

**PAGES  
MISSING**

FEATURING—NINETEEN-FIFTEEN BUSINESS REVIEW

# CANADIAN GROCER

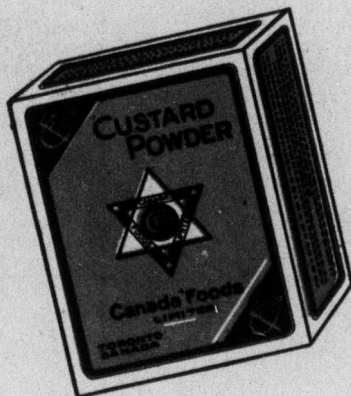
Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

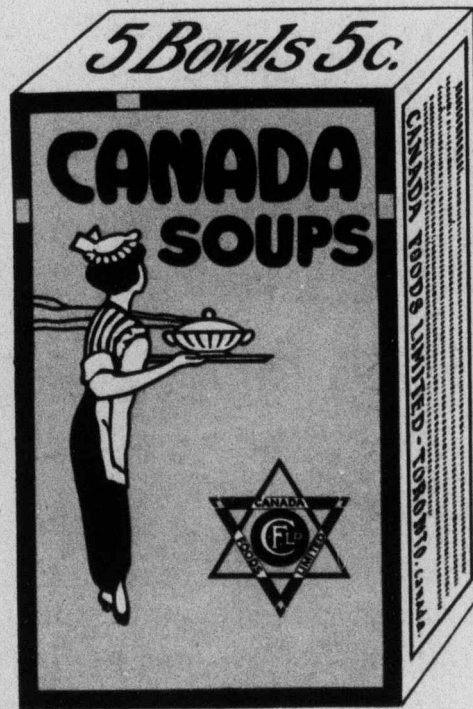
Vol. XXIX

PUBLICATION OFFICE: TORONTO, DECEMBER 31, 1915

No. 53



TRADE MARK



MANUFACTURED AND  
GUARANTEED BY

**CANADA FOODS  
LIMITED**

TORONTO

CANADA

**Quality and  
Strength**

IN

**Canada Foods  
Limited**

High-Class Food Products

DRY SOUPS

(16 Varieties)

Soup Globules

Vegetable Ferment  
(Junket Tablets)

Package Peas and Beans

Custard Powders

Jelly Powders

Egg Powders

Baking Powder

Pudding Powders

Icings

Ice Cream Powders

Oriental Sauces

Fruit Sauces

Unfermented Wines and

Cordials

Mince Meat

Mint Sauce

**That tasty blanc  
mange with Crown  
Brand Corn Syrup**

or preserves or even served with a cream sauce or plain milk, will make an economical dessert for your customers and open up a source of revenue for you. Make the suggestion to-day and display your stock of

**Benson's  
Prepared Corn**

in the famous yellow package—Canada's standard for nearly sixty years—made from the best grade corn.

It's not only the sale of the corn starch but the incidental sale of Corn Syrup that result from suggestions and display.

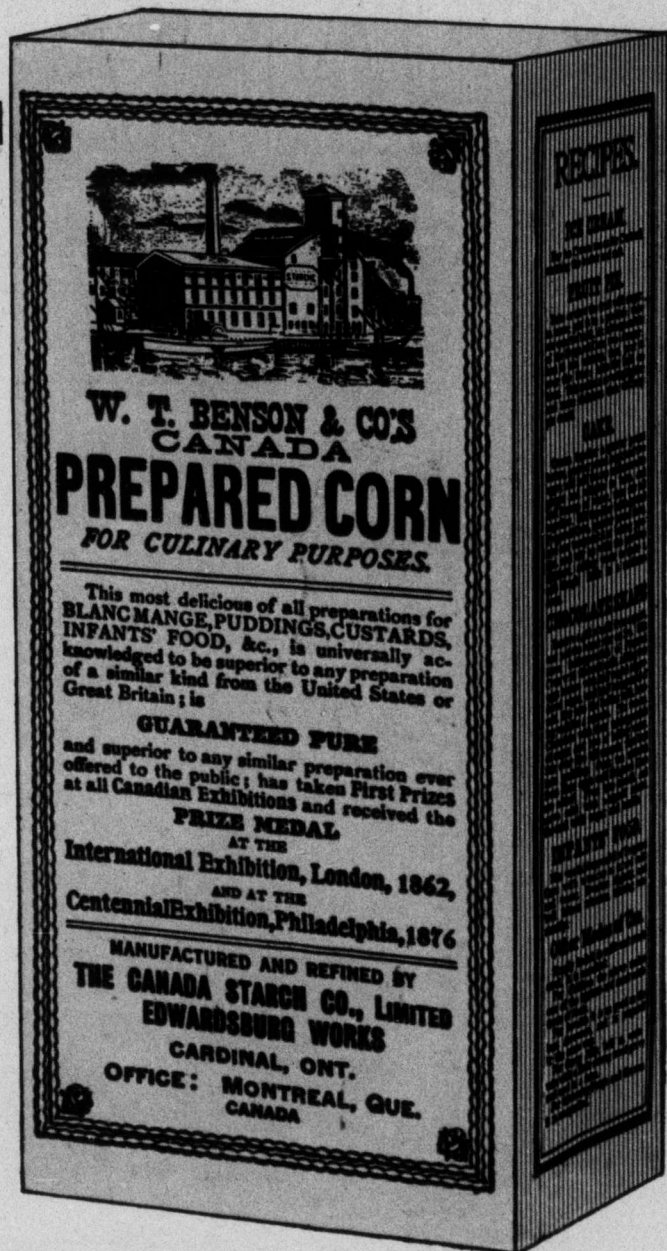
Trim up a counter display to-day using Benson's Prepared Corn and Crown Brand Corn Syrup.

*BOOST SALES AND PROFITS.*

**The Canada Starch Company  
LIMITED**

Manufacturers of the Edwardsburg Brands

CARDINAL, BRANTFORD, and FORT WILLIAM, ONT.



*A Happy New Year's  
To You*

To all our good friends in the trade, we extend our sincere thanks for their hearty co-operation in extending the sales of LANTIC SUGAR . . . . and we wish them renewed happiness and prosperity during 1916.

**ATLANTIC SUGAR REFINERIES, LIMITED**  
Montreal and St. John, N.B.

# A Dollar in the Till is Worth Two Tied Up in Unsatisfactory, Unsaleable Dust-Collectors

*Here is a pair  
of live-selling lines*

It's live sellers that you need to-day, lines that turn over quickly, not shelf-warmers or lines that do not give absolute satisfaction when sold.

**COX'S GELATINE**  
Purest, Strongest, Best. All  
British Made

ORDER FROM YOUR WHOLESALER

**CODOU'S MACARONI**

is another line that never sticks. Its superb quality is your most convincing argument in making quick sales that will result in continued business.

Codou's Macaroni, Vermicelli and Spaghetti are the good result of long, practical experience combined with the use of wheat which is particularly adapted to the manufacture of high quality paste products.

Codou's are not dust-collectors, but real live-selling lines. Order from your wholesaler.

**Arthur P. Tippet & Co.**  
MONTREAL Agents TORONTO

## It's British and it's best

Leacock's Molasses, made at Barbados, are high-grade products, unexcelled in quality and proven sales-getters.

A stock of

**Leacock's**  
*Extra Fancy  
and Extra Choice*

will prove their selling merits to you during the winter months. Stock up to-day—and be sure it's Leacock's.

