada in controlling and regulating trade, in conserving the foodstuffs of Canada, and in reducing the cost to the consumer.

In comparison with the factors of original production in the community, the business man,

by whom is meant the manufacturer and dealer, is bearing more than is his due of the burdens of the nation's responsibilities. In addition to voluntary contributions to Patriotic, Red Cross and various other funds, he has to shoulder income, excess war profits, and, in certain cases, exceptional taxation not shared by the producers, whose profits by the very reason of multitude and the variety of production cannot within the limits of practicability be arrived at, and which, by reason of individual small volume of business, usually escape levy. What the Committee wishes to arrive at is a basis of control, which, while placing the manufacturer and merchant on a fair equality with other elements of the community, will eliminate all undue profits.

MANUFACTURERS ENDORSE ACTION

Be it resolved that we, the manufacturing interests here represented, unani- mously endorse the programme outlined and pledge our support to the Food Controller. We appreciate the seriousness of the food situation and realize that it is our duty to conscientiously conserve our food resources. We realize, too, that it is our bounden duty to bring this situation before the people of Canada, and we would suggest to the Food Controller that a letter be prepared to be sent to all the commercial travellers, who could have a great influence in moulding public opinion on this important matter.

This resolution unanimously adopted.

The following recommendations are therefore respectfully submitted:—

1. That a license system be established, covering all branches of trade in foodstuffs, and that a small license fee be imposed to cover the cost of operating this system; thus all expenses will be borne by the trade itself, and not by the taxpayer.
2. That with the establishment of a license system, there follow a comprehensive organization, so that each step from producer to consumer shall be effectively controlled.

3. That all rebate and secret commission operations be prohibited; that collusive methods now obtaining and now causing such unrest and suspicion, both within the trade and in the minds of the public, be prohibited; that combination sales whereby a merchant sells one commodity or any specified quantity of it, contingent upon the purchase of quantities of any other goods, be prohibited.

4. That for the reduction of business operating costs, the following suggestions be carefully considered:—

(a) For the prevention of overlapping and duplication in the work of travelling salesmen, some restriction should be imposed regulating the manner of times in one week travellers may call on customers of a wholesale firm in distributing centres, and the number of times per month in country districts.

(b) For the adequate organization, according to local needs, of a centralized delivery system; the restriction on the number of deliveries to retail customers and the fixing of times of delivery in various zones for the distribution of goods during the day should be arranged. Moreover, the number of times a wholesale house may be called upon to deliver goods be restricted, and the minimum weight of individual deliveries fixed.

5. That properly to administer and enforce a license system, a well equipped organization be created so that there may be removed the possibility of the work of the Food Controller becoming ineffective.

6. That a rigidly enforced system of stock returns be instituted, by which the Food Controller may be enabled to prevent hoarding in Canada, through which system any firm overstocked with goods may be compelled to distribute its surplus among other firms whose supplies are short.

7. That every trade and every branch of trade be rigidly controlled as to the percentage of profit or turnover, and that by the strict enforcement of regulations against profiteering and speculation such rates of profit be not allowed to exceed the rates of pre-war profits.

Signed: P. B. Tustin, chairman, chief Food and Dairy Health Department, Winnipeg; H. Blain, Eby-Blain, Ltd., Toronto; H. C. Beckett, W. H. Gillard & Co., Hamilton; H. Bruce Gordon, The Codville Co., Ltd., Winnipeg; G. M. Bate, H. M. Bate & Sons, Ltd., Ottawa; W. E. V. Jones, Leeson, Dickie, Grosse Co., Ltd., Vancouver; Robert Kelly, Kelly-Douglas Co., Ltd., Vancouver; Zeph. Hebert, Hudson, Hebert Co., Montreal; E. M. Trowern, secretary, Dominion Board, The Retail Merchants' Association of Canada, Ottawa.

Improving the Co-operation of Business

How the U.S. Government is Planning to Use Industry to Better Advantage — Flag-Waving in Congress Has the Effect of Improving the Organization—Fixing Prices and Eliminating Unnecessary Business — Concentration, the Password Now

By a Staff Representative at Washington.

Washington, D.C.

IT has been intimated several times in the course of these articles that the system under which the United States Government is utilizing the business men of the country is far from perfect. There is a very great deal of dissatisfaction particularly among business men with reference to the system. There is a strong agitation for new methods and a probability, even a certainty, that new methods will be adopted.

The Advisory Commission of the Council of National Defence, with its wide system of subordinate committees, had one weakness. The members of many of these committees were acting in a dual capacity. They were advising the government in matters pertaining to the selection and purchase of supplies, and at the same time they were selling to the Government.

For instance, the chairman on the committee on Petroleum was President Bedford of the Standard Oil Co., unquestionably the ablest oil man in the country. But, when the Government wanted to buy oil, it was necessary to go to Bedford! The chairman of the committee on coal production was F. S. Peabody, president of the Peabody Coal Co. of Chicago, and, naturally enough, the Peabody Coal Co. could not be passed over when the question of buying government supplies came up. The Peabody Coal Co. might not want government orders but the Government needed a part of the output of the Peabody Coal Co.!

There was no actual loss to the country through the dual activities of the committee members. In all probability the country benefited in a monetary way. The Bedfords and Peabodys who sat on all the committees gave the government

the benefit of their knowledge unreservedly and in most cases arranged to supply goods at lower prices than they would have accepted had they come to Washington to represent their own interests only. But it did not look right. It is bad in any business deal to see all the participants on one side of the table. The buyer should sit on one side and the seller on the other. Then, if both parties are alive and honest and know their business, neither side loses.

Trouble Starts in Congress.

TROUBLE began to crop up in Congress. Back in Tallahassee, Bill Jones, who makes tacks, had got it into his head that he could turn out shell fuses if the Government would give him an order with a long enough price to cover the cost of installing the new machinery. He didn't get the order but

the Delaware Bridge Works, say, got a big order and the vice-president of that concern was a member of a committee working with the Munitions Board. If Bill Jones had wanted to get the

thing through their representatives on the advisory committees!

"It is a monumental crime, a barefaced steal!" orated the Congressman. "Never will the



The temporary buildings erected at Washington by the Advising Commission in 50 days. Right: Julius Rosenwald, head of committee on supplies.



facts he would have found that the Delaware plant was equipped to make fuses and that an absolute guarantee of delivery within a certain time had been given and a finely shaved price had been accepted. But Bill Jones, after the manner of his kind, does not pay any attention to these factors. He goes back to Tallahassee, frothing at the mouth and talking graft.

There were Bill Joneses all over the United States of America during the first half of the year. They poured out of the incoming Washington trains and filled the Washington hotels to overflowing. One man from Idaho wanted to sell his mine to the government. A Vermont wholesaler was looking for orders to ship prunes in carloads. A blacksmith from Podunk wanted shell orders. They filled the outgoing trains, and the smokers rang with their discontent and their chorus of "graft"!

The sad part of it was that each disgruntled order-seeker had the ear of a Congressman or a Senator. When Bill Jones arrived back at Tallahassee he got hold of his Congressman and filled him with his tale of woe. Washington reeking with graft, fostered and encouraged by the iniquitous system of advisory committees. The Congressman saw a chance to break into print.

The Storm Breaks

About June the storm broke in Congress. The representative from Tallahassee, or Podunk, or wherever it was, got up and cited the case of Bill Jones, patriot, who went to Washington to place his plant at the disposal of the Government and who was refused an order whereas the *bloated interests* (the speakers' italics) were grabbing every-

Gates of World Freedom be stormed by our brave armies with the Star and Stripes at their head, if we permit this base trafficking, this sordid manipulation of the machinery of Government! Shades of George Washington and Thomas Jefferson; and God bless the American flag and our dear old grandfathers and may the clean and bracing winds of democracy sweep through the capitol . . . " Or words to the same effect.

And then up got a Congressman to recite the sad experience of Caleb Spry who couldn't get an order for prunes in carloads. And so on *ad infinitum, ad nauseam*. The country began to think that Washington was riddled with graft and that the men who were so unselfishly giving their time and best services to the country were self-seekers.

The New System

But after all, good results came out of the political uproar. A bill was put through Congress which made it impossible for a man to sit on a committee of the Council of National Defence who was interested in any company which would be selling to the Government. The bill had the effect of breaking up many of the committees. It led, however, to the beginning of a new order, out of which, it is believed, still better results will come.

The new plan is for each industry, each branch of business, to organize on its own account and to appoint committees to deal with the Government. These committees are to have full authority to speak for the industry they represent. They are not in any sense government servants. When they go to Washington they will sit on opposite sides of the

table from the Government officials and the advisory committee members.

This system is now being worked out. It is not yet completed by any means but most of the large industries have already organized. Reference has already been made to the fact that a committee of three representing the automobile interests was in Washington recently to go into the matter of steel. These three men had full power to speak and act for every manufacturer of automobiles or accessories in the country. What success they achieved in getting supplies of steel for next year's cars was due to that fact.

All industry will gradually reach the point where organization is effected and then things will be in capital shape to link business and industry more closely still with Washington. The advisory committees of the Council of National Defence will still be there to advise and direct the efforts of the Government. The industrial committees will be ready to act for industry itself. Any arrangements will be a mere matter of negotiation between fully authorized bodies. Hours will accomplish what otherwise would take months.

More Radical Steps Still

But business men are not satisfied yet. They feel that the country is not yet down to hard training for war.

The other day a federal charter was obtained by an inventive individual for the manufacture of a new kind of soap pipe, to blow bubbles with! Toys are still necessary enough because, no matter how grim the world struggle may become, all the sunshine and joy should not be taken from the lives of the children. But there are plenty of factories

already established to turn out all the toys that will be needed.

The soap-bubble man will proceed to tie up \$40,000 capital and employ 30 hands, mostly men, in the manufacture of soap pipes!

There is a growing feeling among the business men of the United States that the time has come for the suppression of unnecessary industry, certainly for the sharp checking of all new ventures into unnecessary fields. Soap bubble characters are not consistent with the waging of war.

The Chamber of Commerce, for instance, has issued a bulletin on the subject, in which the following statements are made:

"New enterprises which are not fundamental to the efficient operation of the country's necessary activities should not be undertaken. This will not result adversely upon business or conditions of employment because every man and every resource will be needed during the war. All effort should be centred to help win the war.

"There is no uncertainty or ambiguity about this statement. Every man who wants to help win the war has now an acid test to apply to any new enterprise or undertaking.

"Men who are considering new enterprises,—public improvements, dwellings, factories, industrial work of every description, etc., should be guided by this test."

Fixing of Prices.

Perhaps the biggest and most tangled question awaiting adjustment is the matter of price fixing. In most lines of business it is recognized that price fixing has become necessary but it is very strongly felt that the fixing must be done in the right way. Business men are not prepared to see some government official with half-baked ideas and a mass of undigested information in his head proceed to say what prices shall be. They know too well the chaos that would result.

At the same time they feel that they themselves should not be allowed to fix the prices. The plan to be followed is for the Government to get all the necessary information from each industry and then reach an understanding on that basis.

Here is a case in mind. The Attorney General of the United States—I think that is his title—had launched an indictment against a certain group of men under the Sherman Act. Let us say that these men were coal dealers (they were not) and that they were charged with combining to fix prices. The case was pending in the courts and the Attorney-General was pushing it hard and was sure of a conviction.

At the same time Secretary of War Baker, was negotiating with the coal men of the country with a view to fixing a price for coal. The coal men suggested a price which would be suitable to them and which at first flush looked very fair to the Government officials. The price was agreed upon and somebody, in the name of Secretary Baker, issued a public

statement announcing the price and commending the coal men for their patriotism in consenting to the figure.

And the price set was just 25 cents less than the price at which the men on trial had been selling!

An excited man rushed up to the offices of the Secretary of War and demanded to see Mr. Baker. A Secretary of War has to be securely protected by officials of one kind and another and by ante-rooms. The excited individual was promptly stopped.

"What is your business with Mr. Baker?" he was asked.

"I'm the Attorney-General of the United States," stated the caller.

Somebody was summoned who vouched for the fact that he was the Attorney-General and he gained entry to the inner office. Here he showed Mr. Baker that his department had, figuratively speaking, upset the apple cart. Not only had he made acquittal certain in the pending trial but he had fixed a price that was too high.

The upshot of it was that a new investigation was made and, on the information supplied by men in all branches of the business, the Government decided on a new price quite a bit lower than the first one.

It is perhaps, unfair to hang this incident on the coal men, but it was necessary to name some industry in order to make the telling intelligible. The point aimed at is, that the proper basis for price fixing is that outlined very concisely in another Chamber of Commerce bulletin:—

General Basis for Prices

"There has not been developed as yet a clear policy with regard to securing the assistance of business men in connection with the control of prices. In some cases the government has called upon those interested in a business to participate in the actual fixing of the prices. This has resulted in a fixing of prices by negotiation,—which is clearly harmful. In the judgment of the undersigned Committee, men elected by an industry to represent it should be called upon by the government for full information which would be helpful in fixing prices, but the actual determination of the price should be a semi-judicial function.

"This means that wherever prices are determined by the government it is essential that such prices should be arrived at according to some general plan and upon a definitely declared basis. Such general principles should be followed so far as possible wherever the government acts to control prices and would serve as a yard stick or standard between different industries.

"In other cases the government has not consulted business men but has conducted independent investigations and announced prices without giving any information as to the basis on which such prices were reached. This necessarily creates antagonism on the part of business men who are unaccustomed to autocratic control, and prevents the co-operative response which might be expected

from business men if they had a clear understanding of what was being done.

"Knowledge of actual conditions existing in business in its intricate ramifications can be acquired only by years of intimate contact. In the judgment of business men it is essential to success in government control of prices and distribution to establish a basis upon which this knowledge and information of business men can be at the service of the government under such circumstances as not to be influenced by selfishness or the need of self-protection."

Thus is the basis of co-operation between government and business being clarified and strengthened. The business men of the United States are endeavoring in every way to assist in the efficient organization of the nation for war; and the government is showing a complete willingness to accept the co-operation. In both respects Canada has something to learn.

There is a general and thorough understanding of the lines on which the new organization is to be built. It can be summarized in the one word, concentration.



THE BEST HONEY SEASON

Bees find nectar to be normally most abundant in the early part of the blooming season, according to investigations. The sugar is greatest in accumulation and secretion just after the opening of the flower. Increase in the humidity of the air increases the secretion of water, but not that of sugar, and washing and dilution by rain cause the nectar to lose much sugar. The secretion of both water and sugar increases with temperature up to a certain point, the most favorable condition for sugar secretion, however, being in alternation of low and high temperature.



BREAK AWAY

Break away from what? Anything you're doing when you see somebody else doing it—better, quicker, easier. Because you have folded a bag one way all your life isn't any reason for your doing so another minute when a big city fellow comes along and shows you a trick. If you've been selling flavoring extracts from the shelf and a trained salesman gets beside you and tips the bottle, removes the cork and puts it to the nose of the customer—do likewise. If you don't you're not "breaking away."

Be alive to new ways, new thoughts, new methods. You can't equip yourself for a bigger job if you stick. The "old boss' ideas" were right good for his town and his time, but if you're going to live in a bigger town and a busier time prepare for it. And if you are going to stay right where you are—"break away" just the same. Keep eyes and ears open for new and better things, even if you do business in the "ten-mile woods."—Modern Merchant and Grocery World.

Meeting Competition by Better Service

How a Western Firm Has Met and Bested the Mail Order Competition — Getting the Purchaser What He Wants the Important Item—An Interesting Experiment in Banking for the General Store.

THE merchant who shows himself ready to meet the every need of his customers, who makes the desires of those customers the basis of the business done, rather than, as is so often the case, limiting it by the stock that the merchant actually has, enters into the life of the community and feels its needs and arranges to meet them almost before these needs have found a voice, in one word, the merchant who gives to the buyer the same quality of service that is being rendered by the mail order house need have no fear for the competition of the mail order house for it has been met and met successfully.

Timidity the Greatest Source of Danger

That is not exactly the way A. M. Ledingham of Ledingham & McKee, Strongfield, Sask., voiced his opinion that merchants were generally too timorous of the mail order activity, but that was unquestionably the drift of his argument, and the argument is not based on any high-flown theory but on the solid facts of an actual business experience.

The reason that the mail order house has been so successful against the smaller merchant, Mr. Ledingham believed, is because the smaller merchant was not able or thought he was not able to give as good service. Yet giving that service is a comparatively easy matter.

"For instance, if a farmer wants, says, some good table linen or rugs," said Mr. Ledingham, "we get an idea of what he wants, and send to the wholesale house for it in Winnipeg, allowing ourselves 10 per cent. If the article does not just suit we can always send it back. On the other hand we can always show it to one or two farmers in the district, explaining how it was bought, and usually it will suit some one in the district. In a case like that, you see, you haven't taken any real risk, and you have probably made a sale that would otherwise have been lost, and you haven't given the farmer the notion that the only way to get what he wants is to send to the big city.

"As a matter of fact," Mr. Ledingham remarked, "we never hear about the mail order house and we certainly do not help to advertise them by constantly talking about them and keeping copies of their catalogues to the fore.

Personal Knowledge the Great Advantage

"We know the farmers well, and that is one place where we have the advantage, and a big advantage over the best mail order house in existence. We know this, and we don't take any chances on losing the friendship of our customers.



We take a trip round to their farms from time to time, that breaks the ice, so to speak, and keeps us on a more friendly footing than is possible with only business relations as a tie. Of course, we have come in contact with the mail order house but we have not found that it was a force that we need greatly fear to compete with. Of late there has been a growing dissatisfaction with firms of that kind, and last year there were more goods returned than ever before in this section. There has been more money returned by these agencies in the past two years than in ten years previous, this we know from our own observations in the section of country that we serve. People are telling us that they want to see the goods before buying, and that is the merchant's chance. It is his business to show the goods, and to provide what the customer wants."

Being the Farmer's Banker

There is another way, too, in which this firm cements the friendship that they have gained from the farmer. There is no bank in Strongfield though it serves a large community, and this is often a great inconvenience for the farmer. Here, again, the firm saw an opportunity of cementing the friendship that existed between them and their customers, by rendering them a little extra service.

"There is a bank in the town on each side of us," Mr. Ledingham remarked, "and we keep a savings account in one bank, and a current account in the other. By that means we are able often to accommodate the farmer, or the boy employed by the farmer, by cashing a cheque for them and saving a long trip to the adjacent town."

A Help to Collection

"Then," he continued, "we cash cheques for the three elevators. The elevators issue grain tickets, and we have an arrangement with the elevator companies for cashing these tickets. This helps us in our collections as when a farmer sells his crop he comes in with

a grain cheque sometimes amounting to \$2,000. It is hardly likely that he will then walk off without paying his account. If he does, he usually tells us that he has another car coming in and will fix the matter up later on."

This little service, therefore, as it is readily seen, not only is a great assistance to the farmer, but serves in its own way to assure a prompt settlement of accounts.

A Changing Trade

Mr. Ledingham notes, also, a very considerable change in the type of trade done by the country stores. In the good old days they were satisfied with almost any sort of equipment and stock, now by degrees modern equipment is creeping in. They had themselves recently put in two large silent salesmen and could easily see that they were paying for themselves rapidly. This better display is another factor that helps the small store against the competition of the larger city organizations. Better display facilities, and better goods, that is one of Mr. Ledingham's big arguments. "I believe," he says, "that when business goes to the mail order house it is probably the merchant's own fault. Perhaps he is not buying good enough merchandise. We believe that is so, and so we buy the best possible merchandise we can buy in boots and shoes, dry goods and groceries. Seven and eight dollars for shoes is not too high for a farmer when he gets \$150 for a load of wheat. We are selling more special order suits to-day than we are selling of the cheaper lines, and we are handling better clothing all the time. Three years ago we sold some cheaper grade of ready made clothing but to-day there does not seem to be much sale for cheap ready-made goods in the country."

Selling Special Lines

Mr. Ledingham continued to speak of other lines that the firm had found to be especially profitable to handle. "For instance," he said, "we have a way of selling canned goods that will interest other dealers. We sell them in mixed

lots. Where a farmer can buy, say a whole case of tomatoes, we agree to mix them, making a slight reduction for the case. You can bet that a farmer will eat more canned goods and buy more, if he has them in his cellar.

Caruso For the Farmer!

"Phonographs, too, are becoming good lines for general stores. During the past year we have sold sixteen phonographs, prices varying from \$60.00 to \$137.00, mostly \$102.00 machines. Every time we sell a machine we sell a number of records. We get twenty records in every month, new ones, and get as many

orders as we can to come in at the same time. From November, 1916, to May, 1917, we sold 500 records from 90c to \$3.00 each. We have fifteen prospects for machines which we know we can sell. When the crops are reasonably sure we will run out into the country at nights with a phonograph on the back of the automobile and leave it at one of the farmers. If they are willing to keep it there, we are quite agreeable because we know they will pay for it in the Fall."

A Sweet Tooth, Also

Confectionery, too, is a line that the

firm have found very profitable. It was surprising, said Mr. Ledingham, when you began to figure up the number of people who bought chocolates in the country section. Twenty five-pound boxes every week or so was no extraordinary sale, and this of candy that cost at least 50 cents a pound, while there was a big sale as well for goods of a cheaper grade. This only goes to prove that the business in the country sections is broadening remarkably in its scope, and that it is the practically undisputed possession of the merchant who is aggressive enough to look after it.

Where Grocery Ends and Drugs Begin

What Drugs and Medicinal Preparations Can a Grocer or General Merchant Legally Sell?—Some Interesting Articles on the Borderline Between the Drug Store and the Grocery Are Really Definitely NOT Grocery Goods—Care With Poisons.

POISONS, drugs, and medicines must not be sold by grocers or general merchants unless registered under the Pharmacy Act. That is the situation broadly put. There are certain exceptions. Through misunderstandings as regards these exceptions grocers and general merchants get into trouble with the authorities and have to pay fines for selling poisons, drugs, or medicines which are prohibited as merchandise except to qualified chemists. Severe penalties are imposed on offenders under this Act. For the first offence the fine is \$20.00 and costs—and no charges incurred by the offender in connection with the article which has occasioned his trouble are recoverable). For subsequent offences the penalties go higher—\$50.00 fines, and so on. For possession of or offering for sale certain narcotic drugs or preparations containing these in more than infinitesimal amount fines of \$100.00 and upwards are levied.

Retailers are, therefore, well advised to handle only such medicines, drugs, or poisons as are unmistakably within the lines of safety provided by the Pharmacy Act. The medicines which a grocer or general storekeeper may safely sell can be mentioned in comparatively small space. The list of drugs, medicines, and poisons which grocers and general merchants must on no account sell would fill pages. But the list of medicinal lines grocers and general merchants may sell comprises most medicines which an ordinary grocery store might be expected to keep, and all medicinal stuffs which can be stocked without need for exceptional and skilled attention to avoid risk and loss.

Patent Medicines Permissible

Patent and proprietary medicines, of course, are permissible, subject to certain limitations. The merchant concerned should insist on proper guarantees as to the nature and ingredients of such medi-

cines from their manufacturer to make sure that they do not contain undue proportions of drugs which it would be illegal for him to sell. Always remember that the actual vendor of the offending article has to bear the brunt of the legal trouble. He cannot shift the blame to the man who supplied him. Also remember that there is no law to prevent a wholesaler or manufacturer from selling to a retailer (who is not the consumer) quantities of some drugs or medicines which only a qualified chemist can lawfully sell to consumers. Steps may be taken afterwards to deal with manufacturers, but the retailer of any injurious drug faces the music first. Certain narcotic drugs, however, cannot be sold wholesale except by prescription.

Briefly the principal precaution to take in regard to patent and proprietary medicines is in relation to poisons. There is a long list of over sixty poisons in the Act beginning with the deadly hydrocyanic acid (Prussic acid) the mere smell of which in its purest form is enough to kill, and ending with such simple poisons as verdigris and sulphate of zinc. The Act provides that if in the opinion of the Board of Health any patent medicine contains any of these poisons in quantities sufficient to injure health or endanger life when the medicines are taken in the dose prescribed, then analysis may be made, and the penalties imposed if the case is proved. Still, all reputable patent medicines composed of ingredients which in the prescribed doses are not dangerous to human health or life, may be handled, stocked, and sold by grocers and general storekeepers throughout Canada.

Drugs, Etc., Grocers May Sell

At the time the Pharmacy Act was framed grocers and general storekeepers were represented, and certain exceptions were made to the general prohibition against the sale of drugs by any but

qualified chemists. These are the exceptions. Any grocer or general storekeeper may sell them:—Turpentine, epsom salts, senna, alum, borax, castor oil, sulphur, glauber's salts, cream of tartar, carbonate of soda, bicarbonate of soda, glycerine, carbonate of magnesia, citrate of magnesia, rochelle salts, bluestone, copperas, saltpetre, spirits of nitre, rhubarb root, solution of ammonia, phosphate of soda, gum camphor, quinine, chloride of lime.

Further a grocer or general storekeeper may sell such poisonous substances as Paris green, hellebore, tincture of iodine, arsenate of lead, carbolic acid (not exceeding five per cent. solution) and London purple, but he may sell these ONLY on condition that such articles must be put up in well secured packages distinctly labelled with the name and address of the person preparing or putting up the packages, and clearly labelled "POISON."

In connection with the sale of carbolic acid besides the fact that only a five per cent. solution can be sold by a grocer or general dealer, the sales of carbolic acid must be registered in a book recording the name and address of the customer to whom the carbolic acid is sold.

Common Drugs a Grocer Cannot Sell

As pointed out it would take pages to enumerate the many drugs and medicinal substances and liquids grocers and general storekeepers cannot sell, but there are some articles on the border line as it were in the public and trade opinion, but which are really forbidden as merchandise except to qualified chemists. One of these is paregoric. Now there are grocers and general storekeepers who have sold paregoric, and there may be some who think they can still sell it. And there are lots of people who buy paregoric for their children's ailments who cannot understand why the grocer or general storekeeper should not stock

it. The fact is that paregoric comes into the class of narcotics or opiates against the sale of which, except through qualified druggists, there is a Dominion Act. There may be doubts in the minds of some grocers and storekeepers as to the inclusion of paregoric in the scope of this Act. There are no doubts whatever in the mind of the Registrar of the College of Pharmacy of Ontario, and he states definitely that paregoric is not one of the drugs grocers may legally sell.

Perilous Peroxide

Peroxide of hydrogen is an explosive. Not many grocers or general storekeepers perhaps realize this, but serious accidents have happened through unskilled handling of peroxide. Peroxide is not one of the drugs grocers are legally entitled to sell, but some retailers have been selling this. The authorities have legal grounds for interfering, and prohibiting the stocking and selling of this product by grocers and general storekeepers.

Formaldehyde or formalin is another chemical which grocers and general storekeepers cannot legally handle. This is a poison, and the most pronounced objection against its handling by the unqualified vendor is that it is continually being sold in ordinary bottles, vinegar bottles, whiskey bottles, demijohns, etc. And there are many cases of serious, sometimes fatal, mistakes over the contents of the bottles which are left by their purchasers half empty after use for disinfecting or insecticide in out-houses. The grocer cannot be too careful in selling poisons whether within his legal rights, or unwittingly perhaps beyond them. All poisons should be properly labelled "POISON" and no poison should ever be put in a beverage bottle.

Extract of Cascara: Headache Powders

Extract of cascara is not a line which a grocer can sell legally. The general storekeepers and grocers endeavored during the framing of the Pharmacy Act to have this included for it is often asked for by the consumer. But as this particular drug is peculiarly subject to adulteration, and may be rendered very injurious to health through deterioration or adulteration which the general storekeeper could hardly be expected to detect, the authorities have not permitted the sale of extract of cascara by any but qualified chemists.

Aspirin, phenacetin and the so-called "headache powders" which contain these powerful drugs or similar drugs which act on the nervous system, and are very dangerous in excess, are all forbidden as merchandise to the grocer. Cantharides (the active ingredient of many hair-restores) is forbidden. Iodine, the disinfectant, creosote, and ether are not to be sold by any except the qualified dispenser.

Alcoholic Preparations

On the ground of their being poisonous, and on the ground of their being likely to lead to breach of the licensing laws, alcoholic preparations are to be most carefully watched by retailers to guard against costly infringements of

the Prohibition Acts of the various provinces, and Dominion Acts against the sale of intoxicants. Wood alcohol is not on the list of articles in the nature of drugs and chemicals which grocers may handle legally. Its sale by any but qualified chemists is being frowned upon by the authorities. Perfumes which consist largely of spirits are likely to get their vendors into trouble with the licensing laws. The matter of adding flavoring extracts to the list is still under consideration in Ontario.

The Drug Department

General storekeepers on a great scale—the Eaton's and similar giants of the general store business—have drug departments. These are legal only by the fact that their proprietors have com-

plied with the Act requiring them to form a limited liability company, and have two of its directors duly qualified chemists, and one of these directors the managing director of the drug department personally conducting the business. A general storekeeper, even if he were so inclined, could not legally run a drug department by just hiring a duly qualified druggist to take charge of it for him.

The principle to guide every grocer or general storekeeper in handling drugs is to avoid those preparations in the nature of drugs, alcoholic tinctures, and poisons which are clearly not included in the list provided which grocers may handle, and above all in handling the poisons to take infinite precautions against their mishandling by the customers.

Highest Prices paid at all times for Farm Produce

E. E. Horner & Company
General Merchants
ASQUITH, SASK.

Dec. 10th, 1917

To the Editor.

Dear Sir,—

In your issue of Nov. 30th I note an article headed

Selling Sixteen Tons of Flour in a Week

Such a sale might do in the Little Towns Way Back East, but would not count for much in Saskatchewan.

I have a small cross roads store, 12 miles from a railroad, floor space 18x32; carry a stock of general merchandise, worth about \$3500.00.

My invoices from the ----- Co. of ----- since Oct. 30th are:

Oct. 30th.....	\$4474.45
“ 31st.....	1491.05
Nov. 3rd.....	2079.00
“ 15th.....	1577.00

Made up of flour and feed as follows:

1608-98 lb sacks of flour weighing 155684 lb=78 tons
 803-100 lb sacks of feed, 80300 lb=40 tons

Every pound of this has been sold and delivered direct to the consumer, and if I had a flour customer to-day he would have to wait until the arrival of the next shipment.

Wake up, Quebec.