**Leacock & Co.**  
*Exporters of highest grade  
Molasses*

BARBADOS,

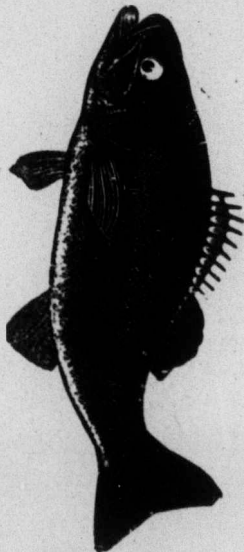
B.W.I.

Port Arthur, Ont.

47 William Street  
Montreal, Que.

## Bowman's Quality Fish

Smoked  
Salted  
Sea  
and  
Lake



Fresh  
Frozen  
Sea  
and  
Lake

DIRECT FROM C TO U

Producers and Shippers of Lake Herring, Salted or Frozen. Ask for Price List.

**J. BOWMAN & CO.**

WHOLESALE FISH

26 Duncan Street

TORONTO, ONT.



## Borden's—the cold days busi- ness-getters

Though the genuine nutritive properties and palatable goodness of Borden's Milk Products make them strong sellers at any time, they are particularly suitable for profitable winter selling.

Their "made-in-a-minute" qualities specially adapt them for luncheons, socials and the hundred and one festive occasions of the winter season.

If you are not featuring "Borden's" now is an opportune time to convince yourself of its unusual selling qualities.

Stock up to-day.

**Borden Milk Co., Limited**

"Leaders of Quality"

MONTREAL

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

## "NOTICE"

Our New Address is:

**59-63 FRONT STREET EAST**  
**(South-West Corner Church Street)**

We shall be pleased if our customers will call and see us when in the city. Meantime, send us your orders by letter or 'phone and see the promptness with which we can handle your business with the **Improved Facilities** we now have.

**CANADA BROKERAGE CO., LTD.**  
WHOLESALE GROCERS, TORONTO

---

A tea with satisfaction in every sip—the real satisfaction that brings your patrons back for more —that's

# MELAGAMA

the quality tea in the attractive package.

Bid now for a goodly share of 1916 prosperity by stocking this country-wide household favorite.

## Minto Bros.

New Address: 284 Church St.

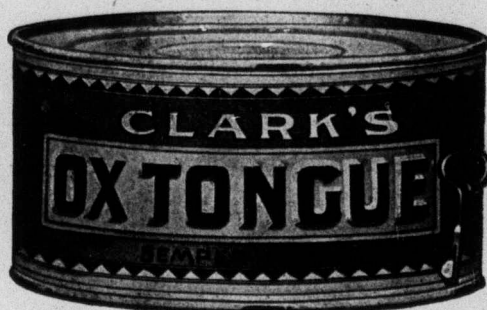
TORONTO

---

CANADIAN GROCER

# CLARK'S OX TONGUE

The Finest  
Ox Tongues



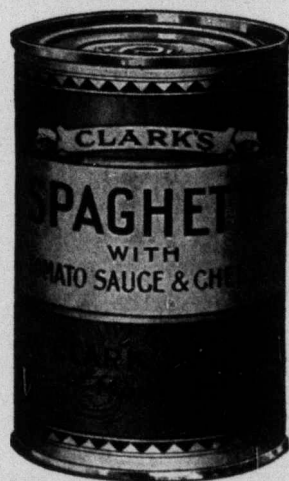
Cured and  
cooked to  
perfection.

In sizes  $\frac{1}{2}$ s, 1s,  $1\frac{1}{2}$ , 2,  $2\frac{1}{2}$ , 3,  $3\frac{1}{2}$ , 6

## CLARK'S SPAGHETTI

With Tomato Sauce and Cheese

A high-  
grade food  
delicacy



A  
popular  
favorite

SEASONABLE AND READY SELLERS

**W. CLARK, Limited, Montreal**

*Clark's*





# Riteshape

Start in the **Riteshape**.

Join the big society of **Riteshape** retailers in Canada.

Bring your bulk food business up to a fancy, satisfactory plane. Get a bigger and more profitable bulk food business.

**Riteshapes** make this possible.

There is one fact only that we want to impress on you in 1916. If we succeed it will be good for you and good for us. It is this: A **Riteshape** dish will make any food look better, sell better and give better satisfaction than has ever been before.

And there is a **Riteshape** for every food.

Get **Riteshapes** from

**VICTORIA PAPER & TWINE COMPANY**

TORONTO

MONTREAL

**The Oval Wood Dish Company**

Manufacturers

**DELTA, OHIO, U.S.A.**



# A few selling points for you and the clerks

## Cash Reasons—

Every new customer for "Canada First" means increased sales.

It means that you get money that would otherwise go to the Milkman.

"Canada First" is superior to fresh, perishable milk in many ways, as it remains sweet—and keeps longer.

For Coffee and Cocoa it is as good as rich cream, and costs less.

For cooking it is better, because it is always available and because it contains all the virtues of fresh milk in a condensed form.

In winter when fresh milk deliveries are uncertain and irregular, every family should have a few cans of "Canada First" available.

For Infants' Food "Canada First" meets the requirements of the most exacting physicians for purity, safety and nourishment, and by Government Test, it is the best.

"Canada First" Condensed Milk (Sweetened), Best for Babies, and Cooking.

"Canada First" Evaporated Milk (Unsweetened) Best for Coffee, Icings, etc.



Best for Coffee  
Salads



Best for Baby  
Cooking  
Candies

**AYLMER CONDENSED MILK CO., LIMITED**  
**HAMILTON, CANADA**

CANADIAN GROCER



Little  
Miss  
"MAIDEN"  
CANADA

Registered

"It's time to stir things up"

**COWAN'S**  
*Perfection*  
**COCOA**

ASK OUR SALESMEN WHY

## Our Business Policy in 1916

will be the same as in 1915—a policy based on mutual service, confidence, and goodwill. To give value for money in every line we sell; to maintain the highest possible quality in

**Ocean Blue**  
**Gipsy Stove Gloss**  
**Linoleo Floor Wax**  
**Glosso Metal Polish**  
**Zog**

and thus earn the goodwill of your customers and this will continue to be our policy. In a word, we shall try to render Efficient Service to all those to whom we, as a Business House, owe any duty.

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

## Don't lag behind your competitors

You cannot afford to run risks of losing a single customer. Yet, remember that absolute cleanliness is a very necessary essential in the handling of groceries.



The Wayne Oil Tank and Pump Co., Ltd.  
 Woodstock, Ont.

Handicapped with an old-fashioned oil measuring system you simply cannot help getting your hands, and clothes, oil bespattered, with the consequent objectionable odor. The "Wayne" Oil Tank eliminates this completely. It measures the oil quickly and accurately, without stopping or spatter, guaranteeing the dealer against loss of profit through waste, or customer dissatisfaction. Worth investigating. Write for particulars. Eastern Agents: C. F. Hohlstein, Montreal, Quebec; National Equipment Co., Ltd., Toronto, Western Agents: D. J. Austin, Winnipeg, Man.; A. H. N. Kennedy, Medicine Hat, Alta.

# Century Salt

is pure, clean salt.

To build a business honestly you must sell purity in food products. Century Salt, from one year end to the other, is exactly the same, always pure white crystals, refined with the greatest care. Excellent for table, cooking or dairy—you can satisfy every customer with Century Salt.

The DOMINION SALT CO., Limited  
 SARINIA, ONT.