Very truly yours,

E. E. HORNER.

The Grocery Dept. a Vital Factor

How This Department Proves a Holding Force for Other Lines That Would Otherwise Suffer by the Ease of Access to the Larger Cities.

THE Taylor Brothers store, Burlington, Ont., is situated on the new Hamilton to Toronto Highway, within a comparatively short distance of the former city. It looks as though this store was stacked up against a pretty tough problem to hold its trade against the mail order house in these days when the little tin cars are as common as grasshoppers. Despite these facts, however, this store has managed to hold its own, and considerably more than hold its own during the past years. When asked how it was done Mr. Taylor had no elaborate theory to offer, it was mainly a matter of watching the business and keeping eternally after it and driving the sales in every department.

The store has a big grocery department and Mr. Taylor admitted that it took a lot of managing, more perhaps than he was justified in giving it in fairness to the other departments, but he had found out that under present conditions the grocery department was one of the vital factors in the general store. "You don't see as much of the farmer as you used to," said Mr. Taylor. "He has a car and he doesn't drop in and hang around as in former days. He goes more to the city than he used to partially of course to buy things, but to a considerable extent also because it is in the nature of an outing, and consequently the pull is all the more keen. Groceries, however, are a line that have a tendency to hold customers. Given equal service they would rather deal at the same store." This is a fact that Mr. Taylor has noticed. "We couldn't afford to do without this department," he states, "not only because of the falling off in business that would be entailed by its absence, but also because without this anchoring force we would very probably lose much of the trade in our other lines. People do drop in naturally to buy groceries day after day, and to get these they must pass through the other departments, and so we are given an opportunity to sell them that we might not otherwise have. People who are in the habit of going to town are more likely to consider buying their dry goods and notions, and the men their requirements at the city stores than they would of buying their groceries. The grocery department it would seem is the holding point for the store.

The Taylor Brothers' store is a large brick structure with all departments on the same floor. The door that opens into the store gives the customer at once a glimpse of all the departments.

The central part of the store to the front is given over to a well stocked dry goods and notion department. On the left hand side is a men's wear department with attractive fixtures for dis-

playing hats and ties and collars and other lines. A crockery department occupies the centre and rear of the store, while on the right side at the rear occupying a goodly share of the whole store's space is the grocery department equipped with modern bin fixtures and the most up-to-date equipment.

Making Each Unit Do Its Share

Every department in this store is made to do a certain amount of business. There is no effort to actually departmentalize the store, in as far as that means treating every department as though it were a separate business. There is this much to be said, however, that each department is known to do a certain amount of business daily. Cash registers in every department are used by the clerks of that department and of that department alone, so that at the end of the day it is only a matter of checking up these lists to know if the department is keeping up to its record. The record is the standard of other months,

and other years; all this is known, and Mr. Taylor is quite aware of the fact that equal sales with former years will not do. There must be a very considerable improvement to break even with the years when prices had not reached their present height; this too has been successfully achieved.

The store is a good example of what good service can do toward holding a business despite the inroads of the mail order house.

Mr. Taylor is a very ardent advocate of the recently inaugurated co-operative delivery. It was becoming an absolute necessity with them, he stated, and though it did not mean any great economy, in one way it assured a better service, and saved an enormous amount of worry. They believed in it so much that Mr. Taylor stated that they would never go back to the old system; if the scheme could not for any reason be successfully worked they would take the matter up themselves and model their own delivery on co-operative methods.

Wholesale Fruit Merchants to be Licensed

Efforts Directed Toward Stopping Speculation That Food Controller Believes Exists—Terms Under Which Licenses Will be Granted.

BY order of the Food Controller, on and after Feb. 1, 1918, no person or firm dealing, wholesale, in fresh fruits or fresh vegetables, either at producing points or in distributing centres, will be permitted to operate without a license from the Food Controller's office. Any attempt at speculation, or the taking of undue profits by any license-holder, may result in the immediate suspension or cancellation of such license.

The reason for licensing this activity is to see that all speculation shall be eliminated, and that less costly methods may be arrived at. The terms under which licenses will be granted are as follows:

(1) No license-holder shall charge more than a reasonable profit or commission or make any contract for future delivery or store in order to acquire speculative profits from a rising market.

(2) No license-holder shall sell to any other license-holder of a like class and division except on a split profit or split commission, and only one such sale of the goods may be made.

(3) No holder of a broker's license shall charge any brokerage or commission on goods shipped to him for sale, if such goods are transferred by him to

any wholesale commission merchant to be sold on commission.

(4) No holder of a commission packer's or a wholesale commission merchant's license shall sell to himself any goods received by him to be sold on commission.

(5) Every license-holder shall keep such books, invoices, vouchers and other papers and records as will enable the Food Controller, or any person by him thereto authorized, to verify any report or statement that such license-holder is required to make to the Food Controller.

A DEFINITION

Extravagance
Is the inability
To regard things
As expensive on pay day
As they are
When you're broke.

—Little Rock Gazette.

Donald J. Gillies has turned over his grocery store in Cornwall, Ont., to his son, D. Stewart Gillies, and has moved to Montreal where he is commencing a grocery store at 68 St. Viateur St. Mr. Gillies has been a constant reader of CANADIAN GROCER for twenty-six years.

Points of View on Premiums

The Food Controller's Latest Regulations as to Cereals in Packages Suggest Important Aspects of the Premium, Coupon, and Prize Contest Principle as Applied to Package Goods, and Now to be Banned—What Various Experienced Men Think About It.

NEW regulations by the Food Controller while permitting the manufacture under license of cereal foods, and their packing in containers of less than twenty pounds capacity provide against the inclusion of premiums, prizes, coupons or other inducements to purchase. There are differences betwixt the three special forms of inducement specified, and the phrase "other inducements to purchase" covers a very wide field (even including advertising as a matter of fact). Opinions of several leading minds on the subject are interesting.

Opposite Views On Premiums

A prominent Toronto retail grocer, Henry Swan, of King Street East, quite positively expressed himself against the principle of premiums given with merchandise. "They are a thing which ought to be done away with," he said.

T. J. Medland, on the other hand, though giving his opinion right offhand, was inclined to think premiums "all right within ordinary business limits."

Between these two views there is room for a lot of discussion, and in a conversation with C. E. Stone of Michie & Co., Toronto, CANADIAN GROCER gained further impressions of the retailers' point of view in regards to premiums.

Mr. Stone spoke as a theorist on the subject, his firm not being practically interested in the premium as a means of inducing people to buy goods. But he pointed out the essential consideration that the inducement in the form of a premium, unless just an introductory inducement for exceptional goods, vanishes with the abandonment of the premium gift. This is an objection to premiums from the point of view of retailers who wish to handle lines which are valued by consumers for their quality and bring repeat orders on that basis.

Premiums, Coupons, Prizes Analyzed

W. Baker, sales-manager of the Chisholm Milling Co., went into the subject of premiums, prizes, and coupons exhaustively from a wide experience.

"I am much opposed to premiums," he said, "I am opposed to them on principle. First, in the giving of any premium with any sort of goods the price of the premium must be included in the cost of the article. Call the expense what you will, advertising, sales promotion, anything of that sort, it amounts to the same thing, and the consumer pays for the premium.

"Second, it lowers the standard of dignity of the article inasmuch as it leaves an opening to the people to think that they must be bribed to buy that article—and after all it is only bribery. An article which won't sell itself without a premium should certainly be excluded from the markets at the present time.

Food value of cereals sold is far more important than premiums, and all important at present."

There Are Coupons and Coupons

Mr. Baker noted the difference between coupons and premiums, expressing himself as opposed to the principle of the coupon enclosed in or to be clipped from a package, and collected with others of the same until enough are obtained to secure a premium gift. This is simply the premium principle only slower in process than the placing of a gift inside a cereal container. But there is a form of coupon which is not objectionable in fact or in principle to Mr. Baker. This is the form of coupon which is given with advertising matter and by offering a slight inducement to purchase a line of goods secures for the goods a trial order. (In the opinion of Mr. Stone, previously quoted, the merits of this aspect of the premium idea are mentioned). But the essential point to be noted is that only one benefit, the opportunity to try the goods at a reduced cost, or at cost plus a premium, is admissible with real advantage. If the advantage can be gained over and over again, then the goods are not selling themselves upon merit.

Free Deals Obnoxious

In Mr. Baker's view, more obnoxious, perhaps, than even the premium idea is the idea of free deals—the giving of an extra case of some line of goods to the grocer in consideration of his ordering so many cases or some such deal. "Where such inducements are offered," said Mr. Baker, "you will find as a rule that the goods concerned are not ready sellers. It is better to buy one case and turn it over regularly than to buy five cases and have them stay on the shelves. The retailer's profit is not made until the last case is sold. Goods that are selling in these days are far behind in deliveries to the stores: what would be the sense in offering free deals with such conditions existing?"

Prize Competitions

On the subject of prize competitions Mr. Baker had some approval to express for the form of contest based on the food value of a particular package cereal. Development charts enclosed in the packages made it easy for mothers to measure their children's growth, and see the best developed children nourished by the food stuff providing the opportunity prizes were periodically offered. This is an American idea, and it bases its appeal on food value, not on the value of the prize. As an inducement to purchase a food stuff Mr. Baker holds it to be right in principle, and effective as a sales stimulant in a right and beneficial way

both to consumer and to manufacturer. It exacts perfection in the product otherwise such a contest could not be held. And the purchaser pays for food value principally not for the prize. Also the non-contestant paying precisely the same for the goods secures precisely the same benefits in food value as the prize-winner. But in the present juncture Mr. Baker would not favor the carrying on of such a contest in the Dominion, though it is being done in the States, the idea of not having it being of course with a view to food conservation.

Advertising Reduces Cost

That there is a tendency in Canada and the United States towards the curtailment of advertising with a view to economising foodstuffs such as wheat, Mr. Baker mentioned. But he argued that advertising is not an additional charge on food products as may be at first imagined, but really a labor saving factor. "Advertising is labor-saving machinery reducing expense of advertised products to the consumer," declared Mr. Baker. In proof of his contention he suggested this example. It would cost a single consumer from \$30,000 to \$40,000 to have one package of a certain cereal product prepared for his exclusive use. If from 30,000 to 40,000 people can be induced to buy each a package the cost of each package will fall away below even a dollar because labor-saving machinery would be employed on an immense scale to secure the production. The effective factor to secure a demand of from 30,000 to 40,000 for any particular product is advertising. Therefore advertising is part of the labor-saving machinery by which cost of a food stuff is reduced to the consumer.

Incidentally the same idea in a different way was brought out by Mr. Stone of Michie & Co. who pointed out that the big stores and big distributing centres for merchandise are sometimes erroneously blamed for keeping "up" prices, while as a matter of fact it is to the big centres of distribution that the individual consumer invariably turns when he wants goods cheaper. The consumer comes down town to the centres of business to buy cheap. The advertising of big stores operates in the way Mr. Baker's argument indicates.

In regard to premiums Mr. Brooke, of the White Swan Co., Toronto, said briefly, "If these are to be done away with, we are just as pleased. We have had a system of coupons, a certain number of which entitled the holder to a piece of silver-ware. We estimated the cost of the premium at about a cent a package of the product, allowing for a percentage of the coupons being redeemed, and as a matter of fact only a very

small percentage of these coupons is redeemed in any case. Custom has kept the coupon system alive, and in ordinary circumstances we should not have adhered to it. Under the present circumstances we are just as pleased to drop it."

George A. Macdonald, the sales manager of the Quaker Oats Company, Peterborough, is heartily in accord with the prohibition of premiums, though his company will be one of those affected. Mr. Macdonald says: "While the consumer has always received good value on any coupon offer we have made or in any premiums that we have given, we feel

that the marketing of any sound product is better done if not linked up with a coupon or premium offer. Furthermore, in these days when it is a hard matter to accumulate stocks and to keep stocks up on all items, it is to the interest of the manufacturer to keep his lines of stock down to the necessary minimum, and the elimination of premiums and coupons at this time in connection with the marketing of cereals in packages is, therefore, a welcome elimination to-day."

An official of the Robin Hood Mills, Montreal, when approached for an opinion on the same subject, also stated that as far as they were concerned they were

glad to see the system done away with. The premium idea calls for more help to handle the correspondence and the incidental work entailed. If everyone is treated alike it is their opinion that the move is one in the right direction.



NO NEW ZEALAND BUTTER FOR CANADA.

There will be no New Zealand butter to reach Canada this winter, the British Government having contracted for all the surplus butter at a price of about 35c. a pound. It is said that there will be 15,000 tons for export.

Margarine Released for Canadian Trade

Seventy-five Thousand Pounds Made Available, with Probably More to Follow—United States Proposes Change in Restriction Against Colored Margarine—Proposes That All Margarine be Taxed Alike.

MARGARINE is at last on a sound footing, not only are two Canadian firms busily engaged in manufacturing the product, but the embargo that was preventing the importation of American made goods has at last been removed. Mr. Hoover has issued an order to the war trade board releasing 75,000 pounds of the product. This ought to last for some little time, and there is little doubt but that before this supply runs out there will be an enlargement of this license to cover the natural requirements for the product. Early reports of the product indicate that it has been given a very hearty welcome in all places where it was available, and there is little doubt that a substantial trade will be built up in the product.

In connection with the Canadian regulations as to margarine, which must be sold in its uncolored state without any coloring matter being sold with it, it is interesting to note that the United States authorities are considering the removal of the prohibitive 10 cents a pound tax on all colored margarine in favor of a more evenly imposed tax. This certainly seems a more reasonable viewpoint, for there can surely be no great wrong in coloring margarine that does not exist in coloring butter. As it is unlawful to sell margarine out of the original package, on which the word "Margarine" must be plainly displayed, it is difficult to see what useful effect this restriction can possibly have, while it certainly appears like an unjustifiable discrimination against the product. The Internal Revenue Department of the United States in referring to this matter reports as follows.

"At this time of urgent need of increased revenue and of conservation of food supply, especially the fats, made necessary by the war, attention is invited to the wisdom and desirability of a revision of the oleomargarine law to impose a flat tax of a nominal rate on

the product. During the year covered by the report, 225,158,000 pounds of uncolored oleomargarine was produced,

Co-operative Delivery Strongly Urged

United States Council of National Defence Urges Adoption of One Daily Delivery in Cities and Co-operative Delivery in Smaller Towns—Results Show Saving.

ACTUAL results of the investigations of co-operative systems undertaken by the National Council of Defence of the United States show that the move has been effective. One store, for instance, has saved 24 out of 167 men by adopting the recommendations; another 2 out of 9, another 12 out of 56, another 6 out of 42, another 2 out of 3, and so on.

The savings from co-operative delivery systems claimed to be even greater. An agent of the board has made a careful, first-hand study of twenty-one of these systems. They require a total of 207 men, as compared with 659 men required for the individual systems replaced—a saving of 452 men, or 68 per cent.—and the service to the customer is practically everywhere as good as it was before, and in some places better.

It is now plain that in these two ways—by co-operative systems in the smaller communities and one delivery a day throughout the country—more than 150,000 men can be released to meet the increasing need of workers in agriculture, shipbuilding, munitions making, mining, railroading and the other vital work.

One regular delivery a day as a maximum for retail stores throughout the United States, and co-operative delivery systems in all the smaller cities and towns, are now direct objectives of the delivery campaign started some time ago by the Commercial Economy Board of the Council of National Defense.

taxable at $\frac{1}{4}$ of a cent a pound, and 8,000,000 pounds of colored material, based at 10 cents."

The proposal is that instead of this exorbitant tax on a comparatively small item in the total sales that a uniform tax of 2 cents a pound on white and colored margarine alike should be imposed. This appears to be the first step toward putting the product on the plane where it belongs.

Except in five or six states, the campaign up to this time has been carried on largely through correspondence and conferences. The board's recommendations have been adopted as a whole or in part in cities with a total population of approximately 16 millions, and as a result at least 15,000 men called for war service have not had to be replaced from the limited labor supply available for the essential industries. All this, however, has been preliminary. Agents of the state councils and other representatives of the board are now to go over the country town by town and press for the adoption of the entire programme.



U. S. COTTONSEED OIL FOR CANADA

Arrangements have been made between the U. S. food administration and the food controller of Canada, whereby cotton seed oil and its products may move into Canada for local Canadian consumption. As Canada raises sufficient hogs for its own use, port hog licenses will not be granted for an indefinite period.

The U. S. food administration proposes to see that Canada is supplied with certain food necessities for its own people, but no more.



J. S. Smith, grocer, Elgin, has been succeeded by J. C. Pennock.



The Grocery Department of the Robinson, McBean Co., Ltd., Moose Jaw, Sask.

Licensing Food Distributors

Particulars of the Package Cereal Licenses as Applied to Manufacturers of These Lines—The Simple Side and the Complicated Side in Licensing the Various Food Distributors Discussed.

LICENSING of food distributors under the new regulations formulated by the Food Controller is a subject for the consideration of every retailer interested. In many cities retailers have to obtain trades licenses issued by the municipality, and those who have experience of this form of local licensing will probably regard the greater plan without concern. For any who may regard the suggestion of having to be licensed to do business as vexatious the fact that important opinions are more or less agreed that the system proposed will be very lightly applied is reassuring. It is generally thought that all the Food Controller desires to reach is a systematic method of keeping tab on the distribution of foods, and a clear list of license holders to whom the necessary notices regarding food conservation may be sent with certainty from time to time. This should meet with the support of food distributors throughout the Dominion.

Difficulties May Be Department's

If there are any difficulties over the licensing of food distributors the probabilities are that the difficulties will not be those of the distributors, but of the Food Controller's department. Mr. Henry Swan, Toronto, a grocer of long experience, touched on some of the

possible problems in a talk with CANADIAN GROCER on the subject.

"First of all" he said "There is no real objection to the licensing of retail grocers. That is fairly plain.

"I see from this article in CANADIAN GROCER that all existing dealers are to get licenses, but the new regulations may make it harder for a new man to get into the grocery business. Well, I don't think it should be made more difficult for new men to get into the business. That is how trade is carried on, how business grows, the new men who come in bring new blood, new energy, new ideas.

Experience and Capital

"It is suggested that only men of experience and with say \$1,000 capital may be allowed to open new stores. Well, again I feel that there should be no restrictions of that kind. If a man has no experience he will gain experience. It will cost him something, but if a man is ready to make his start with either ten cents or ten millions he should be free to make his start. Many a great business has grown from tiny capital. It is absurd to restrict a man's start on a capital basis.

"There is nothing difficult or controversial about the printing of license numbers on stationery or the charging of a

nominal license fee, and of course wholesale grocers and manufacturers will expect to be licensed, and can be licensed. But as to the clear definition of the status of wholesaler, retailer, and manufacturer, that is a difficult matter for the Food Controller to tackle. I am afraid he is attacking a perfectly impossible problem. So many are both wholesaler and manufacturer; so many are again both wholesaler and retailer; some are all three. How can these be defined clearly?

"But, as I said at first, there is no real objection to the licensing of all retail grocers."

A Matter of "More" and "Less"

"Under the present war conditions" said Mr. Stone of Michie & Co., Toronto, "I am quite sure that the licensing of food distributors throughout the Dominion will be advantageous to the cause of the armies and the Allies, but apart from war considerations I would say that briefly, the less a government has to do with competitive business the better, and conversely the more a government has to do with monopolistic business the better. Where there is free competition and any one can freely enter the business and compete competition itself will keep things right from the public point

(Continued on page 34)

CANADIAN GROCER

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THAT CHRISTMAS WINDOW

DON'T forget this important matter. CANADIAN GROCER's contest is almost closed. Be sure and get that attractive window of yours photographed and have it sent in at once.

THE PROPOSED REGULATIONS

THE announcement appearing in this issue regarding the proposed regulations to govern the food handling activities demonstrates how fully this matter has been considered. It demonstrates moreover that the framers of these regulations were not considering the matter from any selfish standpoint, but with a clear vision of the great needs of the moment, and of the ways in which certain remedial measures might be used to serve these needs. There are items in these proposals that may seem severe, that may be expected to bear somewhat hardly in places and on certain people, but in the main they are wise and thoughtful and likely to be of great help in a time when help from all sources is urgently needed.

We believe that the trade as a whole will give their full endorsement to these measures, and it is to be earnestly hoped that this is only a forerunner of similar changes in many other branches of trade.

A CURIOUS ARGUMENT

IN one of its recent tirades the Toronto *Globe*, in mourning over the hard fate of the working man, remarks: "What they have gained through steady employment and higher wages has been neutralized by the high cost of living." Surely the *Globe* is

losing its perspective in its eager special pleading. What is it that gives the honest working man his steady employment and high wages? Why simply the fact of course that manufactured products are worth more money than formerly and that therefore the manufacturer is able to pay more. It is impossible, despite the *Globe's* contention, to have high wages and steady employment, and cheap products. The one thing destroys the other.

ANOTHER PROPOSED CURTAILMENT.

THE United States railroad war board have recommended to the government that rail transportation be denied to more than 500 non-essential commodities. The extraordinary volume of the freight and passenger traffic incident to war preparations has made some such action necessary.

Such legislation as this if actually put in operation would have a material effect on Canadian trade, as a goodly portion of our goods come to us over American railways. It is but an indication of what demands the war may yet make on the industries of the country.

THE WINDOW AND CONSERVATION

ARATHER striking demonstration of the selling power of the grocery window appears in a letter addressed to the English grocery trade from Sir Arthur Yapp, Director of Food Economy. In part it says:

"Letters reach me by every post pointing out that until the display of food before the public is stopped they will never fully realize that there is any scarcity.

"I therefore appeal most earnestly to the grocery trade to avoid anything in the nature of a display, particularly at Christmas time, which may give the impression of abundance. The difficulty of obtaining supplies is realized by grocers, and a great reduction in window display will enable the consumers also to understand the shortage of supplies and therefore the necessity for reducing their demands. As many of the best grocers are aware, a crowded window does not necessarily provide the most attractive advertisement—often quite otherwise."

There can be no question in the face of this appeal that the window is an influencing force in sales.

USE THE MEGAPHONE

UNDER this striking caption the Owen Sound *Advertiser* points the argument that the best way to meet the Mail Order House Competition is to use the same methods that these stores are using, viz., advertising. Here are a few of the arguments used:—

"Did you ever hear a man talking through a

megaphone? A person talking to a crowd can make himself heard within a small radius. If he uses a megaphone he can make himself heard over a large radius. But only those in front of the megaphone can hear; and to reach all the crowd he must turn the megaphone in different directions. A newspaper is like a megaphone; it carries the message entrusted to its columns, but only in certain directions; and to reach all the crowd the man who has a message must move his megaphone—must use all the papers in the territory he wants to reach.

“And the merchants of Owen Sound have a message worth sending out. In many lines they can undersell the departmentals; but the trouble is that they, or a great many of them, are not using the megaphone or not using it properly.

“The hollerer—he who puts a sign over his place of business—gets some business; the user of a fixed megaphone—the single paper advertiser—gets a bigger share; but the biggest share can come only to him who swings the megaphone in different directions—who uses all the newspapers in his territory and thus makes sure of covering it all.”

This newspaper is only tooting its own horn say some merchants, certainly, it is doing the very thing it is urging, but, moreover, it is absolutely right. Follow the mail order campaign and see just how much of its success is built up on advertising.

THE DAWNING LIGHT

THE public press as a whole has done more than any other single agency to complicate the food situation in the months since the war. Their unfounded charges based on lack of knowledge have made the public see fraud and hoarding and profiteering in every activity of modern business, therefore, it is with pleasure that we quote the following from the *New York Evening Sun*, one of the best informed and most influential American newspapers. It is indicative that a broader understanding and a wiser activity are yet possible.

“Every one is in earnest in the cause of food conservation—every one except perhaps the very frivolous, who are very few in number. Men and women generally are practising economies large and small of their own volition, or are accepting cheerfully those imposed upon them from without. The country is virtually a unit. Every one is eager to help preserve the American standard of living and to relieve the needs of our allies through prevention of waste and acceleration of production.

“Per contra, every one hopes that prices will presently be tempered to him through gradual easing of the market situation. As yet nothing has been cheapened through the agitation and dictation which radiates from Mr. Hoover, and, indeed, one or two commodities, as for instance sugar, have become so

scarce that only rainbow chasers think or speak of low prices. But the people continue to hope that in the long run some wool will result from all the cry, and that presently, when the panic talk wears out, sanity will prevail once more, some attention will be given to the distribution of supplies in accordance with needs and so prices will fall to a rational level.

In the meantime it is dawning upon a large section of the public, the portion who think, that after all the real experts—the men who have spent their lives in the food trades—were right. It is becoming more and more plain that natural laws do govern the markets for natural products and that it is futile if not injurious to endeavor to control or divert their operation. There has been to date a great deal of sensationalism with respect to the food situation; there is still a great deal of it, but nobody can indicate in any tangible way any good attributable to it.

“Their is indeed a strange inconsistency in some of the agitation that has been done with more or less official sanction. The main principle of the campaign is, as it should be, economy, conservation of food. This means, surely, the reduction of the immediate consumption and the reservation of all the food possible for future needs as they develop with the changes of the seasons and the natural fluctuations in production. It is, therefore, a trifle disconcerting to find that in official language storing at once becomes hoarding—odious word—the preservation of food against an inevitable period of shortage is denounced to the public as profiteering and the owners of the reserved supply are held up to scorn as conspirators and traitors to the country.

“In the resulting hubbub of strong language, all the essential conditions of business are ignored. It is forgotten that conservation involves capital investment which demands a fair return; it involves the rent of storage space, the cost of cooling, an extra handling of the goods, prolonged overhead charges. It is forgotten that the man who stores and so conserves takes all the risks of the market and, granting that in some years he makes a good round profit, in others he nets a staggering loss. Your perfect Hooverian—not Mr. Hoover, himself, of course, but his foolish disciple—seems to think that in good years traders must be content with minimum profits but must stand all the loss in bad ones.

“It is to be hoped that from now on the food drive will take a more moderate tone. Less sensational alarms, which help the profiteers—generally the retailers—would be welcome. Fewer threats might check the uneasiness which is now actually curtailing business activity. Less superfluous sleuthing and muck-raking, less unproductive employment of able-bodied men and women, who might be engaged in wealth producing industry, might be advisable. We have had our food cyclone. Is it not time for a period of calm?”

Something New for the Cardwriter

A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

By Robt. T. W. Edwards



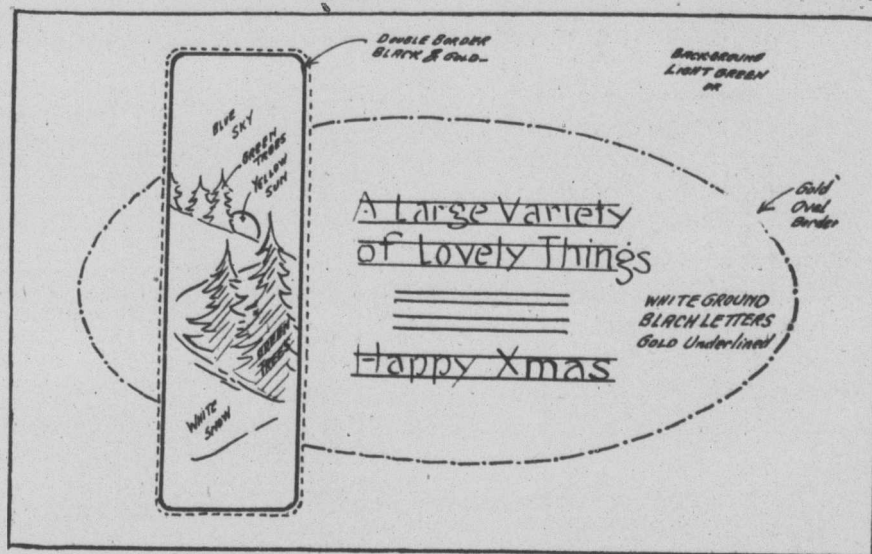
THIS month we are showing what we believe to be something out of the ordinary. This is a combination lesson and one by which you should be greatly benefited if you set out to master both the ideas and the new letter formation.

This lesson is a combination one in this way. First an entirely new alphabet is used—something quite different to anything we have previously shown and which to the best of our knowledge has never before been used for show card purposes; second, we show how to produce real snappy Christmas show cards by using transparent water colors over a pen and ink drawing. This is a feature which we have used before but are showing again with some new ideas; and third, it is shown how to make attractive show cards by combining the air brush work with the ordinary brush work. Altogether you should derive great benefit from this lesson. It is a timely one and you will have a good opportunity of putting it into practice at once.

We will first briefly review the past few lessons. We have endeavored to give our readers something different in each lesson this year. A new formation of letters was shown in each lesson as well as some new ideas which would be of help to the cardwriter. In the last few lessons we have taken up the use of the air brush for decorating show cards and

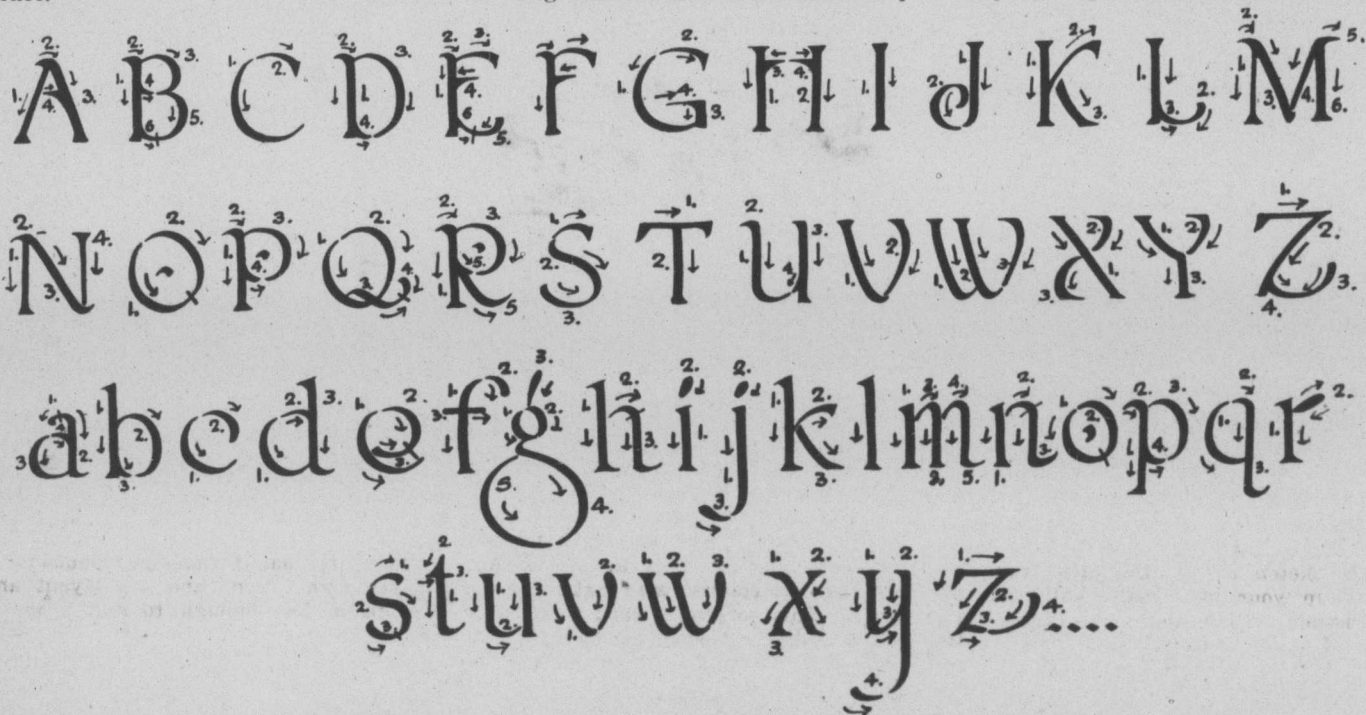
to you in decorating your window backgrounds, etc. But whether you are the owner of an air brush or not you will find many helpful hints in these lessons.

Now to get back to this month's lesson you will note that many of the letter formations in the alphabet resemble to a certain extent some of those shown previously. This is unavoidable but you



so far only the simplest work has been illustrated, but as we continue you may expect something more complicated. Of course to do the latter work you must possess an air brush outfit such as we illustrated some months ago. It is rather expensive but the work is very interesting and will be a considerable help

will note a certain characteristic which is followed out all the way through and which gives them a distinctive appearance not possessed by ordinary type. There is something original about it. Outside of the originality of this letter formation is its practical side. It is entirely of single stroke construction and





things that will give you inspiration and which can be easily sketched out on a card.

Before proceeding to make cards see that you possess all the necessary materials—white cardboard, black waterproof ink, drawing pen (stub preferred), a sheet of carbon paper, and a set of transparent colors. If you have a lot of coloring to do it is advisable to get a jar of air brush ink of each color required. These inks are transparent and they can be mixed with water or mixed together to produce any shade required. For instance, to produce a light green take a small quantity of dark green and lighten it with yellow. You can get an excellent green for coloring holly leaves this way. Red, green, yellow, blue, and brown along with the black will produce all the required colors.

The most simple method of transferring a drawing to the card is by tracing it with the carbon paper between it and the cardboard. This will leave you an outline which can be retraced with the pen and black waterproof ink. After this



the winter scenes in stock. They can be obtained from postcards, etc.

Card "C" is a very appropriate one for a toy display. The "Jack-in-the-box" is one of the oldest child's toys and is very effective in drawing the kiddies' attention to the window.

The three small Christmas cards show some very effective cards which can be used on small showings or as individual tickets. "D" shows a card with a sprig of poinsettia design. This can be easily sketched on with a pencil and colored with the natural colors. It is not necessary to be as accurate with the small as with the larger ones.

Card "E" shows a design bringing in the old fashioned Christmas bell worked in with a couple of holly leaves. The bell can be given a light wash of yellow after the black ink is used for shading it.

"F" shows "Old Santa" in a very characteristic attitude. This drawing was gotten out of one of last year's newspapers and transferred on with the carbon paper method. These three cards are white, size 5½ by 7.

"G" shows an excellent card for use

can be made either with the round writing pen or the chisel-pointed red sable brush. As the principle of the pen and brush are practically the same, except that the former is more rigid to work with than the latter, and those principles have been delved into so many times in previous lessons, we will leave you to make out its formation for yourselves. It is all quite simple. Draw the strokes in the direction in which the little arrows are pointing and make them in the order in which they are numbered and you should have no difficulty whatever. The main thing is practice.

The second feature is one at which all cardwriters are expected, to show what they can do—that is the making of fancy Christmas cards entirely by hand. You may remember that a year ago we gave instructions along similar lines but here are some new ideas that will help you out in making fancy Christmas cards.

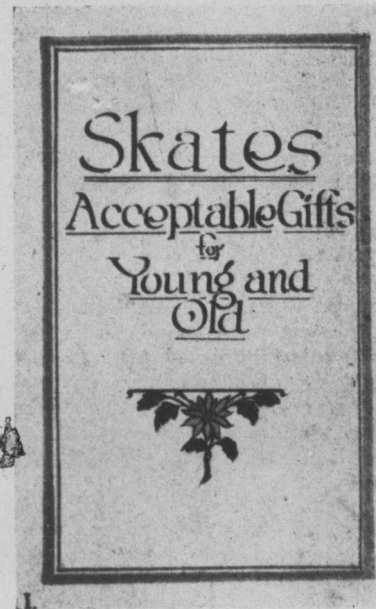
A summary glance at the completed cards reproduced here may give you the impression that there is a great deal of work attached to the making of them, but when you take the work step by step it is much easier than one would at first anticipate. Follow the detailed explanation of each card and you will have little trouble.

Some of these cards are original though many of them are copies. All can be done just as well and just as easily, but we find it is best to have some little sketch to get the idea from, so look up your last year's collection of Christmas ideas that all cardwriters should have and you will find many



is dry color in with natural Christmas colors.

This method is clearly shown in Fig. 1. This is a pen drawing after the tracing is made and the black ink has been applied. This is now ready to be colored. Card "A" shows this same design used on an 11-in. by 14-in. card all colored in the natural colors ready to be put on display. A bright scarlet color should be used for the flower. Card "B" shows a combination of "paste on" and drawn design. The scenery is pasted on and retouched and the holly around it is a pen drawing colored with natural holly colors. This sort of a card is an easy one to make providing you have the lit-



in a Christmas furnishing window. It is the right shape and the layout and design is just enough to suit a men's furnishing window display. The pot

of poinsettia flowers is cut from a postal card and pasted on over a light green panel which has the tendency to make the "paste on" design stand out.

Card "H" gives you a suggestion of how to use a black background. The lettering and border is of pale green and

the snow effect is put on last with white. This is simple work but effective.

You will note that we use here a square faced letter on account of it being better adapted to this particular kind of work.

Card "I" shows a Conventional Christmas design which makes a neat card.

Air Brush Work

Stencil cutting, as you read in another air brush lesson given recently, plays a great part in air brushed cards. It is in fact one of the most important branches of the work, being used in so many different ways. This lesson shows how stencils are used for making scenic and background work. Your attention is called to card "J" along with Fig. II., the latter being

used as a guide to show the correct colors used on the card and where to place them.

First you need a stencil which will cover up all but the background of the card. That is, the oval and scenic panel must be covered. Spray this with a pale green. Next cut a stencil so as to just leave the sky exposed. This should be done in a light blue. The evergreen trees is the third and last part of the card that needs a stencil for its coloring. This one is more irregular but can easily be done with a sharp knife. The black outline of the drawing is done with a waterproof ink after the air brush work is completed. The sun can be put in either by air brush with the use of a stencil or can be painted on with an opaque color.

This is only one of the many scenic effects that can be made up with the aid of the air brush. It is a simple style of card to make because it can quite easily be changed so as to give it an entirely different appearance. Follow closely the directions and cut the stencils from heavy oiled Manila paper and you should have good results.



LICENSING FOOD DISTRIBUTORS
(Continued from page 29)

of view. I should want to show clearly that by a monopoly I do not mean a great business which draws many customers perhaps by its very greatness to the exclusion of smaller similar concerns, but strictly what are real monopolies, those which competitors cannot enter such as railways, water supplies, etc."

Licensing of Package Cereals

Licences are now required by manufacturers of package cereals put up in containers of less than 20 lbs. capacity. License fees from \$10.00 up are to be charged. Wholesale and retail dealers will require to be licensed to sell these lines. Packages are to bear name and license number of the manufacturer, and their net weight. Prices charged for them must not exceed such an amount as will pay for cost of contents plus reasonable profit and cost of container. Containers have to be inexpensive. As noted in another article, no coupons or premiums are permitted.

Applications for these licenses must state in terms per pound, and also per package cost of finished product, cost of package, and cost of packing consignments of packages, etc., cost of advertising and selling, overhead cost exclusive of dividend, and cost of distribution, (i.e. transportation). To the total of the foregoing items must be added the net profit out of which dividend and war tax are payable, and the total then should give the net price of the product to the jobber. Further the manufacturers must state net price to jobber of each product for which he seeks license, net price from jobber to retailer, and net price from retailer to consumer.

Manufacturers' licenses for package cereals may be refused if cost of selling,

packing and distribution is in Food Controller's view excessive in proportion to the value of the food contents of packing. Wheat based cereal products are licensed subject to cancellation at one

month's notice, but a flour other than wheat flour may be substituted in that case if approved by the Food Controller from the point of view of the public interest.

Where Are Prices Going?

A Comparison of Prices on Standard Articles, That Gives Some Idea of Business Conditions and How Necessary it is for the Merchant to Judge His Business Accurately.

EVERYBODY realizes that the prices of most goods have increased since the outbreak of war but possibly few people realize to what an extent these increases have gone.

CANADIAN GROCER in response to an enquiry regarding the matter made some investigation into the prices previous to the war as compared with those existing at present. The results of this investigation were illuminating and are reproduced herewith. The first column shows the prices existing a month prior to the war, the second column prices six months later when the effects of war were beginning to have their effect, and the current prices. There is food for thought in these figures, not only for the unfortunate consumer, but for the merchant whose gross business, reckoned under this new scale of prices, bears but a far away relationship to the business of pre-war years.

	July 3 1914	Dec. 3 1914	Dec. 7 1917
Sugar, Extra Granulated, 100 lbs.	\$4.45	\$6.75	\$9.00
Sugar, Yellow No. 3..	4.40	6.60	8.40
Tea, Choicest Japan..	40-50	40-50	43-50
Ceylon Broken Orange Pekoe	30-40	40-50	40-46
India Pekoe Souchong	19-20	-35	
Coffee—Bogotas	27-30	26-30	28-32
" Java	32-35	30-33	33-40
" Maracaibo	25-26	22-25	23-24
" Mocha	30-32	29-31	34-37
" Rio	22-23	17-20	19-20

Molasses—Puncheons...	35	35	86
" Bbls.	32	41	89
" ½ bbls.	35	43	91
Rice—Rangoon B. per cwt.	2.90	3.50	7.80
Tapicoa, per lb.	4½-5	5½-6	15-16
Beans, hand picked per bushel	2.40-2.50	2.85	10.50
Beans, Canadian white	2.10	2.65	9.50
" Lima, per lb.	8½	8½	.20
Barley, pot	2.75-3.00	3.50	6.25-7.25
Flour, first patents...	5.60	6.70	11.60-11.80
Rolled Oats, 90-lb. bag	2.25	3.35	4.90-5.25
Hominy, 96-lb. bag ...	2.50	2.75	6.90-7.60
Fish—Halibut, per lb..	11	12	25-26
" Haddock, per lb..	4	5½	7½-8
" Salmon, per lb..	12	14	22-24
" Whitefish, per lb..	12	13	-15
" Dore, per lb.	12	9	15-16
Smoked Haddies	8	7½	15-16
Fruit—Oranges	3.50	5.00	4.75-5.50
" Lemons	5.50	3.50	6.50-7.00
" Bananas	2.00-2.50	2.00	2.75-3.50
Vegetables—			
Potatoes, bag	1.30-1.50	70-75	2.00-2.25
Turnips, bag	1.00	40	75-90
Onions, 75-lb. bag..		1.50	2.00-2.25
Carrots, bag		65	90-1.00
Beets, bag		35-40	50
Cabbage, doz.			
Produce—			
Hams, per lb.	18-19	17	29-31
Bacon	17-18	19-20	38-42
Cooked ham	27	25	42-44
Pure lard, tierces ..	13	12½	28-28½
Dressed hogs	12.75-	11.50-	24.00-
	13.00	11.75	26.00
Eggs, new-laid	27	50	60-65
Butter, creamery....	25½-26	29-30	44½-45
Cheese, new	14½-15	16-17	22½-23
Honey, 5 and 10 lbs.	10-12½	10-12½	19½
Poultry—			
Spring chickens ...	25	10-13	29
Turkeys	23	14-15	24-27
Ducks	18-19	11-13	17-21
Geese	15-16	10-12	14-21

CURRENT NEWS OF THE WEEK

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

Maritime Provinces

B. J. Donovan is representing the Wm. Davies Company of Toronto at the scene of the recent explosion disaster in Halifax.

Quebec

A. Mass & Co., provisions, Montreal, has dissolved.

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

Smalls, Ltd., Montreal, manufacturers of maple syrups, etc., incorporated, Feb. 1917, has been registered.

C. D. Buck, representative of Robin Hood Mills in Pictou, Nova Scotia, was a Montreal visitor during the past week.

The Robin Hood Mills of Montreal shipped a carload of flour to the committee in charge of relief operations at Halifax.

Mr. Harper R. Gray, joint manager of Gunn, Langlois & Co., Montreal, produce and provision merchants, is confined to his home. Mr. Gray hopes to be at his desk in a few days.

Subscriptions to the special fund for Halifax sufferers, as opened by the Dominion Fisheries Association, are coming in well, and there is a very generous response,—better than was anticipated.

W. J. McCearney, for the past twenty-three years representative of Kearney Bros., tea importers, Montreal, and one of the best known travellers in Ontario, died at his home in Merrickville, Ontario, last week. He was buried at Merrickville on Saturday.

Rosenberg Bros. & Co., the dried fruit operators of California, who for the past five years have been affiliated with the Associated Raisin Corporation, have given notice that their contract expires in 1918. They further state that they will not renew this and that thereafter they will be independent factors in the raisin business.

Ontario

M. Nolan, grocer, Kingston, has sold out.

M. Wengier, grocer, Ft. William, has discontinued.

Chas. W. Schaefer, grocer, New Hamburg, is dead.

C. H. Keys, general store, Oak Ridges, Ont., has sold out.

Armour & Co., wholesale meats, Hamilton, suffered fire loss.

C. Moreland, grocer, Ottawa, suffered loss by smoke and water.

Misses F. and L. Levack, grocers, Pt. Arthur, are out of business.

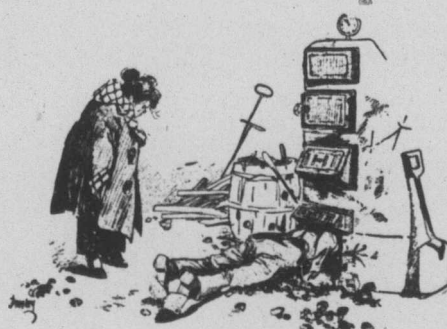
Hanson & Pepler, general store, Tavistock, succeeded by Pepler Bros.

Mundus Margarine Co. of Canada, Ltd., has been incorporated at Toronto.

W. M. Wright, sales-manager of the cereal department of the Ralston Purina Co., St. Louis, Mo., visited the office of the Chisholm Milling Co., Toronto, last week.

Central market hall, Hamilton, was recently destroyed by fire. Loss is estimated at \$85,000. The building was constructed in 1886 but was repaired last year. The fire was one of the most spectacular blazes yet seen in Hamilton.

W. R. Drynan of the Dominion Cannery was a speaker at the recent meeting of the New York State Cannery Association, held at Rochester, N.Y. Mr. Drynan outlined some of the difficulties that Canada had faced during the past year, and how these difficulties had been wet.



DONAHY in Cleveland Plain Dealer

"Dearie, did you roll up your cuffs?"

J. A. Ruddick, Dairy and Cold Storage Commissioner, has been invited to act on a Commission for the Refrigeration of Food, which is being organized in the United States. The Commission is to work in co-operation with the Food Administration in Washington. The Minister of Agriculture has authorized Mr. Ruddick to act on this Commission, so far as his other duties will permit.

The Harris Abattoir Co., West Toronto, held a Christmas display of their meats on Saturday, Monday and Tuesday last. They made arrangements to meet the street cars at the corner of Dundas and Keele streets with motor cars to take the visitors out to their plant on St. Clair Ave. The exhibit included a large number of dressed carcasses hanging from the ceiling of the Exhibit Room with a number of special booths showing their finished products such as cured and cooked meats, lard, shortening, margarine, etc. There was also a guessing contest included in the programme, a fine looking mounted beef being the centre attraction in this connection. Many city people went out to see the attractive exhibit.

Western Provinces

J. A. Nolan, grocer, Calgary, has sold out.

R. R. Farrel, general store, Bressaylor, Sask., has sold out.

A. Lafreniere, general store, hafford, Sask., has sold out.

A. Schacter, general store, Loverna, Sask., has sold out.

Magus Bros., general store, Vonda, Sask., has sold out.

M. Bloomquist, general store, Kinley, Sask., has sold out.

K. O. Bratvold, grocer, Dina, Alta., has discontinued.

M. H. Harrison, grocer, Edmonton, has sold out.

G. H. Marks, general store, Champion, Alta., has sold out.

L. D. Sky, general store, Edmonton, has discontinued.

Western Packing Co., packers, Calgary, have dissolved.

P. K. Shatilla, general store, Zealandia, Sask., has sold out.

S. Shrestobetoff, general store, Buchanan, Sask., has sold out.

J. J. Crowe, general store, Gilbert Plains, has sold out.

J. J. Cote, general store, Lampman, Sask., has discontinued.

Minovitch & Solensak, grocers, Regina, Sask., have discontinued.

P. C. Duncan Co., Ltd., general store, Estevan, Sask., is negotiating sale.

Superb Trading Co., Ltd., Superb, Sask., has been incorporated.

J. B. Haegeman, grocer, Mariapolis, Man., succeeded by A. Buckert.

Sequin & Simpson, general store, Bromhead, Sask., have discontinued.

Scales & Carscadden, Virden, Manitoba, are retiring from business.

M. Keswick, grocer, St. James, Man., has been succeeded by F. Harding.

J. Huott, general store, Summerberry, Sask., has moved to Condie, Sask.

Lee & Nelson Co., Ltd., general store, Sceptre, Sask., has been incorporated.

Henry Black, organizer of the Prairie Biscuit and Confectionery Company, Regina, Sask., is a candidate for the mayoralty.

Brewster Trading Co., Ltd., Banff, Alta., general store, has sold his stock.

Minovitch & Solensak, grocers, Regina, have sold their North Annex branch.

James L. Turner, formerly senior partner in the firm of Turner-McKeand, which was among the first wholesale grocery firms of Winnipeg, died at the General Hospital yesterday, aged sixty-three years. The body was sent to Hamilton, Ont., for interment.

At a recent meeting of Brandon merchants it was almost unanimously decided to abolish the credit system on and after Dec. 1. The decision was reached by the grocers and butchers of the city,

the most of whom have given a whole-hearted support to the new program. The change was inaugurated as a measure of saving during wartime.

J. L. Torry of J. L. Torry & Co., manufacturers' agents and wholesale grocery commission house, Vancouver, B.C., is in Eastern Canada on a business trip. He is making his headquarters in Toronto and has already visited centres in Eastern Ontario and Montreal. He will go to New York before returning to Vancouver. Mr. Torry points out that business conditions on the coast are splendid at the present time. Shipping from the port of Vancouver is exceedingly active and Vancouver docks are scarcely able to accommodate the arrivals. Mr. Torry will return to Vancouver about the end of the month. He was a visitor at the Toronto office, CANADIAN GROCER, one day last week.

ONLY ONE DELIVERY

Winnipeg R. M. A. Recommend a Single Delivery Per Day Over Each Route And No Special Deliveries

At a joint meeting of the Grocers' and Meat Dealers' Sections of the Winnipeg branch of the Retail Merchants' Association, held in the board room of the Industrial Bureau on Wednesday evening, December 12th, at 8 p.m., and presided over by A. E. White, manager of W. H. Stone Co., and chairman of the Grocers' Section, the following resolution was passed:

Whereas, we the members of the Grocers' and Meat Dealers' Sections of the Winnipeg branch of the Retail Merchants' Association of Canada, Inc., believe that the interests of the public would best be served by limiting deliveries to one delivery per day over each route;

Be it therefore resolved, that we recommend that a campaign of education be instituted by the Manitoba Food Committee, having for its object such a change, and that we give such committee every assistance possible in introducing a uniform and practical system in the City of Winnipeg.

During the discussion on the resolution many thought that the free delivery of small purchases should be restricted, that special deliveries should be discontinued, and some way should be found to overcome the abuse of the returned goods privilege.

R. B. Kilbourne, LL.B., addressed the meeting on the value of legislation secured through the efforts of the association, and outlined some of the amendments which will be given careful attention by the officers. He explained the way in which the Small Debts Court could be used.

W. E. Hawkins, manager of the insurance department, delivered a splendid address on "Fire Insurance and Its Relation to the Grocery Business." He stated that an inventory was most valuable in proving a loss. Other points were "proper condition of premises," "value of having policies examined by the insurance department of the association,"

"amount of insurance to carry." He explained fully the special accident and health insurance policy which had been secured for the members of the Manitoba Board of the Retail Merchants' Association, and why the members were able to make such a large saving. Many of the merchants present stated that they were carrying such a policy. Several stated that every member of the association should have one of these policies not only for themselves, but for their employees.

The executive officers asked for the hearty co-operation of the members so that the meetings would be made of the greatest possible value to everyone.

RICE GROWN FROM SEED 1,000 YEARS OLD

Rice has actually been grown from seed grains one thousand years old. The ancient rice grains were found inside a wooden image of Vaisravana in a little Buddhist temple in a remote village of Japan.

From the artistic style of the carving and traditions relating to the image it was estimated the seeds were 1,000 years old. They were planted and yielded a good crop.

"WHERE HAS THE SUGAR GONE?"

A frequent inquiry on the part of amateur investigators is, "Where has the sugar gone?" They point out that production in Cuba and the United States was about the same in 1917 as during the preceding year, that exports from this country were smaller, and ask accusingly what has become of this production.

Those who raise this question overlook three important factors affecting the present situation: The first is the decline in the world's production of sugar; the second is the exhaustion of the world's reserve stocks; the third is the world-wide lack of transportation facilities for commercial use.—American Grocer.

CANADIAN EXPORTS OF WHEAT DOUBLED SINCE THE REMOVAL OF TARIFF

The United States Department of Commerce reports that Canadian wheat is pouring into the United States duty free through every customs district on the northern border in largely increasing volume.

For the nine months ended with September, American imports from Canada were 21,490,269 bushels, over 14,000,000 of which came in free after April 16. This was the date on which Canada removed its import duty on wheat, which automatically let wheat enter the United States duty free. During these nine months wheat flour imports totaled 403,270 barrels, of which 297,000 came in free, against a total of 157,289 barrels in the same period of 1916, and hardly more than 90,000 in 1915.

U. S. GROCERS TO AID HOOVER Food Control Department Calls on the Trade for Assistance

A committee of representative retail grocers from various sections of the country has been formed to co-operate with the United States Food Administration in carrying out its program. Mr. John H. Schaefer, President of the National Retail Grocers' Association, has been appointed as chairman, and he is now spending a portion of his time with the Food Administration in Washington.

Mr. Schaefer plans to visit retail grocer associations in all parts of the United States during the coming months. The personnel of the remaining members of the committee will be announced within a few days.

JAPAN'S ENORMOUS RICE CROP

Vice Consul Hitchcock, at Yokohama, gives the estimated total for this year's rice crop as 296,883,295 bushels. This exceeds last year's crop of 292,215,235 bushels by 4,668,060 bushels. The average annual crop is 265,121,340 bushels, which is 31,761,955 bushels less than the estimated crop for this year.

The figures for the average annual crop are based upon the statistics for the preceding seven years. Those of the year of the best crop and of the year of the worst crop in the period are rejected, and the average of the five other years constitutes the official "average annual crop."

The reports from every part of Japan are uniformly good, as the weather this year was exceptionally favorable at the critical times of sowing, transplanting and flowering, although a certain amount of damage must have been caused by the typhoon of September 30 and October 1.

SEND IT IN

If you have a bit of news,
Send it in.
Or a joke that will amuse,
Send it in.
A story that is true,
An incident that's new,
We want to hear from you!
Send it in.
Will your story make us laugh?
Send it in.
Send along a photograph,
Send it in.
Never mind about your style,
If it's only worth the while,
And will make the reader smile,
Send it in.

New Goods Department

The Potato Products Ltd., Woodstock, N.B., is putting on the market an evaporated potato uncooked, as well as cooked with turnip. This evaporated potato is soaked in water and fried for eating. The turnip and potato is for making soup.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

AMONG the interesting price changes in grocery commodities during the week have been advances in laundry soaps, olives, olive oil, baking powders, mincemeat, cotton twine, certain lines of tobaccos and pickles. A decline has been recorded in Epsom salts. One of the Canadian refiners has also announced a decline of 20c per hundred in the price of sugar. New-crop Cuban raw sugars have commenced to arrive in the New York market and will in all probability increase in supply from this time forward. There is an embargo on the shipment of corn from the United States for all points east of Chicago. This will affect the manufacture of corn products, such as cornmeal, hominy, farina, corn-starch and corn syrup. It is presumed that this embargo will not be permanent but that supplies will eventually be allowed to come forward under the license system. Until the licenses are issued there will be light supplies of corn in this market. Any corn that was in transit before the embargo became effective has been allowed to come forward.

The Canadian Food Controller has fixed the price of millfeeds at practically the same basis as that existing for some time past. Millers point out that with an additional tax on wheat of 3½c per bushel to go into effect on January 1, together with the greater cost of bags, that it will be only a matter of right for the Food Controller to allow a higher price on flour. Several cars of dried fruits reached the Canadian market during the week, and the smaller sizes of prunes were in easier tone as a result of the recent arrivals from Coast points. Margarine from the United States is expected to reach the Canadian consumers some time during the present week. Cottonseed oil is coming forward under license in small quantities. There is an uneasy feeling in the butter market. Eggs are firmer in tone. Geese, ducks and turkeys are in good demand for the holiday trade and prices have been advanced. Business during the week has been good.

QUEBEC MARKETS

MONTREAL, Dec. 18.—With retail dealers very well supplied in the usual holiday requirements, business is somewhat quieter in a general sense this week. There is an expression, notwithstanding, of general satisfaction regarding trade conditions. Good sleighing prevails and the weather conditions are very good, with the thermometer ranging several degrees below zero most of the week. No improvement is noted in the transportation of supplies and jobbers are expecting to get the consent of the Food Controller to move supplies through which are already in transit. All seem agreed that if the goods are to be had there is no question of their sale, and little argument is made by retailers regarding price revisions that have to be made. Among the few changes of the week are the following: Soaps of leading and well-known brands are now selling for \$6.15 per case, representing an advance of 50c per case. Refined cottonseed oil is higher by 50c per gallon, and is selling at \$2.50 to \$2.75 per gallon. New walnuts in the shell are to

hand and are selling at 22c and 23c per lb. A new line of pickles is obtainable in 40-oz., 120-oz., and 5-gallon pails. The prices have been fixed for mill feeds, with the exception of middlings. Rolled oats are firmer in price and feed oats are selling at \$1 per bushel. Hogs are up to \$19.50 for the live. Margarine is being freely asked for, the demand exceeding the supply. It is thought here that butter will still decrease when margarine can be secured in the necessary volume. Some jobbers are considering the possibility of closing their places on Monday, working on Saturday afternoon for this week.

Sugar Quoted At \$8.80; Supplies Of Raw Light

Montreal.

SUGAR.—There has been a weakening in the price of sugar this week on the part of one large refinery, making range from \$8.80 to \$9. This latest revision is said to be in sympathy with the United States situation. Stocks seem to be

limited, and yet there is a conflicting expression in this respect. It is evident all through that there is some shortage of raws, while jobbers have expressed themselves as being unable to get their requirements, and are, therefore, unable to meet the orders coming from their retail customers.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars, 100 lbs.	8 90
Acadia Sugar Refinery, extra granulated St. Lawrence and Canada Sugar Refineries	8 80
Dominion Sugar Co., Ltd., crystal granulated	9 00
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs.	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

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

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

New Pickles Offered In Various Sizes

Montreal.

PICKLES.—There is a very fair demand for pickles of various makes in the popular-sized bottles and containers. Regal brand costs \$1.75 per doz. for the 12-oz. size in cases of 2 dozen. The 40-oz. size are put up in 1 doz. cases, and these are selling at \$3.25 per doz. Five-gallon pails of the same product are worth \$3.50 per pail. In pickled onions two sizes of this brand are offered—the 12-oz bottles at \$1.75 per doz. and the 40-oz. at \$3.35 per doz. Both the latter are put up in cases of one doz. each.

Canned Goods Dull; Local Prices Firm

Montreal.

CANNED GOODS.—The market is rather dull. Supplies are limited, and business is of a light and sorting nature. It is evident that there are some who cannot afford the higher-priced lines, and the demand will come from those able to afford their usual supplies. No feature of interest marks the situation for the week and prices are maintained.