# About Fruit Jars

We are anxious to show you a Fruit Jar that will appeal to you as being better in every particular than any you have ever seen. To start with, it is made of clear glass—makes the fruit look better. It is moulded smooth—no rough edges to cut the hand. The screw top is rolled to prevent cutting also. The glass top fits perfectly—doesn't rock, hence a sure seal. Every Jar is inspected before it leaves the factory and poor ones are thrown out.

We want your order now, but delivery need not be made until about June 1st. There is no object in taking them in any sooner. Our salesmen will start out on Monday with samples, and we strongly urge you not to place an order until you see this Jar. You have nothing to lose by waiting a month and may gain much. Prices are—\$6.75, \$7.25 and \$9.25 for Wine Measure, net 30 days, F.O.B. Toronto and Berlin.

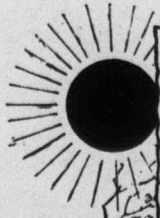
## JOHN SLOAN & CO.

WHOLESALE GROCERS

TORONTO

BELLEVILLE

BERLIN



J  
A  
P  
A  
N  
  
T  
E  
A

# JAPAN TEA

*will make a paying feature  
FOR YOUR tea department  
during the coming year.*

It will rally much of the trade of the older people and will make new friends for you among the younger generation.

This delicious, wholesome tea, in natural green leaf only, is being extensively advertised. The demand is growing daily throughout Canada.

**Your wholesaler will replenish your stock. Put Japan tea in the caddy that's easiest of access.**

**Tartan**  
**BRAND**

THE SIGN OF PURITY

## Where service counts

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

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

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



### Have No Hesitation

in recommending to your best customer

### 'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH  
AND  
PROCTOR**

SOLE PACKERS

Halifax - N.S.

# GOLD DUST



GOLD DUST is the great cleansing machine that saves hard work for the housewife. GOLD DUST advertising is the great selling machine that saves hard work for the grocer, by sending sales to him. Keep GOLD DUST prominently displayed and get the benefit of our work on the consumer.

**THE N.K. FAIRBANK COMPANY**

LIMITED

MONTREAL

A Happy and Prosperous New Year is in store  
for users of

*St. Lawrence*  
Sugar

**Winning the Buyer's Favor**

The best possible buyer is not made an actual buyer at a single step.

It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising.

Under ordinary conditions it should not be expected to do more.

When you sell

**HEINZ  
57  
VARIETIES**

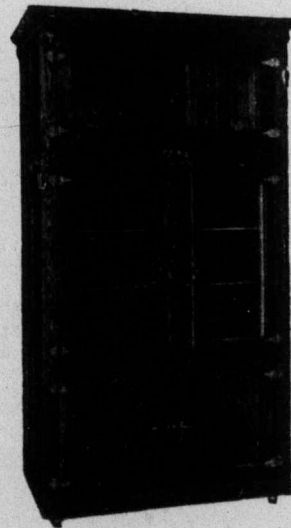
**PURE FOOD PRODUCTS**

You give your customers—  
Goods Made in Canada—  
from Canadian Materials—  
by Canadian Employees.

**H. J. Heinz Company**

Canadian Factory:—Leamington, Ont.  
Warehouse:—Toronto

**Eureka Service  
Spells 1916 Success**



Now is an opportune time to glance back at the year that is gone and see just what new equipment you require in order to build up a better business during 1916.

Just put it up to yourself. Is that old-fashioned refrigerator giving you satisfactory money-making service? Does it display its contents in such a way as to invite the customer's attention? Does it preserve your food-stuffs absolutely pure and free from contamination?

If not, you should write us and let us tell you all about the most scientifically perfect refrigerator made — the Eureka.

Mail a card to-day.

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

**Eureka Refrigerator Company**  
31 Brock Avenue Limited TORONTO



# Manufacturers' Agents and Brokers' Directory

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

**ONTARIO.**

**MACKENZIE & MORRIS**  
LIMITED  
BROKERS  
Groceries, Provisions and Produce  
C.P.R. Building, TORONTO

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

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

**We Wish You All**  
A Prosperous New Year.  
Accept our thanks for the  
abundance of orders sent  
us last year.  
**W. H. Millman & Sons**  
Wholesale Grocery Brokers  
TORONTO ONTARIO

If you want the market on  
**NEW BRUNSWICK POTATOES**  
Wire or phone  
**HARRY WEBB, TORONTO**  
We specialize on potatoes, have warehouses at  
all buying points in the potato belt. Cars  
always loaded New Brunswick, Montreal,  
Toronto, waiting orders.

Established 1859  
**GEO. STANWAY & CO.**  
TORONTO  
Agents for "Horseshoe," "Tiger" and  
"Sunflower" Salmon. Fred. L. Myers &  
Son, West Indian Products. Furuya  
& Nishimura. Japan Teas.

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

**NEWFOUNDLAND.**

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

**ATTENTION: Warehouse Men  
and Commission Merchants**

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

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

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

**WESTERN PROVINCES.**

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

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

**Safe Investments**

The Financial Post of Can-  
ada is the recognized author-  
ity on Canadian investments.  
Each week it gives much  
exclusive information re-  
specting Canadian compan-  
ies; also reliable news on  
bond and stock issues, min-  
ing and real estate condi-  
tions.

The INVESTOR'S IN-  
FORMATION BUREAU is  
maintained free to subscrib-  
ers and answers by letter all  
inquiries about investments.  
Write for sample copy and  
our subscription offer.

**The Financial Post  
of Canada**  
Toronto

"The Canadian Newspaper for Investors"

**NOTICE TO MANUFACTURERS  
of Canadian, American or British Products.**

We make it our business to (sell and push) and (push and sell) goods from Coast to Coast.  
If you desire a larger distribution on the Canadian market, correspond with us at once.

**THE HARRY HORNE CO.**

Manufacturers' Agents and Importers  
Office and Warehouse : 309-311 King St. West, Toronto



## The Road to Tea Success in 1916

is paved with Red Rose Tea packages. It is a high-quality road which leads to the homes of satisfied customers and means more tea dollars for the grocer.

Red Rose Tea has the flavor, richness, strength and economy that completely satisfies the most discriminating judges of tea quality. It is a business-builder and a profit-earner for the grocer.

During 1916 there will be an increasing number of grocers who will make Red Rose Tea their leader. It will profit you to do so, too.

To all the *Grocers* of Canada and their *Clerks* we extend our heartiest New Year Greetings. We hope that 1916 will be a very successful one for you all.

**T. H. Estabrooks Co., Limited**

St. John, Montreal, Toronto, Winnipeg, Calgary

CANADIAN GROCER



# Keen's Oxford BLUE

for 1916

Slip in with the rest of your good resolutions the resolve to push and sell more *Oxford Blue* in 1916 than ever before.

*Keen's Oxford Blue* is the old reliable blue, needs no introduction, and which will sell the better by using a counter display as a reminder.

AGENTS FOR THE DOMINION OF CANADA

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

**For 1916**

We wish you and yours  
every good fortune of all  
the other years—without  
any of the misfortunes.

**The Canada Starch Co., Limited**

*Manufacturers of the famous "Crown Brand" and "Lily White"  
Crown Syrups and other Edwardsburg Brands*

MONTREAL

BRANTFORD

CARDINAL

FORT WILLIAM

# CANADIAN GROCER

VOL. XXIX

TORONTO, DECEMBER 31, 1915

No. 53

## A Splendid Year Was 1915

Testimony of Food Stuff Manufacturers and Wholesalers Show Business Beyond Expectations  
—Importers Have Difficulty in Getting Goods and Could Have Disposed of More  
—Nineteen Sixteen Predictions Optimistic.