Salmon Sockeye—

"Clover Leaf," ½-lb. flats	2 45
1 lb. flat	4 00
1 lb. talls, cases 4 doz., per doz.	3 75
½ flats, cases 8 doz., per doz.	1 50
Chums, 1-lb. talls	1 80
Pinks, 1-lb. talls	2 40
Cohoes, 1-lb. talls	2 65
Red Springs, 1-lb. talls	2 70

Salmon, Gaspé, Niobe Brand (case of 4 doz.), per doz.	2 25
Canadian sardines (case)	6 75
Norwegian sardines, per case of 100 "1/4s"	20 00
Canned Vegetables—	
Tomatoes, 3s	2 67 1/2
Tomatoes, U.S. pack (2s)	2 12 1/2
Tomatoes, 2 1/2s	2 50
Peas, standards	1 75
Peas, Early June	1 90
Beans, golden wax	1 85
Beans, Refugee	1 85
Corn, 2s, doz.	2 35
Spinach (U.S.), 3s	3 00
Do., (U.S.), gallons	10 00
Corn (on cob, gal. cans), doz.	8 50
Red raspberries, 2s	2 90
Simcoes	2 75
Red cherries, 2s	2 60
Strawberries, 2s	3 00
Blueberries, 2s, doz.	1 35
Pumpkins, 2 1/2s	1 60
Pumpkins, 3s	1 75
Pumpkins (gallon), doz.	6 00
Carrots, sliced, 2s	1 45
Apples (gallons)	5 00
Peaches, 2s (heavy syrup)	2 00
Pears, 3s (heavy syrup)	2 45
Pineapples, 1 1/2s	2 25
Greengage plums (light syrup)	1 90
Lombard plums (heavy syrup), 2s	1 70

**Dried Fruit Importers
Hope For Improvement**

Montreal. **DRIED FRUITS.**—The deliveries of dried fruits for the year have been pretty generally made. It is a source of much concern to importers that they have to await action upon the Government regarding licenses, and the delay in securing these seems to be very great. When a general, smooth-working basis will be reached no one can say. There may be a well-disposed disposition upon the part of Government officers to facilitate matters such as these, but there is little doubt of the great inconvenience and sometimes considerable loss suffered by jobbers, generally through delays that are common. The difficulty seems to rest as to where the line should be drawn regarding regulation. With a firm tone to the market, prices remain unchanged as follows:

Drained Peels—	
Citron	0 35
Lemon	0 27 1/2
Orange	0 28 1/2
Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$3.75; 6-crown	4 00
Muscateis, loose, 2 crown	0 11
Muscateis, loose, 3-crown, lb.	0 11 1/2
Muscateis, 4-crown, lb.	0 12
Cal. seedless, 16 oz.	0 14
Fancy seeded, 16 oz. pkgs.	0 13
Choice seeded, 16 oz. pkgs.	0 12
Valencias, selected	0 11
Valencias, 4-crown layers	0 11 1/2
Currants, old	0 24
Do., new	0 32

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

**Light Supplies Molasses;
With Firm Price Held**

Montreal. **MOLASSES, SYRUPS.**—With small stocks on hand, it is only natural that the price of molasses should hold firmly. Business is limited and trading is being done on a basis of around 86c per gallon. New supplies will not be forthcoming for a considerable length of time. The corn syrups are in very good demand, and the market for these continues strong. The temporary easiness in corn

deliveries is now suspended, with the accentuating influences of newly-imposed embargoes. It is somewhat of a hardship to the manufacturer to gauge the working of his plants, supplies being so uncertain from week to week. Prices are unchanged.

Corn Syrup—	
Barrels, about 700 lbs.	0 07 1/2
Half bbls. or quarter bbls., 1/4c per lb. over bbls.	
2-lb. tins, 2 doz. in case, case	5 15
5-lb. tins, 1 doz. in case, case	5 50
10-lb. tins, 1/2 doz. in case, case	5 25
20-lb. tins, 1/4 doz. in case, case	5 20
Prices for Fancy, Choice, Island of Montreal	
Barbadoes Molasses—	
Punchoons	0 85
Barrels	0 89
Half barrels	0 91
For outside territories prices range about 3c lower.	
Carload lots of 20 punchoons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.	
Cane Syrup (Crystal) Diamond—	
2-lb. tins, 2 doz. in case, per case	
Barrels, per 100 lbs.	
Half barrels, per 100 lbs.	

**Refined Cottonseed Oil
Advances Fifty Cents**

Montreal. **REFINED OIL.**—There has been an advance in the price of refined cotton-



Joy Riding

seed oil. This is used extensively by some people in the Province of Quebec, as it has much food value, and is economical. The advance, represented by an increase of 50c per gallon, makes the present prices from \$2.50 to \$2.75 per gallon.

**New Soap Prices
Are Announced**

Montreal. **SOAPS.**—The prices on standard and well-known brands of soaps were recently withdrawn. New prices are now available and have been announced this week. These represent an increase of 40c per 100-bar case, the old quotations being made at \$5.75 and the new at \$6.15.

**New Marbot Walnuts;
Holiday Demand Good**

Montreal. **NUTS.**—There has been a good brisk demand for nuts right up to the present time, and as far as jobbers have been

able to supply this good business has been available. A supply of new walnuts in the shell are to hand, and these are selling at 22c and 23c per pound. Supplies are quite confined and some of the popular varieties are indeed scarce. Changes of price have not been made during the week.

Almonds (Tara), per lb.	0 20	0 21
Almonds (shelled)	0 42	0 43
Almonds (Jordan)		0 70
Almonds, Valencia, shelled	0 44	0 46
Almonds, soft shelled Tarragonas	0 21 1/2	0 22 1/2
Brazil nuts (new)	0 14	0 18
Brazil nuts (med.)	0 15	0 16
Filberts (Sicily), per lb.	0 20	0 22
Hickory nuts large an small,		
lb.	0 10	0 15
Peanuts, Bon Ton	0 15 1/2	0 16 1/2
Peanuts, "Diamond G"	0 15	0 16
Peanuts (coon), per lb.	0 12 1/2	0 13 1/2
Peanuts (Jumbo), per lb.	0 16	0 17
Peanuts, shelled, Spanish, No. 1.		0 17
Peanuts, shelled, Virginia, No. 1		0 16
Do., No. 2		0 14
Pecans (new Jumbo), per lb.		0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo		0 40
Pecans (shelled)		0 80
Walnuts (Grenoble)		0 23
Walnuts (shelled)	0 57	0 58
Walnuts (Marbots), in bags	0 22	0 24
Walnuts (California), No. 1		0 24

**Scarcity Honey Greater;
Little Maple Product**

Montreal. **HONEY, MAPLE PRODUCTS.**—There is a decided shortage of both honey and maple sugar and syrup. One dealer stated that he had taken a supply in recently, but owing to the scarcity it was a poorer sample than he had been in the habit of handling. It was the best, he stated, that the market afforded, and he did not therefore refuse it. Demand is fair, with prices unchanged.

Honey—	
Buckwheat, 5-10 lb. tins, lb.	0 17
Buckwheat, 60-lb. tins, lb.	0 16 1/2
Clover, 5-10 lb. tins, per lb.	0 19 1/2
Clover, 60-lb. tins	0 19
Comb, per section	0 21
Maple Product—	
Syrup, 13 lbs. Imp. meas., gal.	1 70
11-lb. tins	1 35
Sugar, in blocks, per lb.	0 19

**Japan Beans Sold;
Shipments Limited**

Montreal. **BEANS.**—Odd shipments of beans come to hand from the Quebec growers. There is a fair demand and dealers are able to meet the request of retail dealers fairly well. One firm has sold a lot of Japanese beans, and these are said to be of good flavor and are much cheaper to the consumer. The supply of these is limited. Little of the Ontario product has come to this market, and dealers are not making any great dependence upon supplies coming from this source.

Beans—	
Canadian, hand-picked	10 50
Ontario, new crop, 3 to 4 lbs.	8 15
British Columbias	8 16
Do., in 100-lb. sacks, gross, per 100 lbs.	15 00
Canadian, 3-lb. pickers, per bu.	9 50
Canadian, 5-lb. pickers	7 40
Michigan, 3-lb. pickers	10 00
Michigan, hand-picked	10 50
Yellow Eyes, per lb.	0 14
Rangoon beans, per bush.	7 50
Lima, per lb.	0 20
Chilean beans, per lb.	0 14 1/2
Manchurian white beans, lb.	0 15
South American	5 20
Peas, white soup, per bush.	5 00

Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

**Little Rice Demand;
Prices Are Maintained**

Montreal.
RICE, TAPIOCA.—Even though the stocks of rice are not reported large, they seem to meet the demand, which is small. There is very little interest manifested in any of the grades of rice, and tapioca is in much the same position, excepting that there may be a better request of a sorting nature with the approach of the holiday trade. This is now well supplied for the most part. No price revisions have been made and the following quotations prevail:

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

**Japan Freights Up;
China Exchange High**

Montreal.
TEAS.—Little trading is being effected in teas generally, owing to the holiday season. Some quantities of certain grades are being received, but of the better lines there is an evident shortage and scarcity of stock. Freight rates from Japan are higher by 25%, and from Ceylon these are increased by about 15%. The rate of exchange in China has been increased so that \$1.40 has to be paid there for \$1 of Chinese silver currency, representing a considerable advance. These things are mentioned to show the trend of conditions which will serve to increase costs in the future.

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

**Unchanged Prices With
Fair Demand For Coffee**

Montreal.
COFFEE.—There is a lighter demand for coffee. Outside markets are of little feature and prices are maintained. The cold weather should have a steady effect on demand for the roasted lines. Cocoa is still selling well, and the jobbers and makers have every satisfaction with the amount of trade passing for this season of the year.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 28	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 25	0 25

**Spices Very Firm;
Most Imports Are In**

Montreal.
SPICES.—Firmness marks the spice market. Supplies in dealers' hands are

about as large as they will be as imports for the season are now completed or practically so. A normal demand exists in a sorting way. Herbs, caraway and cloves are particularly scarce, and in no lines do dealers report big stocks.

Quotations are firm but unchanged.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 70	0 70
Cream of tartar	0 70	0 80
Ginger, pure	0 26	0 35
Ginger, Cochin	0 25	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 40	0 45
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	2 00	
Caraway, Dutch, nominal	0 75	
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	0 35	
Mustard seed, bulk	0 25	
Celery seed, bulk	0 46	
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

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

**Lemons are \$8 a Case;
California Cauliflower**

Montreal.
FRUITS, VEGETABLES. — Several changes are recorded in the vegetable list this week. Spanish onions in the small crates are selling at \$3, representing a reduction of 50c per crate. California new cauliflower will be on the market at \$3 a crate. Sweet potatoes are firmer with an increase of 25c per hamper, making the price \$2.50. Boston lettuce is lower at \$1.50 per box. American mint is up to 40c per dozen. Watercress is much higher at \$1.25 per doz. Sprouts are offered at 15c per qt., for the Canadian and the American are selling at 30c per quart. Marrows and Hubbard squash are off market. Lemons are much higher, owing to the severe weather conditions, and there is a scarcity of the product. California oranges are selling higher at \$5.50 to \$6 per case.

Bananas (fancy large), bunch	2 75	3 50
Oranges, Valencia (lates)	4 75	5 50
Oranges, Porto Ricos	3 25	3 75
Oranges, California	5 50	6 00
Grape fruit	3 50	5 00
Lemons (fancy new Messina)	7 50	8 00
Pineapples, Cuban, grate		5 00
Grapes, Malaga, 40-lb. kegs, lb.		0 40
Tokay grapes, crate		2 75
Apples, new (in bbls.)—		
Wealthy, No. 1	7 00	7 50
St. Lawrence		8 00
Fameuse	8 00	8 50
McIntosh Red		8 00
Gravensteins	5 50	6 50
Greenings	7 00	7 50
Blenheim	5 00	5 50
Kings	6 00	7 00
Pears (eating)		4 00
Cauliflower (California), crate		3 00
Cabbage, Montreal, per bbl.		1 75
Cabbage, Montreal, doz.		0 50
Celery, Canadian, per doz.	0 50	1 00
Celery, crates, 7 doz. (Ontario)		5 00
Celery, California, per crate		6 25
Onions, Canadian, bag	2 00	2 25
Onions, red, 100-lb. bag	1 50	2 00
Spanish onions, large crate		5 50
Spanish onions, small crate		3 00
Potatoes (sweet), per hamper		2 50
Carrots, bag	0 90	1 00
Beets, bag		1 00
Parsnips		1 25
Turnips (Quebec), bag		1 00
Turnips (Montreal), bag	0 75	0 90
Lettuce, Boston, head, doz. (box)		1 50
Lettuce, Boston, hothouse	0 30	0 35
Lettuce, curly (4 doz.), box		1 75
Tomatoes, pound		0 30

Horse radish, per lb.	0 25
Beans, wax, bag, U.S.	7 00
Beans, green, bag, U.S.	7 00
Leeks, per doz. bunches	1 50
Parsley, doz.	0 50
Mint, doz. (American)	0 40
Watercress, doz.	1 25
Spinach (Canadian), box	1 00
Spinach (American), bbl.	7 00
Eggplant, per doz.	2 00
Sprouts, Brussels, Canadian, qt.	0 15
Sprouts, Brussels, American, qt.	0 21
Garlic (Canadian), lb.	0 20
Endive (Canadian), lb.	0 25
Dried thyme, dried savory, dried marjoram, box	1 00
Dried Savory box	1 00
Cucumbers, Boston, doz.	2 25
Peppers, per bkt.	1 25
Holly, doz.	2 00
Cranberries, per bbl.	15 50
Cranberries (new), small size, per bbl.	16 00
Evergreen (for decorating), dull, per bundle	8 00
	1 75

**Demand Unabated,
Flour Still Firm**

Montreal.
FLOUR.—Continued brisk demand, say millers, prevents the accumulation of any great quantities of flour. Every week sees the continuation of this active trade and for all patents good request continues. No changes of price are recorded, but with the fixing of the price of millfeeds, it would seem that any price revisions to be made might fall on various patents of flour. This will remain to be seen. Where sacks used to be obtainable for around ten cents apiece they will now cost probably twice as much. Twines are increasingly dear too, and between these they will make for an upward tendency in flour prices. In the matter of mill feeds the government's fixing of prices last week will stabilize these but only to a certain extent. For instance, the new regulations require that all invoicing be made separately. Sacks will require a separate invoice; freight will require its own invoice in like manner as well as that for the product itself. There is not nor can there very well be a fixed price for the sacks nor the twine used in tying them. Thus, they may continue to increase in price and this will upset the calculations to solve the difficulty by fixing a bulk price on the milled products. For the latter, there is a continued, unsatiable demand and millers are doing their utmost to meet it. Many are behind with orders to the extent of scores and in some cases hundreds of cars. Feed oats are selling higher at from 97c to \$1 per bushel.

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

**Rolled Oats Stronger;
Standard Oatmeal \$5.85-\$6**

Montreal.
CEREALS.—In view of the fact that

oats are still of strong tone with some asking \$1 per bushel for the feed variety, the rolled product is strong with firm undertone. There is a good brisk demand with jobbers asking from \$5.15 to \$5.50 for rolled oats, while for standard oatmeal \$5.85 is the price at which one large milling firm is quoting, others asking as much as \$6 for the 98 lb. sacks. Other lines remain firm but without change.

ONTARIO MARKETS

TORONTO, Dec. 19.—One of the most important changes to be recorded during the week was the advance in practically all lines of laundry soap. Epsom salts on the other hand showed an easier tendency and prices were down one-half cent per pound. Some shipments of cluster raisins and seeded raisins came into the local market during the week and relieved the shortage to a certain extent. Prunes showed an easier tendency in some quarters. Advances were recorded in marmalade, baking powder, olives, tobacco, mincemeat and oatmeal. Some Nevada honey in the comb came into the local market during the week and afforded a measure of relief to a market that was practically bare on these lines. Provisions of all kinds are moving freely, as is usual in the pre-holiday period. At the time of writing margarine had not been released by the United States for export into Canada.

One Canadian Refiner Reduces Sugar 20c

Toronto.

SUGAR.—As an indication of the trend in the sugar market one Canadian refiner, the Canada Sugar Refining Company, reduced the price of all grades of sugar 20c per hundred. At the time of writing other refiners had not made any change from the previously established level. Atlantic Sugar Refinery is quoting on a basis of \$9.04, while St. Lawrence and Dominion Sugar continued to quote on the basis of \$9.14. Canada Sugar Refinery is quoting on the basis of \$8.94 for extra granulated. The first sales of new crop Cuban raws were reported in the New York market during the week on the basis of 4.90c cost and freight basis Atlantic ports. Some 15,000 bags were sold to New Orleans interests on this basis and 10,000 bags to New York interests. A further sale of 20,000 bags was reported but no confirmation was made of this sale. The first shipments of new crop Porto Rican sugar to the extent of 6,000 bags arrived in the New York market during the week. Some Venezuela raw sugars were also sold in the International Sugar Committee. Conditions for the Cuban crop continue favorable, with crop making having a rapid start. One of the leading authorities on the sugar situation estimates the crop for the coming campaign at 3,620,857 tons. Twenty-eight centrals are already at work, which indicates that

Barley, pearl	6 90	8 00
Barley, pot, 98 lbs.	5 25	6 50
Corn flour, 98 lbs.	6 50	7 00
Cornmeal, yellow, 98 lbs.	5 00	6 60
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 50	6 00
Oatmeal, granulated, 98 lbs.	5 75	6 00
Peas, Canadian, boiling, bush.	5 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags.	5 15	5 50
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 60

production is getting away to a good start.

Atlantic extra granulated	9 04
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated.	8 94
Can. Sugar Refinery, extra granulated.	9 14
Dom. Sugar Refinery, extra granulated.	8 74
Yellow, No. 1	9 34
Special icing, barrel	9 24
Powdered, barrels	9 84
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

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

Soaps Have Advanced; Olives And Tobacco Up

Toronto.

SOAPS, OLIVES, TOBACCO.—An advance has been announced in all makes of laundry soaps, with the exception of the line in which an advance was recently recorded. Surprise, Sunlight, Comfort and Lifebuoy are now quoted at \$6.15 in single boxes and \$6.10 per box in five-box lots. This advance follows recent information given in these columns of the strong situation that existed in soaps, indicating that an advance was highly probable. Epsom salts are easier in price by ½c per pound, in kegs now being quoted at 6c per pound. Olive oil has been advanced 35c per gallon, the new selling price being \$4.60 per gallon for Nightingale. Upton's marmalade has been advanced and is now quoted as follows: 24/12-oz., \$2.15 per dozen; 24/14-oz., \$2.35 per dozen; 24/16-oz., \$2.85 per dozen; 5-lb. tins, 89c per tin. Our Dairy baking powder has been increased in price and is quoted as follows: 4-oz., \$1 per dozen; 8-oz., \$1.60 per dozen; 16-oz., \$2.40 per dozen. Libby's olives have been advanced and are now sold as follows: Queen brand, 48, No. 5, \$1 dozen; 48, No. 6, \$1.32 ½ dozen; 24, No. 8, \$1.70 dozen. Manzanillas; 48, No. 5, \$1 dozen; 48, No. 6, \$1.35 dozen; 24, No. 8, \$1.70 dozen; 24, No. 10, \$1.95 dozen; 24, No. 16, \$2.75 dozen; 12, Royal jars, \$3.25 dozen. Pimento stuffed: 48, No. 5, \$1.35 dozen; 48, No. 6, \$1.60 per dozen; 24, No. 8, \$2.10 dozen; 24, No. 10, \$2.50 dozen; 24, No. 16, \$3.40 dozen. Queen brand: 24, No. 10, \$1.95 dozen; 24, No. 16, \$2.75 dozen; 12, Royal jars, \$3.25 dozen. Tuckett's tobaccos have registered an advance during the week, T. & B., 14's, now being

quoted at \$1.16 per pound. Orinoco, 14's, at \$1.16 per pound. Our Seal, 14's at \$1.14 per pound. Senator cut new size 15's, \$1.15 per pound; Rainbow, new size, 13's, \$1.05 pound; Rugby cut, new size, 18's, 78c pound. Cotton twine has been advanced, 3-ply now being quoted at 55c per pound and 4-ply at 58c per pound. Libby's mincemeat has been advanced, 36's, 15c size are now quoted at \$4.62 per case and 12, Royal jars, \$4.62 per case. Crown baking powder has been increased in price to the following figures: 48's, 4-oz., \$1 dozen; 24, 8-oz., \$1.60 dozen; 24, 16 oz., \$2.40 dozen. Prices on Taylor's borax soap have been withdrawn for the present. Libby's pickles have been advanced, 8-oz. sweet now being quoted at \$3, sour at \$2.25, chow at \$2.25 and relish at 75c per dozen. Pickles, 20-oz., sweet are quoted at \$4.25 per dozen, sour at \$3.75, chow at \$4 and relish at \$2.85 dozen. Ten-gallon kegs of sweet mixed pickles are quoted at \$15.

West India Molasses In Firmer Market Tone

Toronto.

MOLASSES, SYRUPS.—Higher prices were recorded in some quarters on West India molasses in half barrels, the range of prices being from 55c to 58c per gallon. Choice Barbadoes molasses is quoted at 80c to 82c per gallon and fancy Barbadoes at 90c to 92c per gallon. The market is ruling firm even in the face of investigations that are under way in the United States. The situation in corn syrups is becoming more acute owing to the embargo that has been placed on the shipment of corn from the United States. For points east of Chicago shipments are not allowed to come into Canada at the present time. There is no indication when this embargo is likely to be lifted.

Corn Syrup—		
Barrels, per lb.	0 07½	
Cases, 2-lb. tins, 2 doz. in case	5 15	
Cases, 5-lb. tins, 1 doz. in case	5 50	
Cases, 10-lb. tins, ½ doz. to cs.	5 25	
Half barrels, ¼c over bbls.: ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels and half barrels, second grade, lb.	0 06	
Cases, 2-lb. tins, 2 doz. in case	5 30	5 75
Molasses—		
Fancy Barbadoes, barrels	0 90	0 92
Choice Barbadoes, barrels	0 80	0 82
West India, ¼ bbls., gal.	0 55	0 58
West India, 10-gal. kegs.		6 50
Tins, 2-lb., table grade, case 2 doz., Barbadoes		4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes		5 65
Tins, 2-lb., baking grade, case 2 doz.		3 00
West Indies, 1½, 48s.		5 00
West Indies, 2s. 36s	4 00	4 25

Jams In Tins Show Slightly Higher Range

Toronto.

CANNED GOODS.—Raspberry, black currant and strawberry in 4-lb. tins were advanced slightly from the low levels recently prevailing, making the range in certain quarters now 77c to 83c on raspberry, according to the make; black currant, 74c to 77c per tin, strawberry, 80c to 83c per tin. Early June

peas were priced slightly higher at \$1.87½ for low quotation. The range on pink salmon has been widened, one wholesaler having increased the price of 1-lb. talls to \$2.60, although quotations for certain brands are still being made as low as \$2.30 per dozen. Demand for canned goods is fair.

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

Salmon—		
Sockeye, 1s, doz.	3 75	4 25
Sockeye, ½s, doz.	2 25	2 35
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	2 25	
Do., ½s, doz.	1 35	
Pinks, 1-lb. talls	2 30	2 60
Do., ½s, doz.	1 35	1 50
Cohoos, ½-lb. tins	1 75	1 90
Cohoos, 1-lb. tins	3 45	3 60
Red springs, 1-lb. talls		3 15
White springs, 1s, dozen	2 25	2 35
Lobsters, ½-lb. doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 80	2 30
Tomatoes, 2½s	2 50	2 75
Peas, standard	1 80	2 25
Peas, early June	1 87½	2 02½
Beans, golden wax, doz.	1 75	1 90
Beans, Midget, doz.		2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 35	2 50
Pumpkins, 2½s	1 80	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	3 00	3 25
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 75	1 90
Plums, Lombard, 2s		1 75
Plums, Green Gage		1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 09	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 15
Do., black currant, 16 oz.	2 90	3 05
Do., strawberry, 16 oz.	3 00	3 25
Peach, 16 oz.	2 35	2 85
Plum, 16 oz.	2 35	2 85
Raspberry, 4-lb. tin	0 77	0 83
Black currant, 4-lb. tin	0 74	0 77
Strawberry, 4-lb. tins	0 80	0 83
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 40
Black currants, doz.		3 45
Red currants, doz.		3 45
Raspberries, doz.	3 45	3 60
Strawberries	3 60	4 40

Cluster Raisins And Seeded Raisins Came In

Toronto.

DRIED FRUIT.—A carload of cluster raisins came into the local market during the week, together with a car of seeded raisins. Another importing concern has had about six carloads of seedless raisins come into the market within recent days. The California Raisin Association has extended their guarantee date to April 1. Citron peel showed a firm tendency with higher prices recorded, the range being from 40c to 45c per pound. Orange peel was quoted as high as 37c per pound in some instances. Prunes gave evidence of an easier tendency during the week. 50-60's are quoted as low as 14c; 60-70's at 12c; 70-80's at 11¼c; 80-90's at 11c. These prices represent a decline of ½c to ¾c per pound. Spanish Valencia raisins are about cleaned out of the local market.

Apples, evaporated	0 24	0 24½
Apricots, unpitted		0 16½
Do., standard, 25s	0 24	0 26
Do., choice, 25s	0 27	0 28
Do., fancy, 25s		0 30
Candied Peels, American—		
Lemon	0 28	0 35
Orange	0 30	0 37
Citron	0 35	0 45

Currants—		
Filiatras, per lb.
Australians, lb.	0 26	0 28
Dates—		
Excelsior, pkgs., 3 doz. in case	4 40	4 95
Dromedary dates, 3 doz. in case	6 00
Figs—		
Taps, lb.
Malagas, lb.
Cal., 6 oz., doz.
Cal., 10 oz., doz.
Prunes—		
30-40s, per lb., 25's, faced	0 17	0 18
40-50s, per lb., 25's, faced	0 15½	0 17
50-60s, per lb., 25's, faced	0 14	0 14½
60-70s, per lb., 25's, faced	0 12	0 14
70-80s, per lb., 25's, faced	0 11¾	0 13¼
80-90s, per lb., 25's, unfaced	0 11	0 12¼
90-100s, per lb., 25's, faced	0 10½	0 11¾
Peaches—		
Standard, 25-lb. box	0 15¾
Choice, 25-lb. boxes	0 16½	0 18
Fancy, 25-lb. boxes	0 22
Raisins—		
California bleached, lb.	0 15	0 15½
Valencia, Cal.	0 07	0 10½
Valencia, Spanish
Seeded, fancy, 1-lb. packets	0 12½
Seedless, 12-oz. packets	0 12	0 12½
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.	0 14½	0 15½

Java Teas Show Slightly Lower Range

Toronto.

TEAS.—Owing to the amount of Java teas that are in the market at the present time there has been a slightly easier tendency and prices have been quoted from 36c to 38c on broken Pekoes. Arrivals of tea that had been on order for some time have been fairly good within the past couple of weeks. Freight rates from Calcutta are very high, the last quotation secured by one of the importing houses being on the basis of 25c per pound. Dealers quite generally antici-

pate there will be firmer prices as soon as existing stocks are reduced somewhat. There has been quite a lot of buying of teas by retailers recently.

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

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

Coffee Undertone Has More Strength

Toronto.

COFFEE, CHICORY, COCOA.—There was a firmer undertone to the coffee market at primary points during the week but dealers do not anticipate there will be any radical change in this commodity until there is some prospect of peace. Much higher prices are expected to prevail when hostile countries again come into the markets as buyers. Locally prices held unchanged. Chicory was quoted in some quarters at 16c per pound. Dealers for the most part, however, quoted on the basis of 20c per pound. Cocoa held unchanged with a good demand reported.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31



—Bernard Partridge, in Punch, London.
Russia's Dark Hour.

Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 16	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Cassia Is Firmer; Tartarine Goes Down

Toronto.
SPICES.—In some quarters there was a firmer tone to cassia, the range being reduced to 30c to 35c per pound. Cream of tartar held at high levels with a scarcity of the commodity in this market. Other spices held unchanged. Demand is reported good.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 30	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 60	0 75
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 50
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Paprika, lb.	0 35	0 45
Nutmegs, selects, whole, 100's.	0 40	0 50
Do., 80's	0 55	0 60
Do., 64's	0 30	0 40
Mustard seed, whole	0 40	0 50
Celery seed, whole	0 25	0 35
Coriander, whole	0 80	0 90
Carraway seed, whole	0 70	0 75
Cream of Tartar—		
French, pure	1 35	1 45
American high test	2 40	2 40
2-oz. packages, doz.	4 75	4 75
4-oz. packages, doz.	0 20	0 20
8-oz. tins, doz.	0 22	0 24
Tartarine, barrels, lb.	0 90	0 90
Do., kegs, lb.	1 75	1 75
Do., pails, lb.	3 25	3 25
Do., 4 oz., doz.		
Do., 8 oz., doz.		
Do., 16 oz., doz.		

Demand For Nuts Has Been Active

Toronto.
NUTS.—There has been an active demand for nuts during the week preparatory to the Christmas trade. Prices were firmly maintained. In some quarters an advance was recorded in Brazil nuts, following a recent advance in the primary market. Other wholesalers maintained their prices with the result that the range held at 13½c to 16c per pound. Peanuts continue to be scarce.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 22
Walnuts, Bordeaux	0 20	0 21
Walnuts, Grenobles, lb.	0 22	0 22
Walnuts, Manchurian, lb.	0 24	0 24
Filberts, lb.	0 19	0 22
Pecans, lb.	0 17	0 27
Peanuts, roasted, lb.	0 17	0 18
Brazil nuts, lb.	0 13½	0 17
Cocoanuts, per 100	7 50	7 50
Shelled—		
Almonds, lb.	0 42	0 48
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 60	0 65
Peanuts, Spanish, lb.	0 17	0 17
Do., Chinese, Japanese, lb.	0 15	0 16

Rice Holds Steady But In Firm Market

Toronto.
RICE.—There was a continued firmness in the market for rice but prices held unchanged. Big demand for rice as a food product for the Allied armies has caused the rice farmers of the Southern United States to hold out for high prices. The demand locally has not been heavy. Eastern rices continue in a strong market as a result of the freight situation and destruction by flood of considerable quantities in Siam.

Texas, fancy, per 100 lbs.	10 50	12 50
Blue Rose Texas	10 00	10 50
Honduras, fancy, per 100 lbs.	9 00	0 12½
Siam, fancy, per 100 lbs.	9 00	9 50
Siam, second, per 100 lbs.	8 00	9 00
Japans, fancy, per 100 lbs.	10 00	11 00
Japans, second, per 100 lbs.	9 50	10 00
Chinese XX, per 100 lbs.	8 00	9 00
Tapioca, per lb.	0 14	0 15

Japanese Beans Will Come Early In Year

Toronto.
BEANS.—Some of the new-crop lima beans from California reached the market during the week. These will probably go to the retail trade from 17c to 17½c per pound. Some Japanese beans have also been sold to arrive in February. These latter beans are what are known as the Kotonashi beans and are reported to be of fine quality. Very few Ontario beans are reaching the market. Samples that have found their way into this market have not been up to the usual standard, as there are many of them that are dark in color and contain moisture. Prices on beans held unchanged at those of last week.