**T**HE dying stages of 1915 are at hand as we write, and the time for reviewing the past and peering as far as possible into the future is here. What has the twelvemonth produced for you? What is in store for 1916?

A year ago to-day we were in the early stages of the great war. The shock was still upon us. Many looked forward with distrust and even fear of what was to come. But many others—the majority, we believe—had unbounded faith in the country and the Empire, and by hard and diligent work have helped to bring about the splendid conditions as we now find them.

To obtain an accurate idea of business conditions among foodstuff manufacturers and wholesalers, Canadian Grocer wrote a number of them. Their replies as given herewith certainly represent an exceedingly healthy state of affairs and will be read with a great deal of satisfaction by the entire trade.

### Trouble in Getting Goods

“Business during 1915 was a very fair business indeed and we have no reason to complain of it, although of necessity we were not in a position to supply many of the goods we have been in the habit of selling. But if we had been able to do so our business would undoubtedly have been of a satisfactory volume.

“Compared with previous years, 1915 was very fair indeed; 1914 was a little abnormal on certain lines, but we consider, generally speaking, the conditions of business were good.

“Do we find any change in the class of goods? Yes, we find, especially in the dried fruit line, people run to cheaper goods; that is, they look more for bulk than quality. This, however, we don't think will be lasting. It applies not only in fruit, but other lines as well. We fancy, however, that the larger bulk of trade will in time return to better quality instead of the cheaper lines, as it has always been our experience that in the end standard goods came out ahead.

“As to the outlook for 1916: We should consider it quite as good as for 1915. In fact, we are looking for better business, but, of course, in our personal case it depends entirely on the ability to secure supplies, which we have been quite unable to do during the last year.

“With best wishes for the season.”—**A. P. Tippet, A. P. Tippet & Co., Montreal.**

“During 1915 business shaped up better than our expectations and compared with 1914, it was slightly better. In our opinion, 1916 should be as good or better than 1915.”—**Chase & Sanborn, Montreal.**

“Business in 1915 was quite up to our expectations, and had we been able to receive all the goods ordered, the year would have turned out fairly well.

“Our actual sales were about the same as in 1914, and would have exceeded the latter considerably if we had no cancellations by the manufacturers.

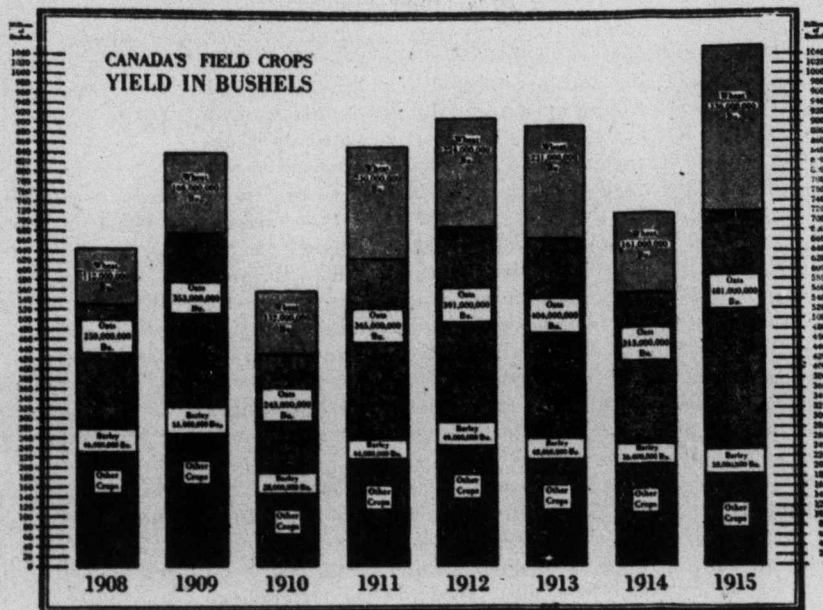
“The class of goods bought by retailers was, if anything, better than in 1914, that is, they paid higher prices and bought more largely in fairly expensive lines.

“The prospects for 1916 in our business look fairly bright, because we will start the new year with more orders in hand, which should have been filled in the fall of 1915.

“Stocks everywhere in the lines we handle are lower than we have ever known them, and we are only receiving part shipments at long intervals, so that they will continue low throughout the spring, and possibly during the most of the year.

“The above is written with the reserve that something unforeseen may happen to still further curtail deliveries to us, through our principals being unable to secure sufficient raw materials.

“Wishing you the compliments of the season.”—**J. H. Magor.**



With the tremendous grain yield, as shown by the 1915 section of above chart, Canada is particularly well situated at present time. Chart is taken from Greenshields & Co.'s monthly review.

## CANADIAN GROCER

### Magor, Son & Co., Limited, Montreal.

"Our business during 1915 has been larger in some lines and smaller in others, latter being for goods from Europe, the supply of which has been affected by the war.

"We should say that prospects for 1916 are fairly good, but in these abnormal times, we would rather not venture a definite forecast.—**J. Brookfield, Mgr., West India Tea Company, Ltd., Montreal.**

"Nineteen hundred and fifteen has been a very satisfactory one for us, as it has nearly doubled our output in all our lines. Since the last two increases in prices of brooms, customers are ordering a greater quantity of cheaper grades."—**American Broom Works, St. Basile, Que.**

"The calendar year of 1915 being the first year we have aggressively attempted to develop business in Canada, there is nothing with which we can compare it.

"We are glad to state, however, that the result of our efforts have been entirely satisfactory, and we are looking forward to a much increased volume during 1916."—**The Procter & Gamble Distributing Co. of Canada, Ltd.**

"It cannot be denied that a year ago prospects in the grocery business were not particularly bright. Dealers for the most part were pretty well loaded up with goods bought during the "Panic" of the previous fall, and were finding it difficult at this time to meet their obligations.

"As to our expectations a year ago for 1915, we can only say that while we expected to maintain our 1914 turnover, we were not at all sanguine about the probability of any increase. However, our salesmen started out with one thing in mind and that was "that the very worst time to quit is when others lie down—that's an opportunity."

"One would almost expect that the practice of economy during the year would have led to the purchase of cheaper goods, and while of some lines this may be true, we have not found it so with us. Merchants are apparently beginning to realize more every day that intrinsic value is the underlying principle of good buying, and merchants are buying better to-day in our line than they ever did before. They have had more time and inclination to give this important matter some thought, because they have apparently realized as never before that their "bread and butter" depended upon buying "right."

"The only change, therefore, that we have found in the class of goods purchased by retailers is a change for the

better, although it should be said that our line includes practically nothing but staples.

"The result of our 1915 business is most gratifying, as prior to the end of November, our total sales were several thousand dollars ahead of the entire twelve months of 1914. So that our gain for the year will be very substantial—especially so as our sales staff has not been increased during the year.

"Business for the past several months especially has been particularly good, and the fact that merchants are not overstocked as a year ago augurs well for the new year. Then when you take into consideration the marvellous change in the general trade of the country that has taken place during the year it becomes reasonable to suppose that 1916 will be a bigger and year for legitimate business than we have enjoyed for some time. Of course, the war is largely responsible for the increase in exports and the development of a favorable trade balance for us, but the fact that sufficient attention has been concentrated upon "production" to accomplish this is sufficient proof of itself that business to-day is on a much sounder basis than at any time in the years gone by."—**A. M. Brooke, Manager, White Swan Spices & Cereals, Limited, Toronto.**

"We are pleased to be able to give a favorable report on the year's business.