Ontario, 1-lb. to 2-lb. pickers, bu.	8 40
Can. white kidney beans, bush.	6 60
Indians, per bush.	5 75
Yellow eyes, per bushel.	6 60
Japanese, per bush.	6 60
Limas, per pound	0 17
	0 17½

Package Rolled Oats In Very Firm Market

Toronto.
PACKAGE GOODS.—There is a firm market for package rolled oats at the present time owing to the cost of manufacture, induced through the high price of oats. These goods can be had in only limited quantities as it is stated on good authority that the mills are losing money on the present basis. Other lines of package goods held unchanged during the week.

Cornflakes, per case	3 40
Rollled oats, round, family size, 20s	4 80
Rollled oats, round, regular 18s, case	1 75
Rollled oats, square, 20s.	4 80
Shredded wheat, case	4 25
Cornstarch, No. 1, pound cartons	0 12
No. 2, pound cartons.	0 11
Starch, in 1-lb. cartons	0 12
Do., in 5-lb. tins	0 13½
Do., in 6-lb. papers	0 09½

Nevada Honey Came Into Market During Week

Toronto.
HONEY.—A carload of Nevada honey came into this market during the week and filled a need occasioned by the light supplies of Ontario and Quebec honey now extant. The greater portion of this shipment was in the comb, squares ranging from 13 oz. to 15 oz. in weight. No. 1 fancy grades are being quoted at \$3.50 per dozen. No. 1 at \$3.25 and No. 2 at \$3 per dozen. Clover honey in tins was scarce. Some of the commission houses have light supplies which they are retaining to take care of their customers' needs. Some light supplies of buckwheat honey in 5-pound pails were being quoted at 17½c to 18c per pound.



—Carter, in Philadelphia Press.
The Winged Victory.

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

Grapefruit Stronger; Pineapples Expected

Toronto.
FRUIT.—There was a better movement during the week anticipation of the Christmas trade. Grapefruit was in stronger market and at primary points was up 25c per case. There is a bigger demand for this commodity and prices have ruled firm in consequence. Oranges are somewhat scarce. Bananas were higher in price, being quoted up to \$3.50 per bunch. California pears were also higher in price at \$4 to \$4.25 per box. California navels 96's to 126's were quoted at \$4.50 to \$5 per case. Box apples are in good supply with a fairly good movement reported. Barrel apples are still plentiful but are slow sellers. Commission men anticipate a good week preceding holiday period.

Apples—		
Boxes, Spitzenberg	2 65	
Jonathan, box	2 10	2 50
McIntosh Red, box	2 60	2 60
Rome Beauty, box	2 75	2 75
Black Bens, box	2 75	2 75
Ontario—		
Baldwins, No. 1, bbl.....	6 00	7 00
Greenings, No. 1, bbl.....	6 00	7 00
Kings, No. 1, bbl.....	6 50	7 00
Northern Spys, tree runs.....	6 00	6 00
Mann, No. 1, bbl.....	5 00	6 00
Do., No. 2, bbl.....	5 00	6 00
Pewaukee, No. 1, bbl.....	5 00	6 00
Do., No. 2	4 50	5 00
Starks, No. 1, bbl.....	5 50	6 00
Do., No. 2	4 75	5 00
Ben Davis, No. 1, bbl.....	5 00	5 00
Do., No. 2, bbl.....	4 50	4 50
Winter varieties, straight, No. 3	5 00	5 00
N.S. Blenheim, No. 1.....	5 50	5 50
Do., No. 2	5 00	5 00
Bananas, yellow, bunch	3 00	3 50
Cranberries, late Howe's	18 00	20 00
Grapefruit—		
Jamaica, 46s, case	3 50	3 50
Do., 54s, case	3 75	3 75
Do., 64s, 96s, case	4 00	4 00
Do., 80s	4 25	4 25
Florida, 36s, 46s, case.....	4 25	4 50
Do., 54s, 64s, 80s, 96s	4 50	5 00
Porto Rico, 36s, 46s
Do., 54s, 96s
Oranges—		
California Late Valencias—		
96s, 100s, case	4 00	4 25
126s to 250s	4 25	4 75
288s, 300s	3 50	4 00
Mexican oranges, 126s to 250s	3 25	3 50
Florida Oranges—		
96s, 126s, 288s, case	4 50	4 75
Tangerines, half box	3 25	3 50
Navels, 96s to 126s	4 50	5 00
Lemons, Cal., case	9 00	9 00
Pears, Cal., box	3 50	4 00
Pineapples, Porto Rican, ca. 30-36s	5 50	6 00
Pomegranates, per box	3 50	3 75
Emperor grapes, keg	5 00	5 50
Do., clusters, in crates	2 60	3 00

Cold Weather Has Affected Potatoes

Toronto.
VEGETABLES.—Potatoes coming in transit from the Maritime Provinces

during the recent cold weather are reported to have been injured by frost in transit to a certain extent. One large dealer who has recently returned from a trip to Montreal reports that there has been quite a bit of damage from frost to potato shipments. In the local market prices for Ontario potatoes held unchanged at \$2 to \$2.10 per bag. New Brunswick potatoes were quoted down to \$2.25 per bag, which represents a slight decline. Prince Edward Island potatoes came into this market during the week and were quoted at \$2 per bag. Canadian cabbage in barrels were quoted as low as \$1.75 per barrel in some quarters. Carrots also showed a lower tendency, the range being from 60c to 70c per bag. Mushrooms were firm at \$3 per basket. Artichokes were in the market and were quoted at 35c per 11-quart basket. Cucumbers were quoted at \$2.75 to \$3 per dozen. Beets were slightly firmer at 90c to \$1 per bag.

Beets, bag	0 90	1 00
Brussel sprouts, quart	0 15	0 15
Cauliflower, Cal., case	4 50	4 50
Cabbage, Canadian, barrel	1 75	2 00
Carrots, bag	0 60	0 70
Celery, Ont., doz.....	0 20	0 25
Do., Canadian, case	4 25	5 00
Lettuce leaf, doz. bunches	0 20	0 25
Canadian head lettuce, crate.....	3 00	4 00
Mushrooms, 4-lb. basket	3 00	3 00
Onions—		
Spanish, crates	5 50	6 00
Spanish, half crates	3 00	3 25
Do., Canadian, 75-lb.	2 50	2 75
B.C. onions, 100-lb. bag.....	3 50
Potatoes—		
New Ontario, bag	2 00	2 10
N.B. Delawares	2 25	2 35
P.E.I., bag	2 00	2 10
Sweet, hamper	2 75
Spinach, box	0 60	0 75
Tomatoes—		
Hothouse, lb.	0 30
Parsnips, bag	1 00	1 25
Turnips, new, bag	0 50	0 65

Higher Flour Is Anticipated

Toronto.
FLOUR.—With the price of millfeeds fixed by the Government on practically the same basis as they have been selling for some time past and with the prospect of an additional tax on wheat of 3½c per bushel effective January 1, millers anticipate there will be announcement soon by the Food Controller to the effect that the price of flour has been increased. The additional tax on wheat will increase the price of flour in the neighborhood of 20c per barrel. With the additional cost of bags for millfeeds millers assert that the Government will undoubtedly have to allow an increase in the price of flour. Nothing has been announced respecting the price of flour but the opinion is expressed that it cannot long be delayed. Mills are all busy owing to the demand for flour for export. There is also a good home demand. Mills, however, are not permitted to sell into the future for any greater length of time than 30 days. Prices during the week held unchanged.

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

Price Of Millfeeds Has Been Established

Toronto.
MILLFEEDS.—Announcement has been made by the Department of Food Control that the price of bran is to be on the basis of \$24.50 per ton f.o.b. Fort William and shorts at \$29.50 per ton bulk f.o.b. Fort William. Millers point out that these prices are equivalent to the present selling price of \$35 for bran and \$40 for shorts at Eastern points. Owing to the higher cost of bags and the additional tax that is to be placed on wheat it was anticipated that a higher price might be allowed for millfeeds. In the United States millfeeds are in the neighborhood of \$10 per ton higher than the Canadian feeds. Mills are all booked up till the middle of January and some mills have not had their travelers on the road since the first of the present month. Some small lots of millfeeds were sold as high as \$37 for bran and \$42 for shorts.

Mill Feeds—		Mixed cars	Small lots
Bran	ton	ton
Shorts	\$35-\$37	\$37-\$39
Special middlings	50- ..	40-42	42-44
Feed flour, per bag	50- ..	52- ..
			3.05-3.40

Heavy Export Demand For Oat Products

Toronto.
CEREALS.—There is a heavy export demand for rolled oats at the present time, the Wheat Export Company taking all the mills are able to supply. This is causing a scarcity for the domestic trade. Prices ruled firm as a consequence. There is a good demand for cereals of all kinds. Pot and pearl barley has been moving freely. There is an embargo on corn from points East of Chicago and presumably this will affect Eastern Canada as well as the United States. Pot and pearl barley in single bag lots was higher by 25c per bag during the week. Yellow split peas also showed a firmer tendency in single bag lots at \$10.50 to \$11 per bag.

Five Bag Lots		Single Bag Lots
F.o.b. Mills		F.o.b. Toronto
Barley, pearl, 98s.....	\$6.50-\$7.00	\$ 8.00-\$ 8.50
Barley, pot, 98s.....	4.75- 4.85	5.75- 6.00
Cornmeal, yellow, 98s	6.25- 6.35	6.50- 6.75
Corn flour, 98s.....	7.25- 7.35
Farina, 98s	5.75- 6.00	6.25- 6.50
Graham flour, 98s.....	5.40-	5.50- 6.00
Hominy grits, 98s.....	7.25- 7.35
Hominy, pearl, 98s.....	7.25- 7.35
Rolled oats, 90s	4.75- 4.85	4.85- 5.00
Oatmeal, 98s	5.35- 5.40	5.40- 6.25
Rolled wheat, 100-lb.		
bbl.	5.50- 6.00	6.00- 6.25
Wheatlets, 98s	5.75- 6.00	6.25- 6.50
Peas, yellow, split.....	9.50-10.00	10.50-11.00
Blue peas, lb.	0.10- 0.13½

Above prices give range of quotations to the retail trade.

MANITOBA MARKETS

WINNIPEG, Dec. 19.—Things have not turned out as badly for Christmas as was expected. With the arrival of several cars of California dried fruits, which had been held up at the border, the dealer should be in shape to supply the trade for Christmas. If he is not able to secure everything from one wholesaler he will no doubt be able to get lines in which he is short from another house.

Rolled oats are rapidly climbing on account of the high oat market, and cornmeal on the other hand, because of the heavy corn crop in the United States last year, will open at a price \$1 per barrel lower than previous quotations. Practically all the manufacturers of package cereals advised the trade last week that they had secured licenses to pack cereals as heretofore.

As an example of what can be done by retail merchants in Western Canada a wholesale grocer told us this week of a dealer who went into a small town and bought out the business of a general merchant. This business has heretofore been run on a cash basis, and the dealer had got his customers into the way of paying cash for their goods. The new proprietor continued on a cash basis. He started by announcing a three-days' sale, advertising it through the local paper, and by means of hand bills. Last week, writing to his wholesaler in Winnipeg, he stated that his receipts for the three days' sale amounted to \$3,600. This, said the wholesaler, speaking to CANADIAN GROCER, shows that the farmer has the money to spend, and is ready to pay cash when the dealer gets after him in the right way.

Sugar Situation Improves This Week

WINNIPEG.—This week it was expected there would be a considerable improvement in the supply of sugar. At the time of writing it had not arrived, and the scarcity was as acute as ever. Jobbers have been using up their supply as fast as it came in and still there was a shortage. It was certainly a hardship on the jobbers handling sugar owing to the dissatisfaction of their customers. In some cases one dealer would be supplied, and his neighbor not being able to buy would send in a strong complaint. The result was that jobbers were in hot water all the time, and some of them said they would have been better off if they had had no sugar at all rather than have insufficient quantity to go around. The B.C. Sugar Refinery Co. are now shipping into this province and supplies are expected this week, after which the situation should be much more satisfactory.

Corn Products Down Dollar Per Barrel

WINNIPEG.—SYRUPS.—Up to the present there has been no decline, and wholesalers reiterate that they do not expect a decline until the turn of the year. As illustrating

the tendency as result of big corn crop, new cornmeal arriving this week will sell around \$1 per barrel lower than previous quotations.

NEW ORLEANS MOLASSES.

24 by 2 lb. tins	\$3 15
24 by 3 lb. tins	4 25
12 by 5 lb. tins	3 80
6 by 10 lb. tins	3 70

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	5 28
5-lb. tins, 1 doz. case, per case	5 68
10-lb. tins, ½ doz. case, per case	6 41
20-lb. tins, ¼ doz. case, per case	6 42
White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case	5 78
5-lb. tins, 1 doz. case, per case	6 18
10-lb. tins, ½ doz. case, per case	5 91
20-lb. tins, ¼ doz. case, per case	5 92
Barbadoes Molasses—	
In half barrels, per gal.	85-95
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	50-52

ROGERS SYRUP.

24 by 2 lb. tins, case	5 25
12 by 5 lb. tins, case	6 15
6 by 10 lb. tins, case	5 75
3 by 20 lb. tins, case	5 80
12 by 3 lb. seal glass jars	4 20

Figs And Raisins In, But Arrive Late

WINNIPEG.—DRIED FRUITS.—First shipment of California figs arrived on this market last week, and were a month late. New California table raisins also arrived. There has been a marked improvement in the California dried fruit situation owing to the fact that a number of cars which were held at the boundary have been released. While some of these did not arrive in time for country merchandizing, they were in plenty of time for the city trade. Wholesalers were very glad to get these supplies as the market was cleaned up.

Santa Clara Prunes—	
90-100s, 25-lb. boxes, per lb.	0 10
80-90s, 25-lb. boxes, per lb.	0 10½
50-60s, 25-lb. boxes, per lb.	0 12½
Apples—	
Cal. fcy., faced, 50-lb. boxes, lb.	0 23
Pears, choice, 10-lb. boxes, faced	0 16½
Apricots—	
New, choice, 25's	0 23¾
New, choice, 10's, per box	2 48
Peaches—	
Choice, 25-lb. boxes	0 13
Choice, 10-lb. boxes	0 14
Currants—	
Fresh cleaned, bulk, lb., Australian	0 23
Dates—	
Hallowee, 68-lb. boxes	0 20
Fards, box, 12 lbs.	2 30
Raisins, California—	
16 oz. fancy, seeded	0 11¾
16 oz. choice, seeded	0 11
12 oz. fancy, seeded	0 09¼
12 oz. choice, seeded	0 08¾
Raisins, Muscatels—	
3 crown, loose, 25's	0 11¼
3 crown, loose, 50's	0 10¾
Raisins, Cal. Valencias—	
3 crown, loose, 25-lb. boxes	0 10½
3 crown, loose, 10-lb. boxes	0 11
Mediterranean, 33-lb. mats	0 08¾
Peel—	
Candied lemon, boxes, lb.	0 23¼
Candied orange, boxes, lb.	0 25
Candied citron, boxes, lb.	0 30
Cut mixed, 7-lb. boxes	0 31¼

Advance On Rice Due In January

WINNIPEG.—RICE.—Most of the Winnipeg houses made contracts about three weeks ago for

supplies to last them until next April, and the price paid was high, higher it is stated than the retailer is paying to-day. It would seem that the retail trade can look for higher figures around January.

Extra fancy Japan, 100-lb. bags	0 09
Fancy Japan, 100-lb. bags	0 08½
Choice Japan, 100-lb. bags	0 07¾
Siam, 100-lb. bags	0 07½
Tapioca, lb.	0 13¼
Sago, lb.	0 12½

Tapioca Down, But Only Slightly

WINNIPEG.—TAPIOCA.—The price to the retail trade continues very high. Latest wires arriving in Winnipeg announce no material change, although there is a slight decline in the primary market.

Peanuts Did Not Arrive For Christmas

WINNIPEG.—NUTS.—There were plenty of nuts for the Christmas trade, the only line scarce being peanuts, which had not arrived last weekend. Supplies are being held up at the boundary pending the granting of a license to export.

Whole Nuts—	
Almonds, Tarragona, sacks about 110 lbs.	0 20¾
Brazils, washed, sacks of about 150 lbs.	0 17
Filberts, Sicily, sacks of about 220 lbs.	0 21
Mixed, sacks of about 100 lbs.	0 18
Peanuts, fancy roasted, sack of about 90 lbs.	0 16½
Peanuts, special Jumbo, roasted, sack of about 90 lbs.	0 18
Walnuts, Grenobles, sacks of about 110 lbs.	0 19¾
Finest Shelled Nuts—	
Almonds, Valencias, 28-lb. boxes	0 42
Almonds, Jordan, 25-lb. boxes	0 50
Walnuts, halves, 55-lb. cases	0 58

Canned Goods Delayed By Labor Troubles

WINNIPEG.—CANNED GOODS.—The severe weather of the past week has hindered the movement of canned goods from the East. Railway companies at the head of the Lakes have had difficulty with their dock hands, so that supplies are with difficulty coming through. The last boats of the season have arrived, and an effort has been made to get supplies through right up to the last minute. News has reached here of a slight weakening in the United States on canned corn, but as the demand just now is not heavy and the cost of getting stuff from the United States is high, this news does not affect matters much in this city.

Coffee Market Still In Weak Tone

WINNIPEG.—COFFEE.—Last advices reaching Winnipeg are to the effect that the coffee market is still weak.

Confectionery Scarce For Repeat Orders

WINNIPEG.—CONFECTIONERY.—As far as the wholesale trade is concerned, the Christmas season was practically over a week ago. Difficulty has been experienced by

them in getting sufficient to fill orders, but the opinion was expressed by some that supplies had been sufficient to enable retailers to take care of the Christmas trade. However, it was realized that if repeat orders came along in big volume they would be unable to handle them.

Bran And Shorts May Drop To \$31 And \$36

Winnipeg.

FLOUR AND FEED. — There is no change in the price of first patents. Flour business is rushing. Millers are oversold until the middle of January, that is, for about a month.

ROLLED OATS. — Conditions have been very disturbing during the past week; the mills have been quoting \$4.50 for 80's, whereas one of the local wholesale houses sold as low as \$3.80. The mills point out that rolled oats selling at this low figure must be stock that was bought before the rapid advance in the price of oats, and that \$4.50 is considered a fair basis to-day owing to the high price of oats and the poor quality of same. Millers report that it is taking considerably more oats to make a barrel of oatmeal or rolled oats on account of the poor quality, and so great is the demand for rolled oats and oatmeal that buyers for the Wheat Export Company find it difficult to secure large quantities.

FEEDS.—Price of bran and shorts is still \$34 and \$38, although these prices will undoubtedly be affected by the rumored regulation to be put into effect by the Food Controller's department. Some suggestions as to the new prices appeared in the Winnipeg newspapers last weekend, the prices quoted being \$24.50 for bran, and \$29.50 for shorts, in bulk, Fort William. To this would have to be added \$6.50 per ton for the sacks alone, making the price \$31 for bran and \$36 for shorts. Millers point out that the Food Controller's idea is that Western mills will sell at a lower price owing to the fact that they purchased wheat at a lesser price at say, Moose Jaw and Regina.

Late advice indicate shorts decline to 35.80.

Pomegranates In; Florida Tomatoes Expected

Winnipeg.

FRUIT AND VEGETABLES.—Potatoes are selling at \$1.10 to \$1.25, and the market is firming-up owing to the cold weather. However, dealers state that supplies are good, so that the price should not be advancing just now. British Columbia tomatoes are off the market and Floridas are due to arrive this week at price not yet stated. Parsnips are still bringing \$4 per bag, and the supply is good. As far as apples are concerned the big demand is for Spys, selling for \$2.50 and \$3. There appears to be plenty of apples on this market. The supply of oranges is short; new season Navels are bringing \$5 to \$6. New arrivals include pomegranates at \$5 per case.

Cabbage, lb.	0 04
Cauliflower, Cal., doz.	2 25
Celery, Cal., crate 100 lbs.	7 50

Potatoes, new	1 10	1 25
Carrots, cwt.	2 50	2 50
Turnips, cwt.	1 50	1 50
Head lettuce, Cal., doz.	1 00	1 00
Tomatoes, Cal., box 25 lbs.	2 50	2 50
Onions, Valencias, large case.	7 00	7 00
Onions, yellow and red, cwt.	3 50	3 50
Parsley, home grown, doz.	0 40	0 40
Peppers, green, imported, bu. bkt.	2 50	2 50
Parsnips, bag	4 00	4 00
Fruits—		
Apples, Nova Scotia, bbl.	6 25	6 25
Apples, Wash. Jonathans, box.	2 25	2 25
Apples, McIntosh Reds, B.C., box.	2 80	2 80
Apples, Spies, No. 1, \$8; No. 2, \$2.75; No. 3	2 50	2 50
Apples, Wagners	2 25	2 25
Oranges, Valencias	5 25	5 25
Oranges, Navels, new seasons.	5 00	6 00
Pomegranates; case	5 00	5 00
Lemons	9 50	9 50
Bananas, lb.	0 05 1/2	0 05 1/2
Pears, D'Anjou, crate	4 25	4 25
Pears, Winternellis	3 25	3 25
Grapes, Emperor, case	2 75	2 75
Grapes, drums	5 50	5 50
Grapefruit, Florida, case	5 00	5 00

Turkeys At 28c; Finnan Haddies 15c

Winnipeg.

FISH AND POULTRY.—Salmon continues to sell at 23c lb. frozen, and dealers do not expect it to be any lower than that this winter. Finnan haddies are quoted 15c per lb., and this price is expected to hold for a week at any rate. Dealers are not sure, but think there will probably be an advance. Poultry.—Chickens are bringing 22c, but on account of the poor quality, wholesalers are not going after them very hard. Owing to the high cost of feed farmers are not sending in very good stuff. There appears to be very few geese offering. Turkeys are selling around 28c.

Pickarel, frozen, cleaned.	0 12	0 12
Haddock, frozen	0 10	0 10
Salmon, frozen	0 23	0 23
Halibut, frozen	0 20	0 20
Cod, frozen	0 12	0 12
Kippers, boxes	2 00	2 00
Bloaters, boxes	2 00	2 00
Lake trout	0 17	0 17
Mackerel, frozen	0 15	0 15
Finnan haddie, lb.	0 15	0 15
Salt herrings, new, 1/2 bbl.	7 25	7 25
Salt herrings, 20-lb. pails	1 85	1 85
Smelts, Pacific Coast	0 12	0 12
Smelts, extra	0 23	0 23
Smelts, Western	0 13	0 13
Lake herring, salt, 1/2 bbls.	5 00	5 00
Lake herring, frozen, 5 sack lots	4 25	4 25
Brook trout, frozen	0 35	0 35
Sea herring	0 07 1/2	0 07 1/2
Goldeyes	0 05	0 05
Smoked goldeyes, doz.	0 70	0 70
Poultry—		
Roasting chickens, lb.	0 22	0 22
Fowl, lb.	0 19	0 19
Domestic ducks	0 24	0 24
Turkeys	0 28	0 30

PRODUCE AND PROVISIONS

(Continued from page 51.)

position to deliver margarine this week-end. As has been pointed out several times, most of the trade in Western Canada have decided that in order to do justice to margarine and to avoid criticism from the public right at the start, it would be best to bring in only the highest grade to begin with and if it proved successful to bring in lower grades later on. There is a danger, however, that some manufacturers will bring in lower grades from the United States, and that possibly this will have the effect of hindering the sale somewhat. All the wholesalers seem to be anxious to give the line a fair test and to insure the consumer's first impression being a good one. It is understood that the Government is permitting coloring by mixing creamery butter with the

pure margarine in order to give it a shade so as not to look too much like lard.

RESTRICT MISUSE OF FOOD EXTRACTS

A deputation representing the Fruit Products Section of the Canadian Manufacturers' Association recently conferred with the Ontario License Board in regard to the necessity of protecting the trade in food essences and extracts from the dangers that lie in the increasing tendency to use them as the base of illegal beverages. The deputation placed before the Board a resolution protesting against the lax manner in which druggists and others are allowed to sell food extracts for drinking purposes and offering to co-operate with the Board in order to restrict the sale of extracts to those made for legitimate culinary purposes only.

The deputation consisted of the following: W. E. McArthur, of the Imperial Cocoa and Spice Company, of Hamilton; Charles Peebles, of McLaren's, Limited; James Litster, of the Litster Pure Food Company, Hamilton; W. S. Greening, Pure Gold Manufacturing Co.; F. W. Shirriff, of the Imperial Extract Company; E. B. Mettlefield, Dalton Bros.; A. M. Brooke, White Swan Mills, and Hugh Macdonald, secretary of the Fruit Products Branch.

MILK AND ICE-CREAM RESTRICTIONS

The Produce Merchants' Association of the Montreal Board of Trade recently passed resolutions urging the Food Controller to prohibit the export of milk, cream and condensed milk, and recommending the desirability of curtailing or prohibiting the manufacture of ice-cream for sale. The produce men contend that there is an insufficient supply of dairy products and that there is therefore no fairness in allowing exports of them to the United States in any large quantity. The Association also believes that ice-cream in its general use is a luxury and should therefore be restricted in manufacture.

PEANUT IS GOOD DIET

An expert handing out good advice to housewives, pays a tribute to the humble peanut. "The lowly peanut," this authority declares, "is entitled to considerable praise. The family that subsists on meat and potatoes and pickles finds that rolled oats, dried Lima beans, rice, peanuts and prunes would give them seven times the same food values for the same cost."

The same authority adds that when milk is 15 cents a quart it is as cheap a food as sirloin steak at 21 cents a pound, or eggs at 20 cents a dozen.

The conservation campaign may yet, according to the expert's viewpoint, revolutionize our diet and make food cost, now competing with rent for the highest position in the family budget, assume a much less important place, to the benefit of the public health and the increase of the public energy.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Dec. 18.—Sunlight soap has advanced 40c per case, Lifebuoy 35c per case, and Royal Crown 15c per case. All other lines of laundry soap are expected to advance in due course. Pickles in all size packages again go higher. Clark's tomato soup has been advanced to \$1.75 per dozen. No. 1 Japan rice is now quoted at 9c per pound and No. 2 at 8c per pound. Smoked hams are ½c per pound higher. No. 1 sockeye tall salmon have been quoted as low as \$15 per case. Pink 1-lb. talls of salmon are quoted at \$8.50. Kotenashi small white beans are expected to reach this market early next month, and are being quoted at 12½c per pound. Local potatoes are quoted at \$40 per ton.

CALGARY:

Beans, small Burmah, lb.	0 11
Flour, No. 1 patents, 98s, per bbl.	11 00
Molasses, extra fancy, gal.	0 95
Rolled oats, 80s, standard case.	4 35
Rice, Siam, cwt.	7 00
Tapioca, lb.	0 14½
Sago, lb.	0 14½
Sugar, pure cane, granulated, cwt.	10 50
Cheese, No. 1 Ontario, large.	0 25
Butter, creamery, lb.	0 45
Do., dairy, lb.	0 40
Lard, pure, 3s, per case.	16 20
Eggs, No. 1 storage, case.	12 50
Candied peel, lemon, lb.	0 30
Tomatoes, 2½s, standard case.	4 75
Corn, 2s, standard case.	5 15
Peas, 2s, standard case.	4 00
Apples, gals., Ontario, case.	3 50
Strawberries, 2s, Ontario, case.	6 20
Raspberries, 2s, Ontario, case.	6 20
Apples, evaporated, 50s, lb.	0 23½
Apricots, evaporated, lb.	0 26½
Peaches, evaporated, lb.	0 15½
Peaches, 2s, Ontario, case.	4 75
Lemons, case.	9 50
Salmon, pink, tall, case.	8 50
Salmon, Sockeye, tall, case.	15 00
Do., halves.
Potatoes, per ton.	40 00
Navel oranges, case.	6 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Dec. 18.—Christmas season is now practically over for wholesale trade and is at its height with the retail trade. The demand has been found above normal with purchasers ready to accept almost anything offered on account of the general difficulty of securing supplies. This is practically the only cause for complaint. The market is comparatively quiet with a few changes in the upward direction. Margarine has not yet arrived to fill provincial orders. Inquiries by customers indicate that a

heavy demand will develop when this commodity is obtainable. Ontario beans have not yet arrived in this market, but a large supply of yellow eyes from Nova Scotia has greatly helped the situation until the arrival of California white beans. The arrival of a cargo of sugar at St. John will give relief to the shortage. This about finishes old-crop sugar. Granulated cornmeal has advanced 75c and is now quoted at \$14. An increase of 75c has also been registered on rolled oats which now makes the price \$11.50 per barrel. Eggs are slightly firmer, new-laid being quoted from 50c to 53c per dozen and case eggs at 44c to 45c per dozen. Bacon shows a firmer tendency at 34c to 35c per pound. American clear pork is firmer and has now advanced to \$67 to \$70.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 55	
Ontario.	11 95	
Cornmeal, gran., bbls.	14 00	
Cornmeal, ordinary, bags.	4 75	
Molasses, extra fancy, gal.	0 80	0 82
Rolled oats, bbl.	11 50	
Beans, yellow-eyed.	10 00	
Rice, Siam, cwt.	8 50	8 60
Sago and tapioca, lb.	0 17	0 18
Sugar—		
Standard granulated.	9 15	9 20
No. 1 yellow.	8 65	8 70
Paris lumps.	10 50	10 75
Cheese, N.B., twins'.	0 24	0 25
Eggs, new-laid.	0 50	0 53
Eggs, case.	0 44	0 45
Breakfast bacon.	0 34	0 35
Butter, creamery, per lb.	0 42	0 45
Butter, dairy, per lb.	0 40	0 42
Butter, tub.	0 38	0 40
Lard, pure, lb.	0 31	0 31½
Lard, compound.	0 24¾	0 25
American clear pork.	67 00	70 00
Beef, corned, 1s.	4 25	
Tomatoes, 3s, standard, case.	5 10	
Raspberries, 2s, Ont., case.	5 40	
Peaches, 2s, Ontario, case.	4 30	
Corn, 2s, standard case.	4 80	
Peas, standard, case.	4 00	
Apples, gals., N.B., doz.	4 00	4 50
Strawberries, 2s, Ont., case.	5 00	5 25
Pork and beans, case.	4 00	5 50
Salmon, Chums.	8 00	8 50
Sardines, domestic, case.	6 75	
Cream tartar.	0 75	0 76
Currants, lb.	0 20	0 21
Raisins, choice, lb.	0 12¼	0 12½
Raisins, fancy, lb.	0 12¼	0 13
Raisins, seedless, lb.	0 11	0 15
Prunes, 90-100, lb.	0 11	0 11¼
Candied peel, citron.	0 39	0 40
Candied peel, orange and lemon.	0 32	0 33
Apples, N.S., bbl.	2 50	5 50
Potatoes—		
New, native, barrel.	4 00	
Onions, Canadian, 75 lbs.	2 90	3 00
Lemons, Cal. Messina, case.	9 00	10 00
Oranges, California, case.	5 00	6 00
Grapefruit, case.	5 00	6 00

OPPORTUNE TIME TO COLLECT ACCOUNTS

In a recent issue of CANADIAN GROCER it was pointed out that the present period is without a doubt the most opportune time for grocery merchants to get after their credit customers and effect a settlement of long standing accounts.

Emphasis was laid on the fact that

with plenty of money in circulation throughout the country places, and with good crops everywhere in evidence, now is the most favorable time which the merchant has had for many months to urge the meeting of bills by his credit customers. Undoubtedly many merchants have seized upon the opportunity and are by this time writing many old accounts off their books to their own profit.

Simultaneously with the bringing of the credit department up to date, better business methods should be adopted for the future in order that there may be no repetition of the circumstances in which some dealers find themselves today. Customers have to be educated to regard the granting of credit as a more serious matter than they have in the past, and to realize that they are under some obligation which has to be met when they receive credit from the local merchant. There is no more reason why the merchant should grant credit without security than there would be for the bank, and if this fact was kept uppermost in the minds of dealers and customers there would be fewer bad credit debts to be wiped off the books.

Every thoughtful merchant recognizes the imperative need for modern business methods, for just as every nation at war has had to mobilize every department from the bottom to the top, so, likewise merchants must mobilize and thoroughly organize all departments of their business.

Such an organization of business on an efficient basis is the means of a better understanding between a store and its customers, for sound business requires that each understand the viewpoint of the other and coordinate their efforts, and particularly is this the case in regard to the matter of granting credit, for never before has the necessity been so great to keep credits sound.

In one direction in regard to the matter of securing a more substantial basis in connection with the granting of credit, can all merchants do their part. Those to whom credit is extended should be brought to appreciate that credit grantors have the undoubted right to ask and to be given assurance that accounts will be paid at a specified time.

NO APPLES FROM NOVA SCOTIA

A. & W. Smith & Co., Halifax, N.S., state that it is very improbable that further supplies of apples can be secured in Ontario from Nova Scotia. It is stated that Ontario buyers have purchased "everything in sight" at very high prices. One of the largest holding companies in Nova Scotia at the present time has more orders than it can fill.

PRODUCE AND PROVISIONS

Nearly 2 Billion Lbs. Margarine Yearly

Industry Has Grown Rapidly—Made of Oils, Neutral Lard Butter Fat, Moisture and Salt—Ad. Men Hear Interesting Address.

Staff Correspondence.

TORONTO, Dec. 20.—Margarine was the subject of an interesting address at the luncheon on Tuesday of the Toronto Advertising Club. It was given by H. C. Herschmann, of the Swift Canadian Co., West Toronto. Instead of butter, Swift's Premium oleo-margarine was served at the luncheon, and each one present was given a pound carton of it "to fool his wife" when he got home at night.

Dates Back to Franco-Prussian War

Mr. Herschmann introduced the subject by giving a resume of its origin and early history. It was first discovered in 1870 by a French chemist—Mege Mouries—in response, it is said, to a prize offered by Emperor Napoleon III. for the discovery of a cheap and satisfactory substitute for butter. The discovery, coming as it did just before the siege of Paris by the Germans, was a

great boon to the Parisians. Margarine was the butter of the siege and its merits became widely known.

Margarine of that day, the speaker said, was produced from beef-fat only, and while sweet and wholesome, was not the attractive and palatable food it is today. The evolution was accomplished by the addition of other fats and oils, which gave the product a more satisfactory body, aroma and flavor. To-day it is made of milk solid or butter fat, vegetable oil, neutral and oleo oil or animal fat. The approximate formula of a high-grade margarine, Mr. Herschmann said, was:

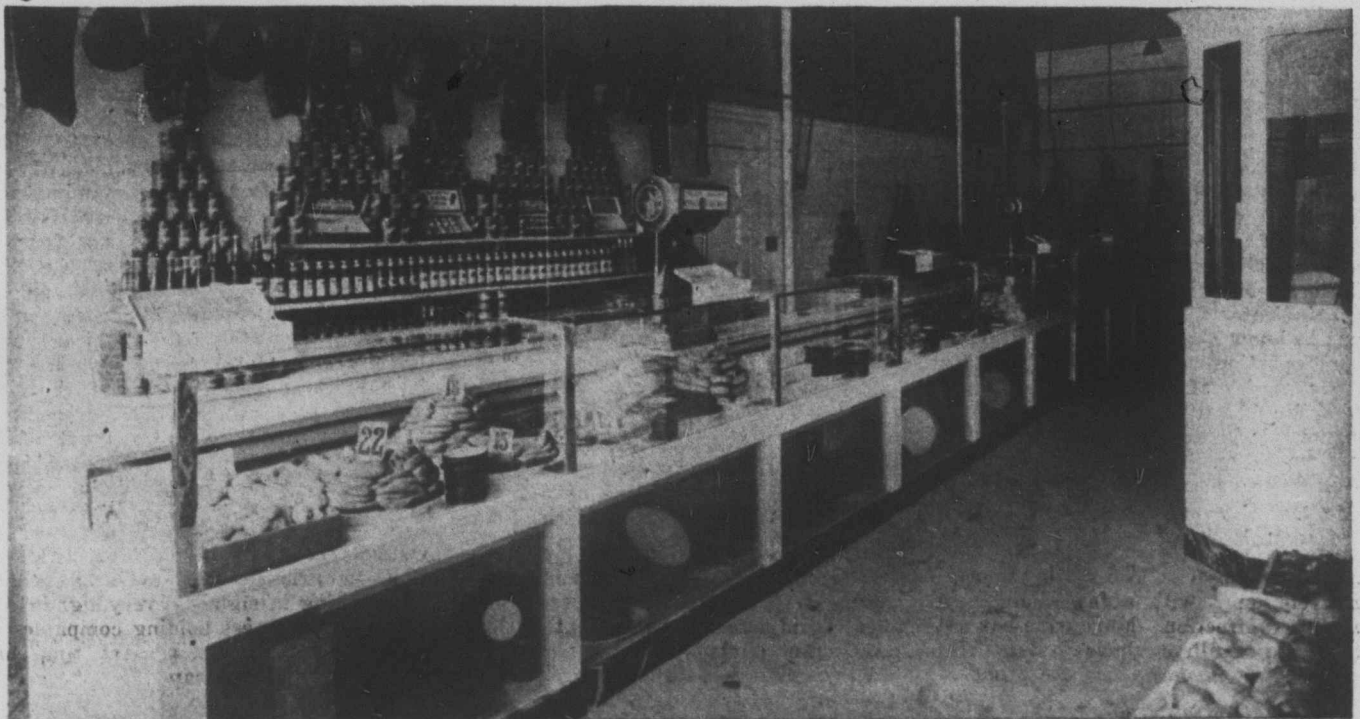
Oleo oil	45%
Vegetable oil	14%
Neutral lard	12%
Butter fat	15%
Moisture and salt	14%
	100%

Oleo oil is made by melting and press-

ing the finest beef fat, and is undisputably wholesome and nutritious; neutral lard is the finest quality of lard possible to produce, and is known as a base for many medicinal preparations, besides serving as a body for margarine; moisture is necessary for the working of the margarine, and salt is used to add flavor and improve the keeping qualities of this food.

An Enormous World Production

The speaker claimed that few people realize the magnitude of the margarine industry. The world's annual production is between 1,500,000,000 and 2,000,000,000 pounds. Of this amount only about 145,000,000 pounds were produced in America. England and Germany consume nearly half of the total output. Denmark—where the highest quality of butter in the world is produced, and which



The modern equipment of the Wm. Rowntree & Son Store, 1701 Dundas Street, Toronto.

country depends principally on its dairy industry for existence—has an annual per capita margarine consumption of over twenty-five pounds. The thrifty Danes sell their butter and eat margarine. Holland—another country famed for its dairy products—has a per capita consumption of over twenty pounds of margarine annually.

A year ago the per capita consumption in the United States was only about one and one-half pounds per year. It is now four pounds per capita per year. Adverse legislation had checked the industry by imposing taxes intended to restrict it. European legislation on margarine was designed as a protection to the consumer rather than a penalty to the consumer and manufacturer. Naturally the product had thrived and the industry had given employment to thousands of people, besides reducing the cost of living in every country in Europe. Under normal conditions the production of butter was not sufficient to take care of the demand, and at times its price soared upward until it was out of reach of a great many consumers.

Margarine was conceded, even by its foes, to be a clean wholesome food product, having practically the same food value as butter. Swift's Premium oleo-margarine, claimed Mr. Herschmann, could be used wherever butter was used to the same good advantage. There are five or six grades manufactured, varying in quality, the retail price to-day ranging from 30c to 38c per pound.

Government Inspectors Watch It

Continuing, Mr. Herschmann said that margarine was manufactured to-day under the supervision of Government inspectors, who were stationed in each factory, and whose whole duty it was to see that the factory and utensils were clean, process of manufacture sanitary, and that only suitable and wholesome materials were used.

The regulations in Canada, he said, provide that margarine must be put up in a one or two-pound carton for domestic use. They also provide that it may be sold in tubs or larger packages to bakers, lumber camps or people who do not resell. On this basis they have a tendency to protect the consumer when buying margarine.

Some Questions Asked

At the conclusion of the address a number of questions were asked the speaker. The answers to these questions will prove of value to retailers, because they indicate what the general public want to know about margarine.

One question was why there were four or five grades of it manufactured by a firm. Would not this tend to confuse the consumer in buying it from the retailer? How was a customer to distinguish between any two grades?

Mr. Herschmann's reply was that there were several grades for the same reason as there are several grades of butter. A customer that desired the best would have to become acquainted with the various brands and buy the brand which she knew to be the best. In short, the brand

name was the only way he knew of by which to distinguish the various grades.

"Is there cottonseed oil in margarine?" was another question asked. The speaker pointed out that this was the case. Cottonseed oil is used in the manufacture of it.

"What is the composition of the oleo oil?" was asked. Mr. Herschmann said this was the oil that resulted from the pressing of the beef fats.

Still another question was: "I understand in the Old Country the term 'oleo' is not prefixed to the name margarine. It is simply called margarine. Is there any prejudice attached to the term 'Oleo?'" Mr. Herschmann was in doubt



REASONABLE ENOUGH

"Hey, mister, will you please be a U-boat?"

as to whether there was or not, but did not think it was very much the case as far as the United States was concerned. There might be some prejudice, because people did not understand exactly what the term "Oleo" meant.

A question asked was how the natural butter color was given to margarine when the law prohibited the use of coloring matter. The reply was that the creamery butter used in its manufacture gave it this color.

In reply to another question, Mr. Herschmann said that the elements of food value in margarine were practically the same as those in creamery butter.

FOOD CONTROLLTR PROPHECIES FOOD SHORTAGE

Urges the Need for a Better Spirit, and a Better Understanding of Actual Needs and Actual Conditions

At a meeting of manufacturers, wholesalers and retailers held in Toronto at the call of the Hon. W. J. Hanna, the main business of which is reported elsewhere in this issue, the Food Controller

made some very startling statements, that might well be called to the attention of the grocery trade. "The food situation to-day," said Mr. Hanna, "is one that requires the very best attention not only of those concerned with the best interests of Canada, but also of the man concerned with the best interests of himself and his family. The very best judgment of the men best qualified to know what the situation actually is, points to the startling fact that inside of four months or five at most the world's food supply will be reaching a place where it will not be what we want but what we can get.

My department is sometimes asked, "Why don't you simply say that things have to be and they will be." I am not so sure of that. But I am sure that if we can get the assistance that the situation demands and deserves that we will get better results than if we merely legislated.

What we can accomplish by conservation in Canada is of course a very small item in the face of the world scarcity. But we believe that by inculcating a spirit of conservation we will be inculcating a spirit that will be instrumental in ensuring increased production.

I do not know what the solution of this problem of labor may be, but I do know this, that one man working on the land in France and England represents only 200 bushels of grain, and that the same man working on our virgin lands would represent a production of 2,000 bushels. That would seem to point us directly to one of our greatest opportunities and obligations."

BURLINGTON, ONT., GETS CO-OPERATIVE DELIVERY

A co-operative delivery was started in Burlington a little while ago and so far has proved itself an unqualified success. The number of merchants who have united with it is as yet comparatively small, but this is not due to any hostility on the part of the others, but merely to private difficulties in the way of disposing of present equipment. Many of those not yet associated with the scheme when spoken to by CANADIAN GROCER expressed their intention of ultimately joining. Those merchants at present using the system have found it very satisfactory. There are four deliveries daily to all parts of the town. This would have been almost an impossibility under the old system on account of the stretch of territory occupied by the town. Three rigs are used and all call at the store at the same time. The charge for the service varies with the character and amount of the business, the average charge would probably amount to about ten dollars a week for an average sized grocery store.

"Jack, I believe that was a bad shilling you put in the collection plate for the heathen."

"Quite true, I owe the heathen a grudge for eating a missionary uncle of mine."

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

PERMITTS to import margarine into Canada from the United States had not been issued during the first of this week but commission men showed confidence that supplies would in all probability reach the Canadian market by Thursday of this week. It is a question of getting licenses from the Department of Food Control in that country. The licenses to ship cottonseed oil into this market are being issued sparingly and supplies of shortening are accordingly quite limited. Lard is in good demand as a result of the short supplies of shortening. There has been an uneasy feeling in the butter market during the week as a result of the advent of margarine. There is a free movement of butter at the present time owing to the demand occasioned through the Christmas trade. Storage eggs were in firmer tone as a result of the reduction of stocks on this continent. Cold weather is interfering with the production of new-laid eggs and these are very scarce. There is a good demand for poultry, and turkeys, geese and ducks showed an upward tendency. Trade preceding the holiday period is good, as there is a good demand for all commodities to help along with Christmas cheer.

Live Hogs Go Up to \$19.50

PROVISIONS.—Prices closed stronger again with live hogs quoted at \$18.75 to \$19.50 per cwt. This is a very cold time for shipping and probably has something to do with the light receipts. Shipments were better than last week, however. The quality has shown some improvement, although there is still much to be desired in this respect. Dressed hogs are in fair demand, with prices ruling at \$25 to \$26 per cwt., according to weights. As far as the dressed hog market is concerned there is only a moderate demand. Christmas week, and in fact for two weeks at this season of the year, is usually quiet.

Hogs, dressed	25 00	26 00
Do., 60-90 lbs.	25 50	26 00
Do., over 90 lbs.	24 00	25 00
Do., live	18 50	19 00
Hams—		
Medium, per lb.	0 30	0 31
Large, per lb.	0 29	0 29½
Bacon—		
Plain	0 30	0 40
Boneless, per lb.	0 41	0 42
Bacon—		
Breakfast, per lb.	0 38	0 42
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots	0 26	0 27
Long clear bacon, small lots	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb.	0 42	0 44
Hams, roast, per lb.	0 46	0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½

Lard Prices Firm; Supplies Are Limited

LARD.—There is a very good demand for lard, as supplies for the holiday trade are now being replenished by the retail dealers. Prices are very firm, and the opinion prevails that they will go higher, though no changes are recorded by jobbers. The stocks in wholesalers' hands are quite limited, and with little pros-

pect of these being improved for the immediate future.

Lard, Pure—

Tierces, 400 lbs., per lb.	0 28	0 28¾
Tubs, 60 lbs.	0 28¼	0 29
Pails	0 28½	0 29¼
Bricks, 1 lb., per lb.	0 29¼	0 30

Some Uneasiness in Shortening Market

SHORTENING.—Firmness marks the shortening market this week. It is stated that little cottonseed oil is to be obtained, supplies coming forward being of limited quantities. There is a good demand for the product, and supplies are so limited as to cause uneasiness for the immediate future.

Shortening—

Tierces, 400 lbs., per lb.	0 24½	0 25½
Tubs, 50 lbs.	0 24¾	0 25¼
Pails, 20 lbs., per lb.	0 23¾	0 25
Bricks, 1 lb., per lb.	0 25½	0 26¾

Poultry Supply Light; Prices Never So High

POULTRY.—"Never in the history of Canadian poultry business have prices reached such high levels," said a large dealer to **CANADIAN GROCER** this week. This applies to the prices obtaining for turkeys, geese and ducks in particular prior to the holiday season. It denotes unmistakably that, with the high prices asked and being obtained for feeds of all kinds, there will be no cheap poultry for some time. It is also pretty certain that the average quality of receipts will be only fair. Some nice turkeys are to hand this week, and these are selling for 35c per lb. to the retail trade. All poultry is very scarce and it is felt that there will be a shortage for the Christmas trade.

Poultry—

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

Storage Eggs Are Firm; Demand Much Better

EGGS.—Owing to the great scarcity of new laid eggs there has been a very much better tone to the market for storage stock, and in some quarters there is a firming tendency and 2 cents per dozen higher is being quoted. The upward movement is in sympathy with the considerable advances made in United States markets. The prohibitive prices for fresh and new-laid has also had much to do with this firming of the market. Of the latter, few supplies are to be had with little improvement likely for some time.

Eggs—

New-laid (specials)	0 60	0 70
Selects	0 43	0 45
No. 1's	0 40	0 42
No. 2's	0 38	0 39

Cheese Sales Light; Retail Demand Fair

CHEESE.—Sales of cheese are confined to sorting business generally, and there has been a somewhat better request from local retail stores. Old cheese is meeting with favor among the trade here and is selling best. Prices are maintained.

Cheese—

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

Margarine is Coming; Demand Seems Fair

MARGARINE.—Some disappointment was expressed because of the difficulty in securing supplies of the new product last week. There is a very good demand for the product due to the fact that so many wish to try it out. It will be a week or two before it is known whether the public wish to continue using it. Prices are quoted at from 27 to 31 cents per pound, according to quality and style of prints or packages.

Margarine—

Prints, according to quality, lb.	0 28	0 30	0 31
Bulk, according to quality, lb.	0 27	0 29	0 30

Butter Quiet But Firm; Year's Receipts Light

BUTTER.—Trading is quiet but the tendency of prices is firm this week, with quotations a little higher than those of a week ago. Margarine's effect does not seem to have caused any panic and price lowering has not been the reality that was thought probable in some quarters. There was a sale on the Board of Trade, this week and when a rather fine lot was offered, of finest creamery, the prices rose and closed on a 2c higher bid. Re-

ceipts for the year thus far show a big shrinkage, there being no less than 145,000 packages short of 1916's record.

Butter—

Creamery prints (fresh made).....	0 43	0 45½
Creamery solids (fresh made).....	0 43	0 45
Dairy prints, choice, lb.....	0 42	0 43
Dairy, in tubs (choice).....	0 40

Demand for Fish Fair; Oysters Reported Short

Montreal.
FISH.—The holiday season has had an effect in decreasing demand for some lines of fish. So much poultry is wanted that there is naturally an effect on the fish trade. For the season of year a fair amount is selling. Three fast days this week, in the Province of Quebec, will serve to stimulate a better demand for many lines of fish. The catch of tom cods is short, and the price will be high. These are now quoted at \$4.25 to \$4.50 per barrel. The catch is perhaps not more than 25% of the average yearly amount. Other prices are unchanged.

SMOKED FISH.

Haddies	0 15	0 16
Haddies, fillet	0 17	0 18
Smoked herrings (med.), per box	0 20
Bloaters, per box 60/100	1 75
Kippers, per box 40/50	2 40

SALTED AND PICKLED FISH

Herring (Labrador), per bbl.....	\$12 00
Salmon (Labrador), per bbl.....	23 00
Salmon (B.C. Red)	25 00
Sea Trout, red and pale, per bbl.....	18 00
Green Cod, No. 1, per bbl.....	15 00
Green Cod (large bbl)	16 00
Mackerel, No. 1, per bbl.....	21 00
Codfish (Skinless), 100-lb. box.....	12 00
Codfish, 2-lb. blocks (24-lb. case).....	0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.....	0 15
Codfish, Shredded, 12-lb. box.....	2 25

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.....	0 40
Prawns, lb.....	0 30
Shrimps, lb.....	0 28
Scallops	4 00

FRESH FROZEN SEA FISH.

Halibut	21	22
Haddock, lb.....	07½	8
Mackerel	12	13
Cod steak, fancy, lb.....	09½	10
Cod-Toms	4 25	4 50
Salmon, Red	19	20
Salmon, pale	14½	15
Salmon, Gaspé	25

FRESH FROZEN LAKE FISH

Pike, lb.....	0 11½	0 12
Perch	0 13
Whitefish, lb.....	0 15	0 16
Lake trout	0 17	0 18
Eels, lb.....	0 12
Dore	0 15	0 16
Smelts, No. 1	0 17
Smelts, No. 1 large	0 22
Oysters—		
Ordinary, gal.....	2 25
Malpeque oysters, choice, bbl.....	11 00
Malpeque oysters (med.) bbl.....	10 00
Cape Cod shell oysters, bbl.....	11 00
Clams (med.), per bbl.....	9 00

FRESH FISH

Haddock	0 07½	0 08
Steak Cod	0 09½	0 10
Market Cod	0 06½	0 07
Carp	0 12	0 13
Dore	0 15	0 16
Lake trout	0 17	0 18
Pike	0 11	0 12
B. C. Salmon	0 22	0 24
Gaspereaux, each	0 07
Western Halibut	0 23	0 25
Eastern Halibut	0 25	0 26
Flounders	0 10
Perch	0 09
Bullheads	0 13
Whitefish	0 15	0 16
Eels	0 10
Mackerel (large), each	0 20
Mackerel (medium), each.....	0 18

Plain Backs Are Slightly Easier

Toronto.
PROVISIONS.—There was a slightly easier tendency in plain backs during the week, in one quarter the price having been reduced ½c per pound, making the range from 36½c to 42c per pound. In the barrel pork, on the other hand, there was a firmer tendency in some quarters and prices were advanced \$1 per barrel. In the live hog market prices reached \$18.50 for fed and watered but supplies at the first of the present week were coming fairly free and prices dropped down to the basis of \$18. Dressed hogs were somewhat easier at \$24.50 to \$25 per hundred. Demand for meats is reported to be keeping up well in the face of the holiday period when it is usually expected that consumption will not be as heavy.

Hams—		
Medium	0 30	0 32
Large, per lb.....	0 26	0 29
Backs—		
Plain	0 36½	0 42
Boneless, per lb.....	0 42	0 45
Bacon—		
Breakfast, per lb.....	0 36	0 40
Roll, per lb.....	0 29	0 32
Wiltshire (smoked sides), lb.....	0 34	0 35
Dry Salt Meats—		
Long, clear bacon, lb.....	0 26½	0 28
Fat backs
Cooked Meats—		
Ham, boiled, per lb.....	0 42	0 43
Hams, roast, per lb.....	0 43	0 45
Shoulders, roast, per lb.....	0 38	0 40
Barrel Pork—		
Mess pork, 200 lbs.....	52 00	53 00
Short cut backs, bbl., 200 lbs.....	56 00	59 00
Pickled rolls, bbl., 200 lbs.....	52 00	54 00
Hogs—		
Dressed, abattoir killed	24 50	25 00
Live, off cars	18 25
Live, fed and watered	18 00
Live, f.o.b.	17 25

Margarine From U.S. Expected In This Week

Toronto.
MARGARINE.—Importers of margarine expected that the product from the United States would be released for export on Monday of this week and that the first shipments from that quarter would probably come into the local market on Wednesday or Thursday of this week. The United States department of Food Control withheld licenses to export although it was confidently expected that it would come forward during the latter part of last week. The licensing system is getting under way in that country rather tardily. There is confidence among local commission men that supplies are going to be permitted to come forward. As soon as the licenses are granted some of the Canadian dealers expect to have their first shipments rushed forward by express. The Canadian manufacturers had the market entirely to themselves last week. Interest was keen in the product. The Canadian product is confined so far to No. 1 grade, which sells to the retail trade at 32c per pound. This was selling to the consumers at 35c per pound in this city.

Margarine—

1-lb. prints, No. 1	\$0 32	\$.....
Do., No. 2	0 30	0 31

Do., No. 3 0 27
 Solids, 1c per lb. less than prints.

Licenses To Import Cottonseed Oil Are Few

Toronto.
SHORTENING.—So far licenses by the United States Department of Food Control to ship cottonseed oil into the Canadian market have been issued very sparingly. It seems to be the intention of the United States Government to allow only such quantities of this product to come into Canada as will suffice for our own consumption. Up to the time the amount released for import into Canada has not been sufficient to cover requirements. It is understood that heretofore some of this cottonseed oil was used by Canadian dealers for export to other countries. The United States apparently is determined to do any export that is necessary without the necessity of this product coming into Canada and then being shipped out again. Supplies of shortening were very limited during the week as very little cottonseed oil has come forward since the operation of the embargo and the licensing system. For the most part prices were on the basis 24½ to 25¼c per pound tierce basis.

Shortening, tierces, 400 lbs., lb. 0 24½ 0 25¼
 In 60-lb. tubs, ¼c per lb. higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Good Demand For Lard For Christmas Trade

Toronto.
LARD.—There has been a good demand for pure lard in the face of the shortage on shortening materials. With more baking in progress at this season of the year larger quantities are being used. Prices accordingly ruled firm during the week. Prices of live hogs were maintained at firm levels during the week and this is having its effect on the lard market. In some quarters pure lard on tierce basis was quoted at 29c per pound.

Lard—
 Lard, pure tierces, 400 lbs., lb. 0 28½ 0 29
 In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Uneasy Feeling Prevails In Butter

Toronto.
BUTTER.—There was an uneasy feeling in the butter market during the week as a result of the anticipated coming into the market of margarine. There has been a good demand for butter of all kinds due to the increased use for this commodity at the holiday season. Fresh made creamery butter was scarce and in good demand. That which came into the market was inclined to be feedy in taste. Storage butter moved freely during the week. There are small quantities of dairy butter coming into this market. Prices on the various lines were steady.

Creamery prints, fresh made.....	0 47	0 48
Creamery solids, fresh made	0 45	0 46
Creamery prints, storage	0 44	0 45

Creamery solids, storage	0 43	0 44
Dairy prints, choice, lb.	0 41	0 42
Dairy, prints, lb.	0 34	0 36

**Storage Eggs Again
Give Evidence Of Firmness**

Toronto.

EGGS.—There was a continuation of the firm market for storage eggs, following the upward trend noted last week. There has been a good consumption of eggs both in Canada and the United States and considerable supplies have gone forward into the export trade. Visible stocks of eggs in storage in the United States were reduced to 595,000 cases which is rapidly bringing the surplus down to a reasonable basis. In view of the situation No. 1 storage eggs were advanced 1c per dozen and were quoted at 44c to 45c per dozen. Storage selects, however, held steady at 46c to 48c. Cold weather is greatly hampering the hens in their productive work on new-laid and prices were very firm, the range being from 65c to 70c per dozen, with the higher figure more generally prevailing.

Eggs—		
New-laid, in cartons	0 65	0 70
Storage selects, ex-cartons	0 46	0 48
Storage, No. 1, ex-cartons	0 44	0 45

**Cheese Market
Pursued Even Course**

Toronto.

CHEESE.—There was an even course displayed in the cheese market during the week, as the Cheese Commission remained sphinxlike in their buying attitude and maintained their price of 21 $\frac{3}{4}$ c per pound. There is a fair demand in the local market and local quotations held unchanged.

Cheese—		
New, large	0 22 $\frac{1}{2}$	0 23 $\frac{1}{4}$
Old, large	0 24	0 24 $\frac{1}{2}$
Stilton (new)	0 25	0 27
Twins, $\frac{3}{4}$ lb. higher than large cheese. Triples $\frac{1}{2}$ lb. higher than large cheese.		

**Geese, Turkeys And
Ducks Go Higher Still**

Toronto.

POULTRY.—Retailers show confidence that there will be considerable supplies of poultry go into consumption for the coming Christmas trade as they have been taking good quantities from commission houses. Supplies of turkeys reaching the market have so far been light. Ducks and geese are not coming in sufficient volume to meet present requirements and prices went up from 1c to 3c per pound. Dealers increased their bids for live ducks 1c per pound and for dressed from 1c to 2c per pound. Dressed geese on the other hand advanced 2c to 3c per pound in the amount being paid by commission men. Bids for live turkeys were increased 2c per pound, making the range 23c to 27c. Dressed turkeys were advanced to 32c to 33c in price being paid by wholesale houses. Prices quoted to the retail trade were advanced 1c per pound in certain quarters, while dressed turkeys went up as much as 3c per pound in some quarters.

Dressed geese to the retail trade were advanced 3c to 4c per pound, the range being 23c to 27c.

Prices paid by commission men at Toronto:		
	Live	Dressed
Ducks	\$0 13-0 18	\$0 16-0 24
Geese	0 16-0 18	0 22-0 23
Turkeys	0 22-0 27	0 32-0 33
Roosters	0 13-0 13	0 17-0 18
Hens, over 5 lbs.	0 18-0 19	0 22-0 22
Hens under 5 lbs.	0 13-0 13	0 16-0 20
Chickens, 4 lbs. and up.	0 19-0 20	0 23-0 25
Chickens, under 4 lbs.	0 17-0 17	0 21-0 22
Squabs, dozen	4 50
Prices quoted to retail trade:		
Hens	0 13-0 16	0 20-0 25
Ducks	0 18-0 22	0 22-0 28
Chickens	0 16-0 18	0 23-0 28
Turkeys	0 22-0 27	0 30-0 38
Geese	0 17-0 19	0 23-0 27

**Oysters Decline 25c;
Ciscos, Mackerel Down**

Toronto.