"The year just closing compares favorably to the previous one, and we are looking forward to considerable improvement in the coming year.

"An encouraging feature is an improvement in our Western orders."—**Robt. Wallace, Battle Creek Toasted Corn Flakes Co., London.**

### A Great Improvement

"In reply to your question re business conditions for the year just closing and our opinion of prospects for the coming year, we do not think we can say anything but what you already know, excepting to say that 1915 has been a very strenuous year in the grocery trade. In the first part of the year business was poor and collections were bad, but they have steadily continued to improve during the progress of the year, and with the wonderful crop results, together with the activity of our manufacturers, and the absence of the usual poverty, all goes to show that there has been a great improvement over last year, which no doubt will be more apparent in next year's statement than in that of 1915. We feel quite optimistic for the future, and do not see how business can be anything but good during 1916, as when you take into account the tremendous crops and the immense amount of money that must circulate throughout the country, one would have to be a pessimist to

take any other than a cheerful view of the future. The war, of course, has created all kinds of obstacles in the way of transportation and the difficulties have been many, all of which have been noted from time to time in your popular journal; and it has had the result of revising a lot of foodstuffs which the grocery trade have to put before the consumer. For instance, on account of the high price of Valencia raisins and the scarcity of currants, California fruits have been largely in evidence in the grocery trade this year, and they have been sold very liberally; in fact, it may have the result of holding the trade in the future for California.

"This will partly answer your question re any change of goods bought by the retailers, in addition to which we would say that we are selling less high-priced goods than ever before, which points towards the economies which the people are urged to practice in war times. Trusting this is the information you require, and wishing you the compliments of the season."—**Fred T. Smye, Balfour Smye & Co., Hamilton.**

"Business in 1915 was beyond our expectations and compared with previous years it showed us a large increase. We did not find any change in class of goods bought during 1915. Prospects in 1916 look good to us."—**Telfer Bros., Toronto.**

"Our Canadian business for 1915 has been fair, with a largely increased volume of export business. Conditions have been better than the last half of 1914, and particularly during the past three months there has been a marked improvement, bringing conditions fully back to normal. Our goods being staples, there has been little change in the class of goods bought.

"We consider the prospects for 1916 very good."—**Gunns Limited, West Toronto.**

"Owing to an export demand for a good many products we handle, 1915 turned out better than expected during the early part of the year.

"For the above reason principally, 1915 was a better year with us than the previous year. We also found an increased demand for our products, such as ice cream and creamery butter.

"We found an increased demand for our creamery butter, particularly where same was put up in cartons. We believe this is making it more popular with the retailer.

"With reference to prospects for 1916, we believe that as far as this province and this city are concerned, prospects are quite as good if not better than they have ever been. With our farmers prosperous and a general improvement in the

demand for all manufactured products, we feel that the year should be commenced with confidence."—**Silverwood, Limited, A. E. Silverwood, London, Ont.**

#### Better Employment Conditions

"Business during 1915 proved better than we anticipated at the beginning of the year. It exceeded considerably in volume the year 1914.

"As to the class of product for which we had enquiry, there was no special difference between the two years, but this is not surprising, as there is not much variety in our product from year to year.

"We are looking forward to good business in 1916, at any rate, as long as the present conditions prevail. Our estimate as to the cause of the improvement which 1915 has shown over 1914, is that it is due largely to the better employment conditions.

"A great many men who were unemployed during the last quarter of 1914 have enlisted. Those who have not enlisted can now usually obtain work on account of the greater activity in manufacturing, due principally to the trade that has developed in war material.

"During the continuance of the war, we expect this trade will not only be continued, but developed. Therefore, until the end of the war we look for good business conditions in Canada."—**The Harris Abattoir Co., Limited, West Toronto.**

"Business during 1915 was quite up to our expectations—in comparison to the year previous about ten per cent. ahead in volume of business. Retailers in our line are asking for best goods from us. Prospects to us look good for 1916."—**Hugh Walker & Sons, Guelph, Ont.**

#### Imported Biscuit Situation

"The biscuit business in the Old Country, from when we get our supplies, has been affected, in common with all other sections of the grocery and provision trade, by the high prices of raw material, the shortage of labor, and the difficulties of transportation. These factors have had their effect, as might be expected, on the prices, and we have had, since the outbreak of the war, three or four advances to contend with; in addition to this, there has been the increase in duty and the addition of the war tax as well as a heavy increase in freight and insurance rates, to assist in making an increased laid-down value.

"All these changes have necessitated our altering considerably our methods of handling the distribution end of our business. With regard to the results we are glad to say that they have exceeded our expectations and in face of the abnormal conditions we are to report suc-

#### FOLLY OF CUTTING PRICES

*A close student of banking and credit conditions who is the manager of a large manufacturing foodstuff houses, writes CANADIAN GROCER as follows:*

*"The year has been a trying one for many. Credits generally have been curtailed, and many merchants have been unable to stand the strain. Failures for the first nine months of the year numbered 2,015, liabilities being nearly \$24,000,000 and assets \$10,000,000, as compared with 1,877 failures with liabilities of \$19,500,000 and assets of \$9,000,000 for the previous year.*

*"At the same time it must be borne in mind that a large number of these failures were no doubt but a natural consequence of earlier folly. The average merchant, when he finds himself face to face with a problem of this kind, very often magnifies his troubles to such an extent that his business judgment becomes warped and he may find himself struggling to overcome difficulties that do not exist but are brought upon himself largely by himself. Then the result seems to him to be a vindication of his forethought when as a matter of fact it is nothing but the consequence of his own folly.*

*"Probably the most flagrant example of this is the pernicious habit of 'Cutting Prices.' If a dealer would only keep it clearly in front of him always that 'Cut Prices' mean 'Cut Profits' and cut profits mean—losses—then he could keep his business in a better perspective because everyone knows what losses will eventually lead to. It is one thing to fail through force of circumstances and quite another to fail because of bad methods. Every merchant has his worries to contend with and the merchant who does not worry about his business to-day will see the day when he has no business to worry about."*

cess. We have noted more careful buying generally, but this has not meant, as far as we can trace it, fewer sales, but we would rather incline to think that the more frequent purchase of fresher supplies has led to increased sales on the part of the retailer.

"As far as 1916 goes we are prepared for heavier business and are very sanguine that conditions will settle down gradually and that we shall see an increasingly heavy tone to the grocery trade generally. The Christmas business just completed as far as we are concerned, has been considerably better than we anticipated, judging from the fact that our stock of essentially Christmas goods, which we judged sufficient to cover all enquiries, was exhausted over three weeks ago, and we have been obliged to refuse a good many repeat orders on this account.

"Wishing your most useful publication continued success, and with the season's greetings."—**McVitie & Price of Canada, Limited, Sidney Othwaite, Director, Montreal.**

"The season of 1915 has apparently shaped up a good deal better than we anticipated early in the year, so far as sales are concerned.

"Of course, the war has affected a good many costs which it is sometimes impossible to ask customers to pay.

"On imported lines, such as orange marmalade, peels, French cherries, of which we manufacture similar goods, sales have been benefited."—**Imperial Extract Co., F. W. Shirriff, Toronto.**

"We have been in business only a little over a year, and, therefore, our experience may not be as valuable as older houses. Answering your first question, therefore, "Did business in 1915 shape up to your expectations?" We may say Yes, most emphatically. When we started business, had we been sure of selling 10,000 cases Roman Meal in our first year, which included eight months of 1915, we would have regarded the outlook very favorable. You may judge of our satisfaction when I tell you that in the first year of our history we turned out almost 30,000 cases.

"Replying to question, 'What are prospects for 1916?' So far as we are concerned they are the very brightest. During the first four months we were in business, namely, the last four months of 1914, we turned out a trifle over 5,000 cases. During the three months, September, October and November 1915, which are the only ones we can give definite figures, for up to the present, we have turned out a trifle over 16,000 cases, and December is giving a fair average, while the outlook for the future is, that trade will continue to grow quite

rapidly."—**Roman Meal Company, Toronto.**

"The year closing has certainly been a very successful one for O-Cedar. The last few months greatly increasing, until at the present time, we are away ahead of any months in which we have done business previously in Canada. And looking on the prospects that we have in view for future business, we feel that it is going to be the largest we have ever experienced here.

"There is no pessimism anywhere about this building, and our optimism for the success of O-Cedar is only balanced by the optimism we have for the success of the Allies."—**A. T. Channell, Channell Chemical Co., Limited.**

The following replies were received from a large manufacturer of jams, fruits, jellies, mincemeat, etc.

"Business for 1915 was fully up to expectations,—the last four months making up for the falling off in the earlier months of the year.

"The volume of business in 1915 was about the same as 1914.

"The tendency has been to buy low priced grades, where possible.

"We see no reason to be pessimistic regarding the prospects for 1916."

A manufacturer of a now staple food-stuff article, says: "Our business for 1915 shaped up very well with our expectations, the increase over the previous year being 35 per cent. The increase is larger on the higher quality goods than the cheaper quality. We hope for a like increase in 1916."

#### A. W. DAVISS DEAD

A. W. Daviss, a prominent business man of Halifax, N.S., and secretary of the Acadia Sugar Refining Company, died suddenly in his room at the Windsor Hotel, Montreal, last week.

Mr. Daviss went to Montreal on business. He was about sixty years of age, having been connected with the Acadia Sugar Refining Company for more than twenty years. For the last few weeks he had been ill, but thought himself sufficiently recovered to make the trip to Montreal. Death is thought to have been due to heart failure. The body was taken back to Halifax for burial.

#### ALLEGE PERSONAL GAIN

The National Housewives' League of the United States is being investigated. When the investigation began the other day, Mrs. Julian Heath, president of the league, and other officials answered subpoenas. The name of Mrs. Florence Yokum, president of the New Jersey State Housewives' League, is on the petition asking for the inquiry. It alleges that the New York members are carrying on an advertising business and using the league for personal gain.

## Dollar Dozen 10 Cent Article Scorned

Renfrew Reader Would Refuse to Handle It —  
Figure on Selling Price, He Urges — Why  
Should Profits Be Figured on Goods  
One May Never Sell?

**E**DITOR Canadian Grocer.—Dear Sir: We have read in your paper with interest and with some wonderment the replies from thirty-four merchants re "Which article do you prefer to sell, and why—one costing you \$1.00 doz., which retails 10c, or one costing you \$1.35 per doz., retailing at 15c?"

Our experience, based on a career of over 30 years, certainly agrees with that expressed by Mr. Hugh Malcomson, Chatham, Ont. It is logical—and to the point.

Let us say briefly that that man is not in business for legitimate profit who can pay \$1.00 doz., plus freight, cartage and cost of operating for goods retailing at 10c. He is nothing more than a temporary convenience to turn over goods for the wholesaler and manufacturer. The business firm operating to-day who figures his profits from the invoice end is sadly behind the times in our opinion.

Results are what count only. Hence, profits can only be figured from results.

While on the subject we might say we have never met a wholesaler or manufacturer in Canada who figures his profits from invoice. Every one of them figures from turnover—the only thing they have to figure from—same as the retailer. And yet some of them will allow their representatives to go over this country demonstrating to us merchants how we can make 25% by selling at 10c an article for which they charge you 8 cents at shipping point. Men who talk along those lines here get no business—NEVER! We always figure profits from the selling end. Experience has taught us that. How any man can be satisfied to figure profits on goods he may never sell is one on us. Let every merchant in Canada start out January 1st, 1916, and figure only from the selling end. For one year do this. Do it in your own interest and do it in the interests of better business, and when stock inventory is written up a year hence, study results.

Now consider this article that costs \$1 to sell at TEN CENTS. Deduct what it costs to operate your business from the 10c sale, then what's left you have a right to count as profit; IT'S YOURS. If you can't find it, get wise, that's all. Let every business man in Canada figure on the selling price for a year and if they do, you'll soon hear about the manufacturer and wholesaler getting together to re-adjust their prices, so that merchants all over Canada will have a day's pay for a day's work, same as themselves.

A MERCHANT FROM RENFREW.

Renfrew, Dec. 23rd, 1915.

# High Sugar Price \$6.80; Low \$6.05

Review of the Market During Past Year and Comparison With 1914—Before War Broke Out Price Was Only \$4.45—Charts Showing Advances and Declines.

**D**URING 1915 the highest price reached by standard granulated sugar on the Montreal market was \$6.80 per cwt. This occurred early in February, from which time until the end of September sugar gradually went down, reaching the lowest point of \$6.05 at the end of the latter month.

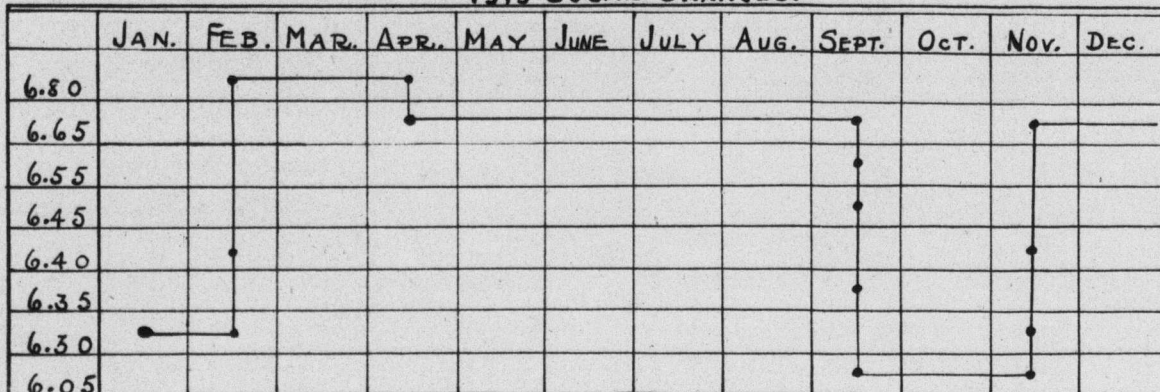
and lasting into November, and the lowest price was \$4.15, which existed in March and April of that year and part of May.

A review of the situation during the last two years cannot be made without bringing into consideration the effect of the war. When war broke out in August,

who predicted that we were likely to see \$10 sugar. These predictions have not come true. In this connection it will be interesting to recall what we said in Canadian Grocer just one year ago as to the future of sugar:

"Just what the future will bring forth in sugar is difficult to say, but

1915 SUGAR CHANGES.



Above chart shows changes in sugar market on Montreal market during 1915. February, September and November were the interesting months. File chart for future reference.