FISH, OYSTERS.—A decline of 25c per gallon was recorded in the price of oysters during the week, which now makes the range of prices from \$2.50 to \$3.25 per gallon. A decline at coast points has been responsible for the drop in the local market. There has been a good movement of oysters during the past week, induced by the cold weather. Kipperd herring in boxes have declined in certain quarters to \$1.75 per box, making the range now \$1.75 to \$2. Ciscos have also declined 1c per pound in some quarters and are now quoted at 16c to 17c per pound. Labrador herring in half barrels is firmer, the low quotations having been advanced 25c. Frozen halibut was firmer and prices were advanced to 21c per pound in some quarters. Qualla salmon gave evidence of weakness and was quoted at 13c to 15c per pound. Some white spring salmon was quoted at 13c per pound. Frozen sea herrings were firmer, the low quotations having been advanced 1c, making the range of prices 5c to 6c per pound. Frozen lake herrings in sacks were quoted at 5c per pound. Frozen mackerel was quoted as low as 9c per pound in some quarters. Steak cod and haddock were very scarce during the week, there being practically none offered. Storms on the Eastern coast have been interfering with the operations of the fishermen. Yellow pickerel in case lots were quoted at 12 $\frac{1}{2}$ c per pound. Frozen mullets were in the market and were quoted at 6c per pound.

SMOKED FISH.	
Haddies, per lb., new cured	0 14
Chicken haddies, lb.	0 12
Haddies, fillets, per lb.	0 16
Ciscos, per lb.	0 16
Kipperd herring, per box	1 75
Digby herring, skinless, 10-lb.	2 25

PICKLED AND DRIED FISH.	
Acadia cod, 20 1-lb. blocks	3 40
Acadia cod, 2-lb. blocks	4 50
Strip cod, lb.	0 12
Halifax shredded cod, 24s.	2 20
Salt mackerel, kits 15 lbs.	2 50
Labrador salt herring, barrels.	10 00
Do., half barrels	5 25

FRESH SEA FISH.	
Halibut, frozen	0 20
Salmon, Qualla, lb.	0 13
Do., red spring	0 23
Do., Cohoe	0 20
Do., White, spring	0 13
Haddock, fancy, lb.	0 09
Herrings, frozen	0 05
Steak, cod, fancy, lb.	0 10
Haddock, heads on, lb.	0 09
Cod, market, heads on, lb.	0 09

Mackerel, frozen, lb.	0 12	0 13
Flounders, frozen	0 08	0 10
Swordfish, lb.

FRESH LAKE FISH.

Herring, frozen, lb.	0 05	0 08
Herring, pickled, keg 100 lbs.	5 50
Pike, lb.
Whitefish, frozen	0 14	0 15
Trout, lb., frozen	0 15	0 16
Mullets, frozen, lb.	0 06
Yellow pickerel, frozen, lb.	0 12 $\frac{1}{2}$	0 13
Oysters, per gal.	2 50	3 25
Blue points, bbl.	11 00
Malpeque, bbl.	12 00	15 00
Shell oysters, bbl.	10 00
Shrimps—		
No. 1, cans	1 60
No. 2, cans	3 10
No. 4, cans	6 00

**Eggs Slightly Firmer;
Hogs Should Be Steady**

Winnipeg.

PRODUCE AND PROVISIONS.—Last weekend the hog market was standing at 17c and was strong, with promise of fair deliveries. The opinion of packers was that the market should remain steady. Provisions are firm and no changes have taken place. Stocks are very small. Eggs.—This market is slightly firmer, due in part to the increasing demand and partly to the fact that outside markets have advanced. The Chicago market is up 5c per dozen. Butter is unchanged and the outlook is for a steady market.

Hams—		
Light, lb.	0 32
Medium, per lb.	0 30
Heavy, per lb.	0 28
Bacon—		
Breakfast, per lb.	0 34	0 36
Breakfast, select, lb.	0 39
Backs, regular	0 42
Backs, select	0 45
Dry Salt Meats—		
Long clear bacon, light.	0 27
Backs	0 31
Barrelled Pork—		
Mess pork, bbl.	48 00
Lard, Pure—		
Tierces	0 27
20s	5 80
Cases, 5s	17 03
Cases, 3s	17 10
Lard, Compound—		
Tierces	0 23
Tubs, 50s, net	11 63
Pails, 20s, net	4 90
Fresh Eggs—		
No. 1 candled ..	0 40	0 42
Select	0 45	0 47
Cheese—		
Ontario, large fresh	0 24	0 24 $\frac{1}{2}$
Manitoba, large fresh	0 23 $\frac{1}{2}$
Butter—		
Fresh made creamery, No. 1 cartons	0 45
Fresh made creamery, No. 2	0 44
Dairy, prints	0 40
Dairy, tubs	0 38	0 39
Margarine—		
No. 1	0 32
No. 2	0 30
No. 3	0 27

**Better Demand For
Compound In The West**

Winnipeg.

LARD.—There is no change in price following the advances announced last week on pure lard. Sales on compound lard especially are very good.

**Lower Grades Of
Margarine Imported**

Winnipeg.

MARGARINE.—Unless some unexpected obstacle should come in the way the wholesale trade expected to be in a (Continued on page 45.)

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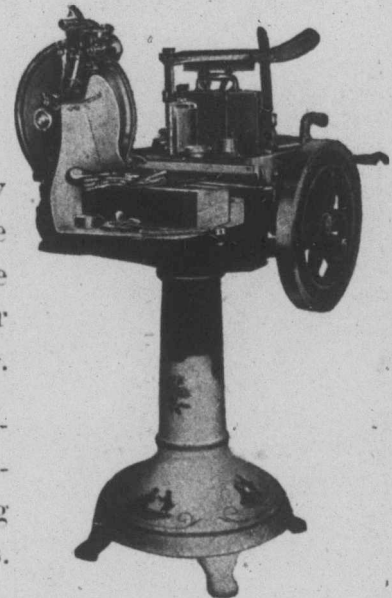
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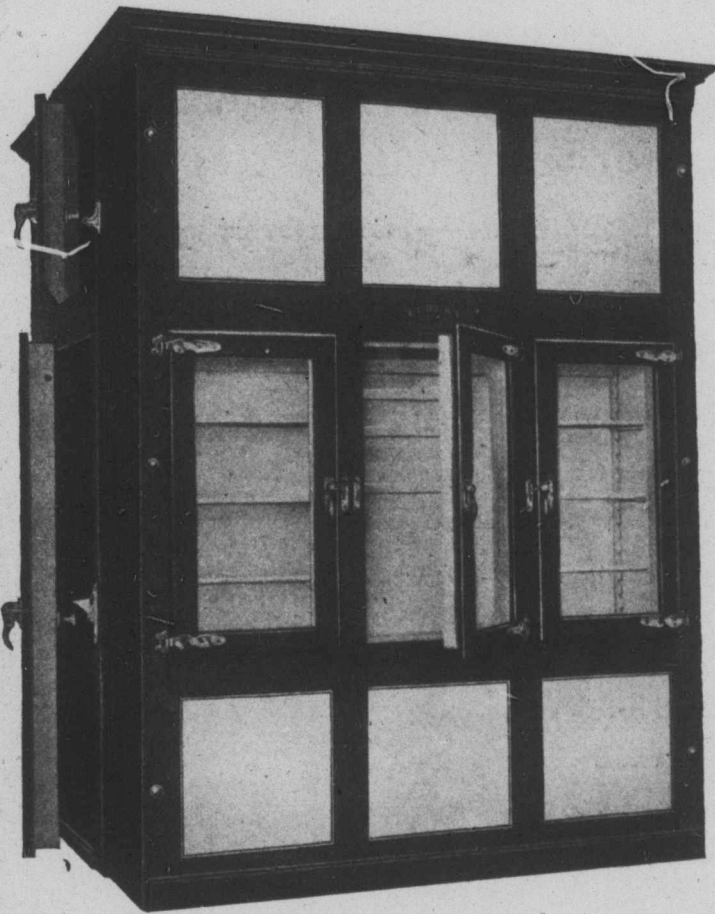
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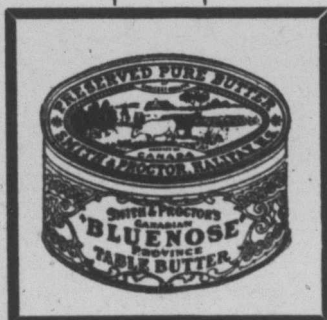
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A. Lalonde
Post Office Box 123. TIMMINS, ONT.

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

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

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

**EL ROI-TAN PERFECT
CIGAR**

If interested, tear out this page and keep 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.

QUEBEC

ROSE & LAFLAMME LIMITED

Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

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

WE WISH YOU
THE COMPLIMENTS OF
THE SEASON

C. B. HART, Reg.
Wholesale Grocery
and Merchandise
Brokers
489 St. Paul Street W.
MONTREAL

H. D. MARSHALL

Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

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

Buyers and Sellers of
**All Kinds of Grains and
Seeds**
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

The Best Asset of a
Grocery Business is
Satisfied Customers

Baker's Cocoa and Chocolate



Registered
Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

For Information Use the Enquiry Blank Elsewhere In This Issue

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

This service is for *YOU* and will only be of benefit when you use it.

Send your enquiries along, they are welcomed. This service is *free* to subscribers.

USE THE BLANK FORM

Canadian Grocer

ENQUIRY DEPT.

143-153 UNIVERSITY AVE. :: TORONTO

Stevens-Hepner Company, Limited

MANUFACTURERS OF
KEYSTONE
BRUSHES AND
BROOMS

EXTEND TO ALL THEIR CUSTOMERS
AND FRIENDS

The
Compliments
of the
Season

PORT ELGIN, ONTARIO

DECEMBER, 1917

What Three Canadian Brothers Fighting in France Write to Their Parents

From letters of three brothers fighting in France

"Thank you very much for parcel No. 903, which I got yesterday. The cake was fine and in the best of condition, also the chocolate, which beats anything obtainable here. The G. Washington's Coffee, with the milk and sugar, I am saving for the trenches, as it is worth its weight in gold there now, especially as the weather is getting colder."

"Thanks for the G. Washington's Coffee. It is certainly very welcome. I made some of it to-day and enjoyed it, so did the other fellow, as he made away with all the first lot I made, so I made some more for myself."

"The contents of the parcel were all there and in fine condition. I enjoyed everything so much that I cannot praise any particular thing but the malted milk tablets and the G. Washington's Coffee, as we can generally boil a tin of water and make coffee, and if not that then the malted milk tablets come in handy. We can nearly always boil water for coffee, but cannot do much else in that line."

"Thanks so much for the news parcel which I received in very good shape. The 'Populars' are all the rage around here and the boys certainly appreciate them, also the coffee. Those are the two things we appreciate as well as any, but everything in a parcel is most heartily welcome."

"I received the parcel containing the four cakes of soap and one large can of G. Washington's Coffee and one small can. It is going fast and I hope that Mark and Claude are finding it as good as I am."

"I can assure you the G. Washington's Coffee comes in very handy here, as we are now in the line, or near it. There is little chance of us being always calling on the rations, and it comes in handy."

With G. Washington's Refined Coffee in his kit, the soldier can serve himself a good cup of coffee wherever water, either hot or cold, is available. It dissolves instantly in either. A dollar can provide the soldier with coffee three times a day for thirty days.

Delicious without milk—relieves fatigue and tired nerves.



Give
Little Miss Vi
a Welcome.

Little Miss Vi has come to Canada as the representative of Vi-Cocoa. She is known in millions of homes in the British Isles, and a great desire for her beneficial

beverage is springing up all over the Dominion.

Give her a prominent place on your counter; she will attract many customers to your Store and take a prominent place on the credit side of your balance sheet. Vi-Cocoa is a ready seller showing substantial margin for the retailers.

Vi-Cocoa

has been known for years as the food beverage of the people—it is the super-cocoa, far more nourishing and palatable than ordinary cocoa, and is made under ideal hygienic conditions in one of the best factories in the world.

Write for trade terms and particulars to the
Watford Mfg. Co., Ltd., Delectaland, Watford, England.

403

WETHEY'S Orange Marmalade

IS

WITHOUT A PEER

"One try satisfies"

ORDER IT
FROM YOUR JOBBER.

J. H. WETHEY, LIMITED
St. Catharines, Ont.

For Sea Foods Use the Riteshape



Bulk foods recognized the world over as lowest in cost to the consumer.

Food control measures can be largely nullified by improper packaging.

In every sale of food enters the cost of getting it into such shape that it can be carried home or delivered.

The package must not absorb the oil or moisture of food or waste it.

The package must be strong enough to protect it against escape or injury.

The package must not be so expensive that it adds unreasonably to the cost of the food.

There is only one answer to all these conditions. A "Riteshape" dish.

"Riteshapes" are made from hard maple and will not soak up juices or oils from food.

The "Riteshape" is the strongest dish in the world. It will protect anything put into it.

"Riteshapes" make a neat and tidy package for any commodity.

Put your bulk food lines on a "Riteshape" basis, and know that you are using the scientific and economical way to distribute them.



Victoria Paper & Twine Company

LIMITED

TORONTO

Montreal

Made and guaranteed by
THE OVAL WOOD DISH COMPANY
Delta, Ohio, U.S.A.

If interested, tear out this page and keep with letters to be answered.

A delicious, easily prepared summer dessert for every customer



There's a purity and a delicate flavor about "Cox's" *Instant Powdered Gelatine* that makes it the favorite summer dessert in thousands of Canadian homes.

Make this summer an unusually profitable season by stocking Cox's Instant Gelatine. Every sale will leave you a neat profit and win you still more customer-confidence and appreciation. Order your supply now.

COX'S

British Made

LICORICE

Owing to the critical situation in the Licorice industry occasioned by the scanty importations of Licorice Root and the unparalleled advances in the cost of same, due to war conditions, we have found it necessary to conserve our stocks and confine the sale of our Y & S brand of STICK LICORICE to the new 10c carton package *only*. These will contain 30 individual cartons to box; 20 and 32 boxes to case. Deliveries beginning about the middle of December.

National Licorice Company
MONTREAL, CAN.

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

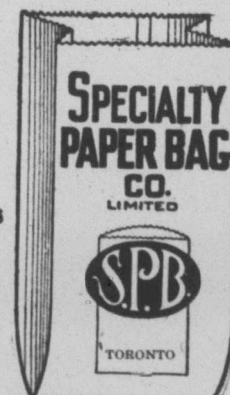
Confectionery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags



We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.

Department G

247-255 CARLAW AVE., TORONTO, CAN.

If interested, tear out this page and keep with letters to be answered.

Help Your Customers To Economize

Eggs cost anywhere up to \$1.00 per dozen; this means that they are too expensive for the average householder to use for cooking.

"POPULAIRE'S" EGG POWDER

for cakes, puddings, etc., does the same work and gives equal satisfaction to fresh eggs.

A 10c package contains the equivalent of one dozen eggs.

You can sell it easily and make good profits.

Write for prices today

THE IMPERIAL COMPANY, Reg'd
645 St. Valier Street, Quebec, P.Q.



There's Quality and Quantity in "BULLDOG" CLEANERS

The exacting chemical supervision under which they are produced is a thorough guarantee of good quality in every "Bulldog" Cleaner.

Attractively labeled generous sized packages attract attention and make sales easy. And every sale is a "repeat" getter.

Grocers everywhere are making good profits pushing the 19 "Bulldog" Cleaners.

Be one of them.

The John B. Paine Co., Limited
MANUFACTURERS
Factories at Toronto and Winnipeg

How to sell

OCEAN BLUE

is not a problem. It is merely a question of getting your customers to try the first 5 cent packet. After that, repeat orders follow as a matter of course.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,

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 & Ivory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



Prices of

CHAMBERLAIN'S REMEDIES

will be advanced
January 1st.

Get your order in
to-day.

Chamberlain Medicine Co., Ltd.
TORONTO, ONT.

If interested, tear out this page and keep with letters to be answered.

Spending \$1,900 or so on Advertising

How Modest Appropriations can be used Effectively—
the Correct Principle in Advertising.

THE average annual advertising appropriation in Canada is said to be somewhere round \$3,000. This seems a very small sum. Yet even smaller sums can be made to accomplish excellent results. Thus a sum slightly under \$1,250 will give a national advertiser a really strong campaign covering the whole of Canada; and a sum under \$650 can be used effectively if one's particular field is the farm field.

The Correct Principle In Planning An Advertising Campaign

Before we define how these sums can be employed, we shall first define the correct principle in planning an advertising campaign.

This principle is: (1) Decide on the one best medium reaching the class of persons likely to give you business; (2) use this medium in an attention-commanding way—that is, use advertisements bold enough in size and display to assure the attention of readers; and (3) give this "first" or chief medium your full schedule—that is, all the insertions you deem necessary to secure your object.

If your appropriation for advertising permits the use of more mediums than one to be used simultaneously, use each additional medium listed after the manner of the first one chosen; that is: (1) use it adequately; (2) give it bold "copy," and (3) a full schedule of insertions.

As against this method and idea is the following practice: (1) Decide on the sum you want to spend; (2) make up a list of all the mediums you would like to use; (3) decide on the number of insertions you think is necessary; and (4) let these three factors in combination determine the size of the advertisements. The consequences of this method are (1) small-size "copy," and (2) a thin—very thin—scratching of much soil. Now Experience in the advertising world, as in other worlds, says: Concentrate, intensify, get out of each unit all that it can be made to yield; multiply units only when each unit employed is being worked to its maximum. This is the teaching of Experience, substantiated by your own knowledge, if you will think it out.

Two "First" Canadian Mediums

Consenting to the principle as above defined, the selection of the "first" or chief mediums becomes fairly simple.

MACLEAN'S MAGAZINE is the "first" or chief medium in Canada among all monthly magazines of the general or family type having national circulation.

FARMERS' MAGAZINE is the "first" or chief farm paper in Canada having national circulation.

MACLEAN'S MAGAZINE, with its 50,000 circulation, has achieved circulation results in its smaller field comparable with the achievement of the most largely circulated

U.S.A. magazine of the same general class in its 20-times-larger field. The circulation of MACLEAN'S MAGAZINE in Canada is the equivalent of a million circulation in the United States.

The circulation of FARMERS' MAGAZINE (27,000-30,000) in Canada is the equivalent of 600,000 in the United States.

Determining Dominant "Copy"

Granting that these two mediums are the "first" or chief mediums in their respective classes; the next thing to consider is what is dominant or adequate or sure-to-get-attention space. Obviously a full page is dominant space; so also is 2/3 of a page. Half a page may be. We shall compromise, for the sake of illustration, on a space occupying 2/3 of a page—a space measuring 10 inches deep (a full column in either medium) by 2 columns wide. This means "copy" measuring 20 inches, or 280 agate lines.

We'll suppose, further, that one insertion each month, for the whole year, is scheduled in each medium used. That is a total of 3,360 agate lines (280 lines monthly x 12).

The Cost of a Strong Campaign

So the cost of an all-the-year-round campaign in each medium becomes:

MACLEAN'S, 3,360 lines @ .37 = \$1,243.20
FARMERS' 3,360 lines @ .19 = 638.40

Both Mediums \$1,881.60

If one's field takes in urban and rural communities, then a year's advertising in "first" or chief mediums, using dominant "copy," and with full schedules, can be obtained for a little less than \$1,900. If one has more to spend, then other mediums can be added, each used dominantly and fully, until the limit of one's appropriation is reached.

Remember that it is wisest to grow into advertising than to go into it. Many an advertiser has started out beyond his strength, and came to grief, perhaps, blaming advertising rather than himself for the failure.

The Local Influence of National Mediums

Now a word about the local effect of advertising in these two mediums—the effect

on consumers and dealers. First, on consumers. When we talk about magazines having national influence, we really mean that this national influence is the sum of its influence on each individual subscriber or home; for it is clear that any single copy of a magazine can and does influence only those persons who read it. Which means, that a magazine's influence is exerted primarily on persons, and that its national influence is the aggregate of its personal influence.

So a magazine has personal, family, community, and national influence, progressively.

This influence has local effect. It sends persons and families to local dealers to obtain what may be advertised; and it helps local dealers to sell nationally-advertised goods to persons and families familiar with advertised goods—this because of the magazines they subscribe to.

All of which means that the national advertiser, using magazines as his mediums, secures local community effect and national effect at one and the same time, and thus accomplishes economically his two objects.

This Advertisement is Addressed to You

This advertisement is addressed, in particular, (1) to those who are contemplating an advertising campaign to help them merchandise their products; (2) to those who are as yet in the beginners' class of national advertisers; (3) to those who are not wholly satisfied with past results, which may be a consequence of employing wrong methods or following wrong ideas; and (4) to those successful advertisers who want to strengthen their success.

In the limits of this page, it is not possible for us to elaborate the above and other ideas as fully as we would like; nor to convey all desired information concerning MACLEAN'S MAGAZINE and FARMERS' MAGAZINE. We have, for example, detailed circulation statements of these two magazines, by provinces and counties, and in the case of MACLEAN'S by towns. Also, we have printed matter designed to prove that "a little advertising in a few magazines" has been and is the way to great success by many famous advertisers. Send for copies of "Good Stuff about Canadian Magazines" containing information of the sort indicated.

Planning an Advertising Campaign for 1918

THE year 1918 is at hand, and you probably are shaping your merchandising plans. It is important, in such case, that you should know much about the service which the two magazines named above, separately or in combination, can render you.

Write for the proffered copies of GOOD STUFF, this as a first step.

The MacLean Publishing Company, 143-153 University Avenue, Toronto
Publishers of MACLEAN'S MAGAZINE and FARMERS' MAGAZINE

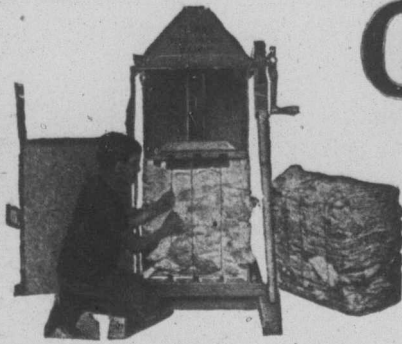


TO Brunswick Brand dealers
everywhere we extend our
Heartiest and Sincerest Wishes
for a Happy Christmas and a
Most Prosperous New Year

CONNORS BROS.
BLACK'S HARBOR, N.B.

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

STOP THE WASTE!



ALL STEEL
CLIMAX
FIREPROOF

Baling Press

turns waste paper, cardboard, etc., into money and reduces your fire risk. Made in 12 sizes.

Climax Baler Co.
Hamilton, Ont.

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.

Tea Merchants to the King
EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W.
MONTREAL

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS

FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing $\frac{1}{4}$, $\frac{1}{2}$ or 1-lb. packets.

R. E. BOYD & COMPANY

Agents for the Province of Quebec
15 STÉ. THERESE ST. MONTREAL

DONALD H. BAIN CO.
AGENTS FOR THE CANADIAN NORTH-WEST

Keep Your Eye on Raisins

SUN-MAID Raisins are being advertised more than ever before. More people are buying them. People are learning that raisins help them save butter, wheat, sugar and meat.

Always something new to help you sell more Sun-Maid Raisins

Keep up your stock of Sun-Maid Raisins. Three varieties: Seeded—seeds removed; Seedless—grown without seeds; Clusters—on the stem.

Your Own Advertising Tie-up

Send for dates of our magazine advertising so you can put in Sun-Maid Raisin displays and get direct results from our ads.

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



Order your canning boxes early
and get prices from

W. C. Edwards & Co., Limited
OTTAWA, ONTARIO

We quote by return mail.

Salesmen Wanted

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



*Just try how
Wonderful Soap
Sells*

You need not take our word for the fact that Wonderful Soap is a steady seller and a strong repeater. Prove it in your own store. The results will convince you.

Did You Ever Feature Crystal Soap Chips?

Guelph Soap Co.
Guelph, Ont.

If interested, tear out this page and keep with letters to be answered.

*To one and all of our Customers
we extend cordial
Christmas and New Year's
Greetings*

Mount Royal Milling & Mfg. Company

D. W. Ross Company, Agents

Montreal

**Walter Woods
and Company**

wish their numerous
customers a Christmas
full of happiness and
a New Year of good
health and prosperity.

Walter Woods & Co.
Hamilton and Winnipeg



A Merry
Christmas
be Yours

MAY the ties of friendship be
strengthened in these arduous
times, and let 1918 bring happiness
with

Merry Christmas
and
Prosperous New Year
to all our friends and customers.

L. Chaput, Fils & Cie, Limitée

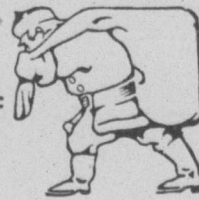
WHOLESALE GROCERS AND IMPORTERS

2, 4, 6, 8, 12 and 15 DeBresoles St. MONTREAL

—Established in 1842—

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

Greetings



May your
 Christmas be a happy
 one and may the New
 Year bring you health
 happiness and
 prosperity

Charbonneau Limited

Mfrs. of Imperial (Regd.) Maple Cream Butter, Syrup, Biscuits & Confectionery

MONTREAL

C. Morris & Co.,
TORONTO, ONTARIO.

DISTRIBUTORS:
H. D. Marshall,
OTTAWA CITY.

The Robt. Gillespie Co.,
WINNIPEG.

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

**QUOTATIONS FOR
PROPRIETARY ARTICLES
SPACE IN THIS DEPARTMENT IS \$65
PER INCH PER YEAR**

BAKING POWDER.

ROYAL BAKING POWDER:

Size.	Less than 10-case lots	Per doz.
Dime	\$ 1 05	
4-oz.	1 50	
6-oz.	2 15	
8-oz.	2 80	
12-oz.	4 10	
16-oz.	5 35	
2 1/2-lb.	12 85	
5-lb.	24 50	

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS.

DOMINION CANNERS, LTD.

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

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case. Per doz.

Blackberry	\$2 95
Currant, Black	3 05
Plum	2 85
Pear	2 85
Peach	2 85
Raspberry, Red	3 15
Raspberry and Red Currant	2 75

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles.

	Per doz.
1/2 Pts. Delhi Epicure	\$1 75
1/2 Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	0 95
1's Baked Beans, Plain, 4 doz. to case	1 15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Chili Sauce, 4 doz. to case	1 25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE.

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 68
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate, per lb.	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE.

Keen's Oxford, per lb.	0 17 1/2
In cases 12—12 lb. boxes to case	0 17

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

Empire Breakfast Cocoa, 2 doz. in box, per doz.	\$2 45
Perfection, 1/2-lb. tins, doz.	2 45
Perfection, 1/4-lb. tins, doz.	1 35
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	90
Sweet Chocolate—Per lb.	
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 15
Diamond, 6's and 7's, 8 and 12-lb. boxes	0 28
Diamond, 1/4's, 6 and 12-lb. boxes	0 28
Icings for Cake—	

Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 30
Chocolate Confections Per doz.	

Maple Buds, 5-lb. boxes	\$0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate 1/2's, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 95

JELL-O

GENESEE PURE FOOD CO.

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

JELL-O ICE CREAM POWDERS.

Assorted case, 2 dozen	\$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight, 11 lbs. to case. Freight rate, 2d class.

KLIM

Hotel size, 6 10-lb. tins to case	\$15 50
Household size, 1-lb., 24 to case	6 30
Sample size, 4-oz., 48 to case	4 50

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

BRANTFORD BRANDS

Laundry Starches—	Cents
Boxes	
40 lbs. Canada Laundry	10 1/2
40 lbs., 1 lb. pkg., White Gloss	11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	11 1/2
100-lb. kegs, No. 1 White	11
200-lb. bbls., No. 1 White	11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs.	12
48 lbs., Silver Gloss, in 6-lb. tin canisters	13 1/2
36 lbs. Silver Gloss, in 6-lb. draw lid boxes	13 1/2
100 lbs., kegs, Silver Gloss, large crystals	11 1/2
40 lbs., Benson's Enamel, (cold water), per case	3 50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.	15
Celluloid, 45 cartons, case	4 80
Culinary Starch.	
40 lbs., W. T. Benson & Co.'s Celebrated Prepared	12
40 lbs. Canada Pure Corn. (20 lb. boxes 1/4c higher)	11

BRANTFORD STARCH

Ontario and Quebec.

Laundry Starches—	
Canada Laundry	0 10 1/2
Boxes about 40 lbs.	0 10 3/4
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	0 11
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	0 11 1/2
Barrels, 200 lbs.	0 11
Kegs, 100 lbs.	0 11
Lily White Gloss—	
1-lb. fancy carton cases, 30 lbs.	0 12
8 in case	0 13 1/2
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0 13 1/2
Kegs, extra large crystals, 100 lbs.	0 11 1/2
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 50
Celluloid Starches—	
Boxes containing 45 cartons, per case	4 50
Culinary Starches—	

Challenge Prepared Corn—1-lb. pkts., boxes of 40 lbs. 0.11
 Brantford Prepared Corn—1-lb. pkts., boxes of 40 lbs. 0.12
 "Crystal Maize" Corn Starch—1-lb. pkts., boxes of 40 lbs. 0.12
 (20-lb. boxes 1/4c higher than 40's)

SYRUP

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

Perfect Seal Jars, 3 lbs., 1 doz. in case	\$4 75
2-lb. tins, 2 doz. in case	5 15
5-lb. tins, 1 doz. in case	5 50
10-lb. tins, 1/2 doz. in case	5 25
20-lb. tins, 1/4 doz. in case	5 20
(Prices in Maritime Provinces 10c per case higher).	
Barrels, about 700 lbs.	0 07 1/2
Half bbls., about 350 lbs.	0 07 3/4
1/4 bbls., about 175 lbs.	0 08
2-gal. wooden pails, 25 lbs.	2 65
3-gal. wooden pails, 28 1/2 lbs.	3 75
5-gal. wooden pails, 65 lbs.	5 85

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	\$5 65
5-lb. tins, 1 doz. in case	6 00
10-lb. tins, 1/2 doz. in case	5 75
20-lb. tins, 1/4 doz. in case	5 70

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup	
2-lb. tins, 2 doz. in case	\$5 50
Barrels, per 100 lbs.	6 50
1/2 barrels, per 100 lbs.	7 00

INFANTS' FOOD MAGOR, SON & CO., LTD.