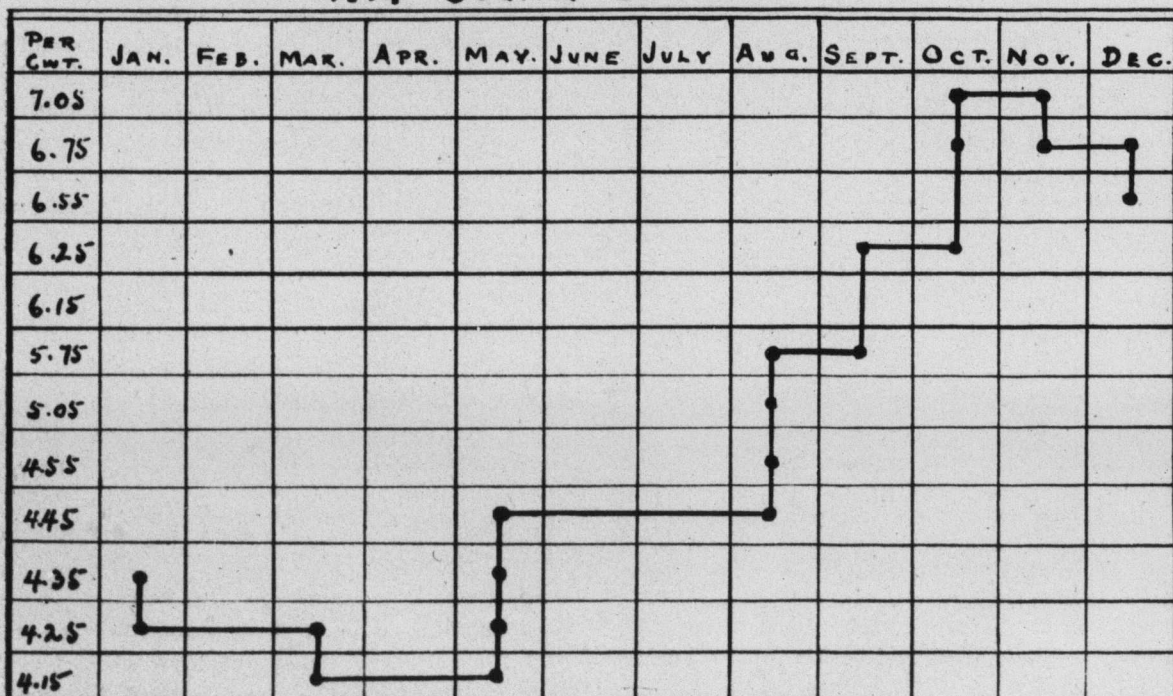
This will be observed from the accompanying chart, which indicates the rises and falls in the sugar market during the past twelve months. The second chart shows the changes in 1914, the year of the outbreak of war. Compared with 1915, it will be seen that the high price in 1914 was \$7.05, reached in October

1914, sugar was \$4.45 cwt. In three months it had reached the high figure of \$7.05, or an advance of \$2.60. This was, of course, attributed to interference with the regular channels of trade, and the war tax of 70 cents per hundred placed on sugar by the Dominion Government. There were those, however,

from the conditions existing to-day as we see them, it would appear that there is a weaker market in sight for Canada just as soon as refiners have converted their stocks of high price raws into refined."

Sugar has certainly been considerably  
(Continued on page 29.)

1914 SUGAR CHANGES.



Changes in 1914 are indicated by the above chart. The war was the cause of this sudden rise up to \$7.05 in October from \$4.45 in August.



# CANADIAN GROCER

ESTABLISHED 1886

*The Only Weekly Grocery Paper Published in Canada.*

THE MACLEAN PUBLISHING COMPANY  
LIMITED.

JOHN BAYNE MACLEAN, President  
H. T. HUNTER, General Manager

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada—Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

## OFFICES:

### CANADA—

**Montreal**—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—143-153 University Ave.; Telephone Main 7324. **Winnipeg**—34 Royal Bank Building; Phone Garry 2313.

### UNITED STATES—

**New York**—R. H. Huestis, 115 Broadway, New York; Telephone S971 Rector. **Chicago**—A. H. Byrne, Room 607, 140 So. Dearborn St. Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

### GREAT BRITAIN—

**London**—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

Subscription: Canada, \$2.00; United States, \$3.00.

Great Britain, the Colonies and Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

Vol. XXIX.

TORONTO, DECEMBER 31, 1915

No. 53

## BANKRUPT SALES INJURIOUS

NO wonder there is an agitation on among retailers to have bankrupt sales of grocery stocks prohibited. Just read the following, taken from a cheap circular in bold type that is being distributed among the residents of a certain section of Toronto:

**BIFF! BANG! SMASH!**

Gigantic Sale of Groceries  
The Reliable Sales Co.

Purchase another Big Bankrupt Stock of Groceries at a very low rate on the \$. This means another great sale. In order to clear out the entire stock

### AWAY SHE GOES

Commencing Thursday, of this week, and continuing until the entire stock is sold out. We will sell groceries at Rock Bottom Prices.

Following up this war-like introduction are a number of quotations on grocery lines. Here are a few of them:

"In spite of the fact that flour has advanced \$1 a barrel, we are able to sell 24-lb. sacks at 74c, and 7-lb. sacks at 24c.

"Ten cases of matches—selling out price, 3 for 10c.

"New dates at 10c a pound.

"Comb honey at 20c a comb.

"Sodas, fresh, large tins, 22c.

"Raisins in packages and loose, regular 15c, selling out price 2 lbs for 25c.

"One hundred pounds of black tea, regular 40c, selling out price 33c a lb."

Then for a climax as it were, with every purchase of \$1 or more, 7 bars of Surprise, Comfort or Taylor's Borax Soap are sold for 25c. Then, as if that were not sufficient, there follows a special offer to the chil-

dren: "Every child bringing an order to this store for \$1 or more, on Thursday, Friday or Saturday, Santa Claus will present them with a suitable Christmas present."

While many of these prices are not cut a great deal from the regular quotations, nevertheless, this is the sort of thing which tends to demoralize trade in the district in which it occurs. There is little enough net profit in the grocery business to-day without having it shaved still further, and a man must stand idly by and see a portion of his trade go to stores with these bankrupt sales or cut his own prices.

At the present time a number of manufacturers take back at cost price all their goods from a store that has failed, in order that the prices will not later be cut to interfere with the trade of the district among their other customers. This is a mighty good feature and helps considerably, but there is something more to be done. There is apparently some work here for the retail associations. Bankrupt sales in grocery stocks are a nuisance and something should be done to wipe them off the slate.

## A GOOD YEAR

ONE factor stands out prominently in a review of the interviews with wholesalers and manufacturers appearing elsewhere in this issue, and that is that 1915 produced better business than the previous year, seven months of which were peace months. Manufacturers and wholesalers of foodstuffs who have given CANADIAN GROCER their experiences indicate with scarcely an exception that business during the past year has come up to and gone beyond their expectations. They point out that while there have been some changes in the source of the goods purchased by the retail trade, such as a number of dried

fruits, yet the volume of business has kept up splendidly and the year passes into history on the right side of the balance sheet.

Importers of foodstuffs have, however, found a rather serious difficulty in that they could not get sufficient quantities of many of their usual lines. It will be observed that a number of them could have sold considerably more goods had they been able to get what they wanted. This is a factor which is rather hard to overcome in view of the freight situation and the necessity in a number of cases of the goods being held in the Old Country for military reasons. However, apart from that the past year has been a particularly bright one and everyone looks forward to good prospects during the year to come.