Robinson's Patent Barley—Doz.	
1 lb.	\$4 00
1/2 lb.	2 00
Robinson's Patent Groats—	
1 lb.	\$4 00
1/2 lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown	90
Card Outfits, Black and Tan	3 80
Metal Outfits, Black and Tan	4 50
Creams, Black and Tan	1 25
White Cleaner	1 25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 15s, 8 lb. cads.	
8 1/2s, 14 lb. cads, per lb.	\$ 0 65
Bobs, 7s and 14s	0 55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb.	0 54
Stag Bar, 7 1/2s, boxes 6 lbs.	0 57
Pay Roll, thick bars, 9s, 5 1/2 lb. boxes	0 70
Pay Roll, plug, 9s, 20s 12 and 6 lb. caddies	0 70
Shamrock 8 1/2s, 1/2 cads., 10 1/2 lbs., boxes 3 1/2	0 65
Great West Pouches, 9s, 3-lb. boxes, 1/2 and 1-lb. boxes	0 72
Forest and Stream, tins, 12s, 2 lb. cartons	0 98
Forest and Stream, 1/4s, 1/2s and 1-lb. tins	0 95
Forest and Stream, 1-lb. glass humidors	1 15
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, 1/2 butts, 10 1/2 lb. boxes	0 74
Derby 8s, 1/2 butts, 8 lb. boxes	0 65
Golden Rod, 8s	0 64
Ivy, 8s, 1/2 butts, 9 lb. boxes	0 64
Old Virginia, 10s	0 87
Empire, Navy (bars), 9s	0 70
Fig Leaf, 8s	0 64
Old Kentucky (bars), 6s	0 72
Queen's Navy (bars), 7 1/2s, 1/2 butts, 8 1/2 lb. boxes	0 58
Walnut, 9s	0 70

Greetings to the Trade



To our customers and friends everywhere we send Season's Greetings and take great pleasure in heartily wishing them a Merry Christmas and a Prosperous and Happy New Year.

Furnivall Quality and Furnivall Service will be important factors in the realization of a truly Prosperous New Year. Resolve now to keep the Furnivall lines always displayed. They always repeat.

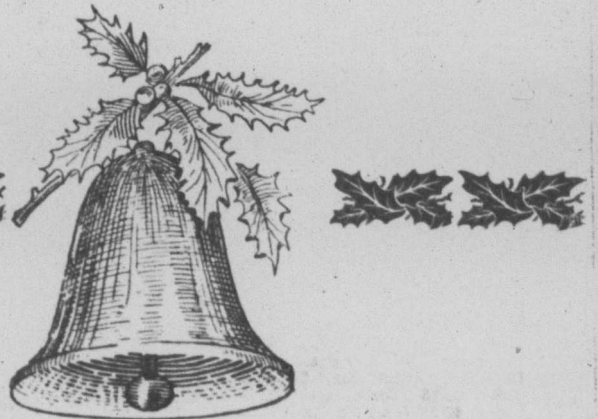


And your wholesaler can supply you.



Furnivall-New, Ltd.

Hamilton, Canada





A full measure of Christmas joys

We gladly take advantage of the occasion to wish our many friends a full share of the season's good cheer and happiness.



Anchor Caps on all the food products in glass that you pack or handle will help bring to you and your customers the good fortune and prosperity we sincerely wish you for the coming year.

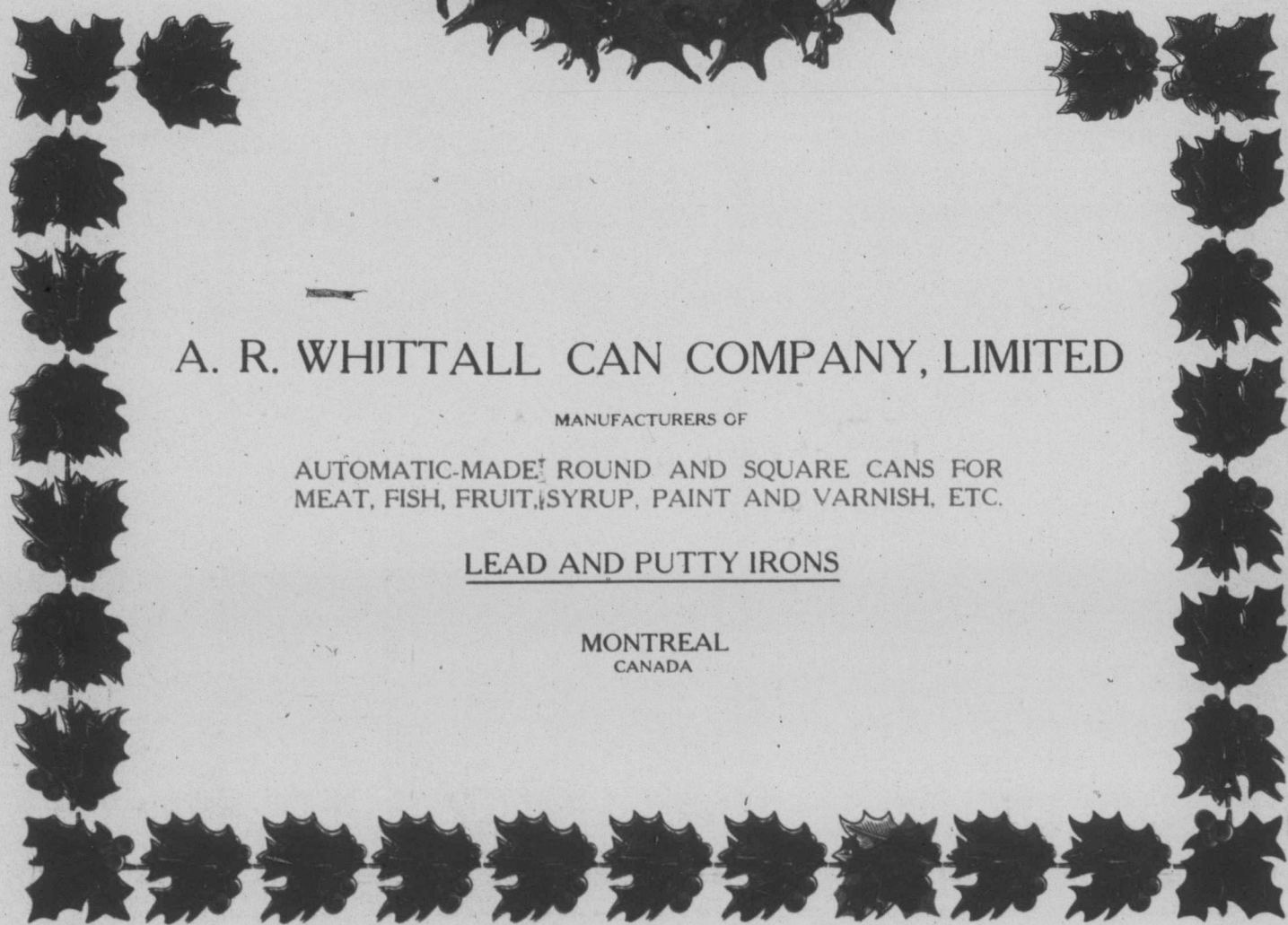
**Anchor Cap and Closure
Corporation of Canada, Ltd.**

50 Dovercourt Road
TORONTO





A Merry Xmas
and
A Prosperous
New Year



A. R. WHITTALL CAN COMPANY, LIMITED

MANUFACTURERS OF

AUTOMATIC-MADE ROUND AND SQUARE CANS FOR
MEAT, FISH, FRUIT, SYRUP, PAINT AND VARNISH, ETC.

LEAD AND PUTTY IRONS

MONTREAL
CANADA

For Grocers Who Think

Grocers who think about their business are always on the alert to find ways and means of increasing sales.

We have no arguments as to why you should buy what we make, but there are some excellent reasons why you should sell

Sunset Soap Dyes

They appeal to women, who comprise the bulk of your trade.

—take up little space on your counter.

—find willing purchasers.

—simple and cleanly to use; colors are clear and lasting.

—do their work so well, every user tells her neighbors about them.

—the investment is small.

—the profit is liberal.

—the turnover frequent.

—many grocers are making a big selling success with Sunset Soap Dyes.

For prices and trade discounts write—

Canadian Distributors:

HAROLD F. RITCHIE & COMPANY
LIMITED

TORONTO : ONTARIO

Manufactured by

SUNSET SOAP DYE CO., Inc.
NEW ROCHELLE, NEW YORK

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

BORDEN MILK CO. LTD. CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	\$8 75
Reindeer Brand, each 48 cans	8 45
Silver Cow, each 48 cans	7 90
Gold Seal, Purity, each 48 cans	7 75
Mayflower Brand, each 48 cans	7 75
Challenge Clover Brand, each 48 cans	7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	\$6 40
Jersey Brand, Hotel, each 24 cans	6 40
Peerless Brand, Hotel, each 24 cans	6 40
St. Charles Brand, Tall, each 48 cans	6 50
Jersey Brand, Tall, each 48 cans	6 50
Peerless Brand, Tall, each 48 cans	6 50
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 75
Reindeer Brand, "Small," each 48 cans	6 00
Regal Brand, each 24 cans	5 40
Cocoa, Reindeer Brand, large, each 24 cans	5 75
Reindeer Brand, small, 48 cans	6 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s.	*\$4.25.
Compressed Corn Beef—¼s.	*\$2.90;
1s.	*\$4.25; 2s.
9s.	\$9; 6s.
\$34.75; 14s.	*\$75.
Lunch Ham—1s.	*\$4.25; 2s.
Ready Lunch Beef—1s.	*\$4.25; 2s.
9s.	\$9.
English Brawn—½s.	\$2.50; 1s.
\$3.50; 2s.	\$8.50.
Boneless Pigs' Feet—¼s.	\$2.50; 1s.
\$3.50; 2s.	\$8.50.
Roast Beef—¼s.	\$2.90; 1s.
\$4; 2s.	*\$8.85; 6s.
\$34.75.	
Boiled Beef—1s.	\$4; 2s.
\$8.85; 6s.	\$34.75.
Jellied Veal—½s.	\$2.90; 1s.
\$4.25; 2s.	\$9.
Corned Beef Hash—½s.	\$2; 1s.
\$3.50; 2s.	\$5.50.
Beefsteak and Onions—½s.	\$2.90;
1s.	\$4.25; 2s.
\$8.50.	
Cambridge Sausage, 1s.	\$4; 2s.
\$8.	
Lambs' Tongues, ½s.	
Sliced Smoked Beef, tins.	¼s.
\$2.35; 1s.	\$3.35; 4s.
\$20.	
Sliced Smoked Beef, glass.	¼s.
\$1.75; ½s.	\$2.75; 1s.
\$3.50.	
Tongue, Ham and Veal Pate.	¼s.
\$1.95.	
Ham and Veal Pate—¼s.	\$1.95.
Potted and Devilled Meats, tins—	
Beef Ham, Tongue, Veal, Game,	
Beef, Meats Assorted, ¼s.	70c;
½s.	\$1.35.
Potted Meats, Glass—Chicken, Ham,	
Tongue, Venison, ¼s.	\$2.

Ox Tongues, tins, ¼s.	\$3.75; 1s.
\$7.50; 1½s.	\$12; 2s.
\$15.50; 2½s.	\$17.50; 3s.
\$19.00; 3½s.	\$20.50;
6s.	\$45.00.

Ox Tongues, glass, 1½s.	\$14; 2s.
\$17.	

Mince meat, in tins, 1s.	\$2.70; 2s.
\$3.80; 5s.	\$12.
In Pails, 5 lbs., 20c;	10 lbs.,
19¼c;	25 lbs., 17c lb.
In 50-lb. Tubs, 17c lb.	
In 85-lb. Tubs, 16¼c lb.	

Clark's Peanut Butter—Glass Jar,	
¼,	\$1.22; ½,
\$1.70; 1,	\$2.25.

Clark's Peanut Butter—Pails, 5	
lbs., 27c;	12-lb. pails,
25c;	24-lb. pails,
24c.	

Clark's Tomato Ketchup, 8-oz.	
\$2.25; 12-oz.,	\$2.80; 16-oz.,
\$3.50.	

Pork and Beans, Plain (pink label),	
Talls, ind., 85c;	1s.
\$1.15; 1½s.	\$1.60; 2s.
\$1.75; 3s	flats,
\$2.45;	3c, talls,
\$2.75.	

Pork and Beans, Tomato Sauce,	
blue label), Talls, 1s.	\$1.25; 1½s.
\$1.85; 2s.	\$2; 3s
talls,	\$3.20; 3s
flat,	\$2.90.

Individuals, 95c doz.

Pork and Beans, Chili (red and gold	
label), 1s.	\$1.25; 1½s.
\$1.85; 2s.	tall,
\$2; 3s,	flat,
\$2.90.	

Vegetarian Baked Beans, Tomato	
Sauce, 2s, talls,	\$2.

Clark's Chateau Chicken Soup,	
\$1.75.	

Clark's Chateau Concentrated Soups,	
Vegetable, Mulligatawny, Oxtail,	
Scotch Broth, Mock Turtle, Con-	
somme, Tomato, Mutton Broth,	
Pea, Julienne, Vermicelli Tomato,	
Green Pea, Celery, \$1.25.	

1 doz. per case, at \$10.90; 10-oz. bottles, \$5.00.

No. 1 assorted, \$1.30; No. 2 assorted, \$1.30.

Spaghetti with Tomato and Cheese,	
½s.	\$1.80; 1s.
\$1.75; 3s.	\$2.90 doz.

Fluid Beef Cordials, 20-oz. bottles,	
1 doz. per case, at \$10 per doz.	
10-oz. bottle,	\$5.

Canadian Boiled Dinner, 1s. \$2.50.

English Plum Puddings, 1s. 2s.

Ready Lunch Veal Loaf—¼s.	\$1.95;
1s.	\$3.90.

Ready Lunch Beef Ham Loaf—¼s.	
\$1.95; 1s.	\$3.90.

Ready Lunch Beef Loaf—¼s.	\$1.95;
1s.	\$3.90.

Ready Lunch Assorted Loaves—¼s.	
\$2.00; 1s.	\$3.95.

Geneva Sausage—1s.	\$4.25; 2s.
\$8.25.	

Roast Mutton—1s, 2s, 6s.

Boiled Mutton—1s, 2s, 6s.

Cooked Tripe—1s. \$2.50; 2s. \$4.25;

Stewed Ox Tail—1s. \$2.50; 2s. \$4.50.

Stewed Kidney—1s. \$4.00; 2s. \$7.00.

Minced Collops—¼s. \$2.00; 1s.

\$3.25; 2s. \$6.00.

Sausage Meat—1s. \$3.50; 2s. \$5.50.

Jellied Hocks—2s. \$8.00; 6s. \$25.00.

Irish Stew—1s. \$3.50; 2s. \$5.50.

Boneless Chicken—¼s. \$6.00; 1s.

\$9.00.

Lunch Tongue—¼s. 1s, 2s.

Tongue, Lunch—1s.

Chateau Brand Pork and Beans—

1s. \$1.60; 2s. \$2.30; 3s. \$3.50.

Tomato Sauce, individual, \$1.00;

Plain Sauce, individual, 95c; 1s.

\$1.50; 2s. \$2.05; 3s. \$3.25.

Smoked Geneva Sausage—¼s. \$1.95.

Pate de Pois—¼s. 65c; ½s. \$1.30.

Lunch Tongue, in glass, 1s.

Mince meat, in glass—1s. \$3.25.

Brisket Beef, in glass—1s.

Chicken Breasts, in glass—1s.

MUSTARD.

COLMAN'S OR KEEN'S

Per doz. tins

D. S. F., ¼-lb.	\$1 85
D. S. F., ½-lb.	3 50
D. S. F., 1-lb.	6 80
F. D., ¼-lb.	1 15

Per jar

Durham, 4-lb. jar, each	1 30
Durham, 1-lb. jar, each	0 37

TO
OUR FRIENDS IN
NORTHERN ONTARIO
WE EXTEND

*The Season's
Greetings*



DUNCANS, LIMITED

North Bay, Sudbury, Cobalt, Timmins

OUR
**Heavy Christmas
Orders**

Have all been Shipped.

Rush Orders

We will have fresh arrivals this week.

ORANGES

NAVELS, running heavy to large sizes,
mostly 100s, 126s and 150s.

Very few small sizes.

VALENCIAS, mostly 150s, 176s and
260s. Fine Quality.

Also Grape Fruit, Lemons, Grapes, Etc.

Your rush orders will be filled promptly.

The House of Quality

HUGH WALKER & SON

Established 1861

GUELPH, ONT.

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.
“ Grant 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 interested, tear out this page and keep with letters to be answered.

Christmas Greetings

In extending to you our best wishes for Christmas and the New Year, we would remind you that we are in a position to supply your every need for counter checks (sales) books and advertising novelties of all kinds. Our goods and our prices are right. Let us quote you.

LAWRENCE & CO., LIMITED

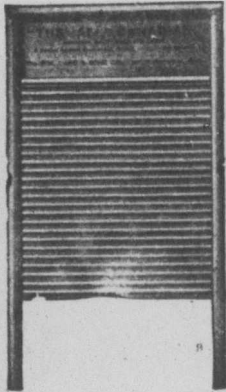
251 St. James St.

Montreal

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the
**NEW ALL-CANADIAN, ALL-WOODEN
WASHBOARD**

means to you



The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years.

Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO

SUN-KIST
REG. U.S. PAT. OFF. **SEEDED RAISINS**

During the holiday season your customers want the best seeded raisins that they can get—They want the **SUN-KIST** kind.

The housewife has discovered that all seeded raisins are not alike—That **SUN-KIST** Seeded Raisins have an individuality all their own. They are California's best from Fresno County—packed under a brand of distinction—in a package of individuality and of quality unexcelled.

Cater to the best trade with **SUN-KIST** Seeded Raisins.

Wholesale distributors in every territory. **ASK THEM**

Get the "Grocers' Encyclopedia"—

A large, handsomely bound volume, with scores of fine half-tone and color illustrations about the goods you buy and sell.

A book that you will be proud of—that you will like to see always on your library table—full of the very information you want in your business.

Price Prepaid \$10.50.

Technical Book Dept.— MacLean Publishing Company
143-153 University Ave. - Toronto

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

Fruits for New Year's

After Xmas you will need considerable sorting up.

Shipments will have to be expressed.

Bananas, Oranges, Lemons, Cauliflower,
Celery, Head Lettuce, Sweet
Potatoes, Nuts, etc.

Don't fail to give us your *Oyster* order for New Year's.

PRICES REDUCED

WHITE & CO., LIMITED

FRUITS AND FISH

Toronto

Let us handle your fruit re- quirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

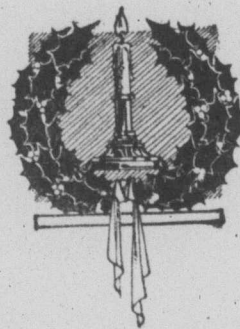
The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.



An Appreciative Wish

That our loyal friends and customers may enjoy to the full the "Merry Christmas" spirit and that their New Year may abound with Health, Wealth and Prosperity is the hearty wish of the packers of the famous Indian Chief Brand Clams.

SHAW & ELLIS

POCOLOGAN, N.B.

Just the Thing For a Present

A present that is suitable under all conditions for everyone in the grocery business is a copy of Artemas Ward's "Grocer's Encyclopedia." It is the one gift that is sure of an adequate welcome!

Mrs. Grocer could not surprise her husband with anything that he would enjoy more—nor anything that would be of more practical aid to him in his business. Mr. Grocer could not present his chief salesman with anything more likely to stimulate his interest in the business and increase his selling efficiency. Or, the salesmen can club together and give it to the boss!

An additional advantage is the fact that Mrs. Grocer and Mrs. Salesman will find as much interest and practical information in it as will their husbands. Surely such a combination is too rich, too delightful and too unusual to be passed by, when the cost is only a ten-dollar bill!

The grocer or grocery salesman who possesses a copy of "The Grocer's Encyclopedia," need never feel embarrassed by any questions pumped at him by a housekeeper of inquiring mind. Caviare types, truffles of different countries, mushrooms of all varieties, fancy liqueurs, any of a thousand wines, food names in five languages, etc., etc.,—anything and everything you want to know, is there.

It is a really wonderful work. The text treats on fully 1,200 subjects, covering all kinds of foods—their habitat, cultivation, preparation for market, quality and grades—and containing many inside trade "pointers," which are of practical value in buying and caring for goods, which you can obtain nowhere else.

It is illustrated with 80 full-page color-plates of tropical fruits, nuts, cheeses, meats, game-birds, etc., which the New York Press describes as "the most beautiful that ever appeared in a work of encyclopedic character," and hundreds of photographs showing food growing and preparation in all parts of the world.

Its handsome appearance makes it additionally suitable for a holiday gift. It contains 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper, and strongly bound in buckram.

It is said that it cost more than \$50,000 to produce this book—but it sells for only \$10.50, delivery prepaid.

Send your order to **THE CANADIAN GROCER**,
143-153 University Ave., Toronto, Canada.

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H		Walker, Hugh, & Son	75
Hamblin-Brereton Co., Ltd.	58	Washington, G., Coffee	60
Hargreaves, Canada, Ltd.	63	Watford Mfg. Co.	60
Hart, C. B.	59	Watson & Truesdale	56
Ho-Mayde Prod.	80	Western Canada Flour Co.	Inside back cover
I		Wetheys, J. H., Ltd.	60
Imperial Co., Regd.	63	White & Co.	77
Imperial Rice Milling Co.	2	White, F. J.	58
Independent Metal Co.	80	Whittal, A. R., Can Co.	73
J		Wigle, Lewis	80
Japan Tea Co.	11	Woods, Walter, Co.	67 and inside back cover
Jarvis, F. S., & Co.	2		
Jones, C. & J.	56		
L			
Lalonde, A.	58		
Lambe, W. G. A., & Co.	58		
Lawrence & Co.	76		
Lemon Bros.	77		
Loggie, Parsons & Co.	58		

Wanted

CLASSIFIED ADVERTISING

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

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

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

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

AGENTS WANTED

TRAVELLER—REQUIRED FOR NEW YEAR in Toronto city, having good connection with grocers and bakers. Applicants to give full particulars of experience, age and remuneration expected. Litster Pure Food Co., Limited, Toronto.

TRAVELLERS—GOOD SIDE LINE. SOLICIT from merchants, accounts for us to collect. Reliable agency. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

POSITION WANTED

YOUNG MARRIED MAN, THOROUGHLY EX-perienced in all lines of the grocery trade, wants position as travelling salesman with reliable firm: free first of year. Best of references. Apply Box 263, Canadian Grocer.

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

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

POSITION WANTED

THOROUGHLY EXPERIENCED GROCERY man, married, ten years retail trade, desires travelling position, or would take management of live grocery. Have Northern Ontario connections. References. Apply Box 265, Canadian Grocer.

MR. MERCHANT, ARE YOU IN NEED OF an A1 salesman with years of experience in the grocery business, both in east and west? Not eligible for military service. If you want a man who will work for you and your business as well as for his salary, apply Box 264, Canadian Grocer.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

POSITION VACANT

REPRESENTATIVE WANTED WITH GOOD connection amongst grocers and bakers in Fort William and district for the sale of our famous products, on liberal commission terms. Litster Pure Food Co., Limited, Toronto.

WANTED—A USED BOWSER OIL TANK for kerosene, self-measuring. Shaw & Ellis, Pocologan, N.B.

MR. CLERK, YOU WANT TO BETTER yourself. You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

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.

Buyers' Guide

FOR SALE

Fresh Dressed Poultry
Selected Fresh and Storage Eggs
Choice Creamery Butter, Shortening.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

KLIM

READ IT BACKWARD

PURE SEPARATED MILK IN POWDER FORM. FOR ALL COOKING WHERE MILK IS NEEDED.

CANADIAN MILK PRODUCTS, LIMITED
10-12 WILLIAM STREET, TORONTO.

Canada Leaf Tobacco FOR SALE

CROPS OF 1914 AND 1915

50,000 lbs. of Burley, thoroughly processed, free from sand, neither musty nor mouldy, guaranteed, sent to any part of Canada C.O.D. Prices from 15c to 25c per pound F.O.B. cars here. Wrapped in hands of 1 lb. each. Covered with thin paper, when requested. This is the only lot in Essex County not sold. Write

Lewis Wigle, Leamington, Ont.

SPOT CASH

FOR


Tea LEAD

SHIP AT ONCE
INDEPENDENT METAL
COMPANY, Limited

175 King St. East
TORONTO

Long Distance Phone, Main 2378

OAKLEY'S KNIFE POLISH



JOHN OAKLEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:

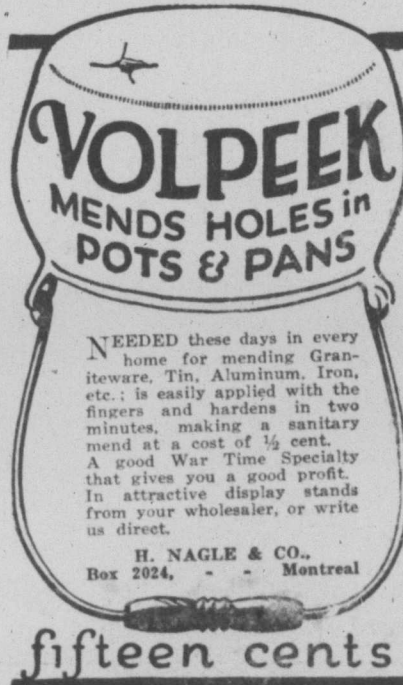
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.

We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers: **Ho-Mayde Products Co. TORONTO**
Western Agents: **C. & J. Jones WINNIPEG**



VOLPEEK

MENDS HOLES in POTS & PANS

NEEDED these days in every home for mending Granite-ware, Tin, Aluminum, Iron, etc.; is easily applied with the fingers and hardens in two minutes, making a sanitary mend at a cost of 1/2 cent. A good War Time Specialty that gives you a good profit. In attractive display stands from your wholesaler, or write us direct.

H. NAGLE & CO.,
Box 2024, - - Montreal

fifteen cents

LARGEST CANADIAN DEALER
WASTE PAPER
ADEL 760
E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
1/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

The money is yours—and we'll get it for you.

That is if you just say the word. Look over your books. See the number of bad accounts and realize that you are losing money on them every day.

WE CAN GET YOUR MONEY FOR YOU.

Ours is a large reputable organization qualified to collect anywhere. Write to-day for full particulars and samples of our Special Forms.

NAGLE MERCANTILE AGENCY
Westmount (Montreal), Que.

PURITY FLOUR

Invariably Satisfies Every Customer

The "Purity" brand is to flour what "Sterling" is to silver.—It's the "Hall Mark" of quality and means the highest achievement in the art of flour making. It's a brand you can and should recommend for *every* baking need.

The better you satisfy your customers, the better they'll satisfy you with more business from themselves and their friends. You know that as well as we.

Send an order for Purity Flour to-day and get your full share of business—and profits.



Western Canada Flour Mills Company, Limited

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster,
 Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich,
 Ottawa, Montreal and St. John, N.B.

The Submarine Menace

necessitates the prohibition
 of export of all foodstuffs
 from the United Kingdom.

SPRATT'S DOG CAKES

*Poultry Foods, Canary
 and Parrot Mixtures*

pending the removal of
 the embargo, can be ob-
 tained from

SPRATT'S PATENT (America) LTD.
 Newark, New Jersey.

London (Eng.), Spratt's Patent Limited,
 24-25, Fenchurch Street, E.C. 3.

Twines
 and
 Wrapping Paper

BROOMS

First Cars 1917

Broom Corn

At Hand

*Quality Goods
 may always
 be had by order-
 ing our brands.*

Walter Woods & Co.
 HAMILTON and WINNIPEG

Wooden Ware
 Willow Ware
 Brushes

**Order Carnation To-day
for the Winter Months**



The Answer to the Milk Question
For the grocer as well as the consumer

Stock your shelves now with Carnation and Canada First and you will be in a position to take good care of your customers during the winter months. The car-heating service is discontinued on December 31st, so that you will do well to place your order to-day, and insure prompt delivery.

The Dominion Government Standard for unsweetened evaporated milks is 7.2 per cent butterfat content. Carnation Milk has a butterfat content of 7.8 per cent. This .6 per cent more butterfat than required means higher quality.

CARNATION MILK, "from Contented Cows," is being brought to the attention of your customers by constant, well-directed consumer advertising. Advertising backed by quality is creating demand—it is up to you to meet it by keeping Carnation on your shelves.

Any grocer who has sold Carnation Milk, will tell you that once you have introduced Carnation Milk into a customer's home, you will hold that customer's evaporated milk trade. By placing several cans of Carnation Milk in every home in your immediate neighborhood you will soon become the Carnation Milkman for your entire district.

CANADA FIRST holds a reputation with the consumer for quality—a quality which is backed up by official recognition from the Government. See Government Bulletin, No. 208, issued in 1910, and Government Bulletin, No. 305, issued in 1915.

In addition to increasing sales to your present customers, Canada First reputation will bring new customers to your doors. This popular brand of evaporated milk is used for every milk use in the home by thousands of housewives throughout the Dominion.

Your Job? Has These Brands or Can Get Them For You

For store advertising material and information write to our nearest representative listed below:

- | | |
|------------------------------------|--------------------|
| R. S. McIndoe. | Toronto, Ont. |
| H. D. Marshall. | Ottawa, Ont. |
| John Bickle & Greening. | Hamilton, Ont. |
| J. Harley Brown. | London, Ont. |
| J. Alex. Gordon & Co. | Montreal, Que. |
| Sherbrooke, Que. | |
| Halifax, N.S. | |
| St. John, N.B. | |
| D. Stewart Robertson & Sons. | |
| Tees & Perse, Ltd. | Kingston, Ont. |
| Oppenheimer Bros., Ltd. | |
| Dominion Brokerage Co. | Edmonton, Alta. |
| Caskany, Alta. | |
| Tees & Perse, Ltd. | Saskatoon, Sask. |
| Tees & Perse, Ltd. | Moose Jaw, Sask. |
| Tees & Perse, Ltd. | Regina, Sask. |
| Tees & Perse, Ltd. | Fort William, Ont. |
| Tees & Perse, Ltd. | Winnipeg, Man. |
| Vancouver, B.C. | |

CARNATION MILK PRODUCTS CO., LTD.
AYLMER, ONTARIO