#### MAPLE SUGAR ANALYSIS

OUT of 234 samples of maple sugar collected by Dominion Government inspectors in April, May and June of 1915, 204 were found to be genuine, 5 to meet legal requirements, but not above suspicion, and 25 adulterated.

In looking over the detailed report, it is found that the vendor and the manufacturer make certain claims, some of which are at variance with one another, in connection with the adulterated samples. For instance, there are instances where the retailer claimed that the manufacturers had sold him the sugar as pure and where the manufacturers claimed they did not. Some of the claims are as follows: "Vendor claims to have sold this as compound maple sugar," "Vendor claims to have sold sample without giving a guarantee of purity," "Vendor claims that the sugar was sold to him as pure by the manufacturer," "Manufacturer claims that the article was sold by him, not as maple sugar, but as maple flavored sugar."

In the future, however, these claims will be of little use in view of the amendment to the Adulteration Act which was assented to in April of 1915 and which introduces the following changes in the act as regards to maple products:

"No person shall manufacture for sale, keep for sale, offer or expose for sale, or sell, any article of food resembling or being an imitation of maple sugar or maple syrup, or which is composed partly of maple sugar or maple syrup, and which is not pure maple sugar or pure maple syrup.

"Any maple sugar or maple syrup which is not up to the standard prescribed by the sixth schedule to this Act, or, if such standard is changed by the Governor in Council, to such standard as the Governor in Council may from time to time prescribe, shall be deemed to be adulterated within the meaning of this Act.

"The word 'maple' shall not be used, either alone or in combination with any other word or words, or letter or letters, on the label or other mark, illustration or device on a package contain-

ing any article of food, or on any article of food itself, which is not pure maple sugar or pure maple syrup, and any article of food labelled or marked in violation of this subsection shall be deemed to be adulterated within the meaning of this Act."

From this it is apparent that maple products cannot now even be sold as compound maple sugar or maple syrup. Neither can anyone manufacture an article of food resembling or being an imitation of maple sugar or maple syrup or which is composed partly of maple sugar or maple syrup and which is not the absolutely pure article in accordance with the standards. As the samples above referred to were collected about the time this amendment was added, it was then the right of the dealer to sell compound maple products so long as he acquainted the customer with the fact, or so long as the label was properly printed. The trade, however, should remember that in the future this will not be tolerated.

#### EXPORT TRADE IN CANNED GOODS

WHEN considering the canned goods market we must not overlook the fact that Canadian firms have taken up considerable export trade since the beginning of the war. For instance Great Britain usually drew her supply of canned tomatoes from Italy, but since Italy joined in the hostilities she has been conserving her supply of canned tomatoes and Britain naturally had to look to other sources. Under normal conditions, however, it is not possible for Canada or the United States to compete against Italy on account of the low price of labor and raw material in that country. There is also a short pack in the United States of tomatoes and even across the line they are selling at higher prices—quality for quality—than in this country. Our canners have therefore been exporting thousands of cases of goods, and this has been a big factor in advancing the price so rapidly during the last half of 1915.

Somewhat similar conditions surround the canned peas market. In ordinary times Britain buys the bulk of her canned peas from France and Belgium, but now that this trade is practically cut off, she is looking to America for them. Canadian factories too have had considerable demand for canned peas and other fruits, as well as jams, jellies, etc.

This all means strength to the canned goods market which is likely to remain above the normal at least until after the war. It is in fact not likely that we shall see lower prices till the next packing season.

CANADIAN GROCER has familiarized the trade with the situation in this respect and it will be remembered that last August and September we predicted advances in canned goods on account of the low pack and export demand. Our prediction has certainly come true.

It is interesting to note that one boat alone left Canada last May for London, Eng., with 75,000 cases of canned vegetables.



**The U.S. Postal Deficit**

From the Interstate Grocer.

In his annual report submitted to Congress, Postmaster General Burleson gives himself a pat on the back by stating that the deficit in his department is only eleven million dollars, whereas if it had not been for his "economical administration," it might have been twenty-four million. In common with a great many other persons who hold executive positions, the postmaster-general finds in the war in Europe a handy excuse for the decrease in revenue of the Post Office Department.

Owing to the complicated system of keeping accounts in the department, it is impossible to segregate the expense for the various sections, but if traced to the source, it is a safe bet that the parcel post is mainly responsible for this huge deficit. The principal feature of Mr. Burleson's "economical administration" appears to have been cutting down the number of first-class deliveries in large cities and reducing the number of employees in these offices, causing carriers and clerks to work harder and crippling the service to the detriment of business men, who, in many instances, have complained long and loud at this policy of retrenchment.

The "economical" operations of the postmaster-general remind one of that old saw: "save at the spigot and lose at the bung-hole." The money he has saved in other departments of the postal service has been dumped into schemes for the expansion of the parcel post, which is his pet hobby. Undoubtedly, there have been enormous sums spent on his futile and unfair "farm-to-table" plan; just how much is past finding out. If the Post Office Department was run on a business basis, such as are the great private enterprises of the country, every subsidiary department would show the actual receipts and disbursements for the year, and it could then be determined what was the cause of the enormous deficit.

• • •

**The Government and Food Prices**

From The Grocer, London, Eng.

Last week we pointed out how undesirable it would be for the Government to attempt to fix prices for food, and it is interesting to learn that on Wednes-

day, Mr. Runciman, the president of the Board of Trade, addressing a meeting of labor representatives, said that whilst the proposal to control the price of commodities was attractive, the attempt to carry it out which had been made by Germany had not proved satisfactory. The German Government's action had doubled the price of butter in that country, increased the price of bacon three times over, and increased the price of beef 50 per cent. in face of reduced consumption.

We hope his study of this question is an indication that he does not propose to allow himself to be driven into an endeavor to fix prices of foodstuffs. When, in addressing the labor representatives, he referred to the position of prices in August, 1914, he scarcely did justice to the retailers. He said that in the panic that arose he, with the present Chancellor of the Exchequer, called the principal retailers of London together and "told them quite clearly that we could not allow the situation to be exploited; that they must understand that in the public interest they had to play their part, and that they must not attempt to make great profits out of the temporary and ungrounded panic of consumers."

If he had told the labor representatives that it was the principal retailers who suggested to the present Chancellor of the Exchequer the formation of the Advisory Committee whose recommendations of maximum prices had such a beneficial effect in steadying the public mind, he would only have been rendering the measure of justice to that committee for their valuable labors to which they were entitled. The present unrest in the public mind, artificially created by the sensational articles in certain newspapers, would be best corrected by getting that Advisory Committee to work again. The absence of any announcements from them for months past has given an opportunity to a certain class of agitator to make the most unfair representations concerning the position of retailers.

Everyone who knows the grocery trade will agree that "great profits" have not been made during the war, and that consumers have been remarkably well served in the matter of prices by those who are interested in retail distribution. Mr. Runciman eulogized the ac-

tion of the present Chancellor of the Exchequer in buying up sugar; he also eulogized the Royal Commission on the Sugar Supply. We are afraid that no one who knows the methods adopted by that commission can join in the eulogy as far as either the trade or the public are concerned. It would be a good thing for Mr. Runciman to persuade the Chancellor of the Exchequer to stop the commission's fatuous course of attempting to fix retail prices for sugar. They have failed in the most egregious fashion. We do not, for a moment, question their sincerity, but their practice gives abundant evidence that however high-minded and sincere they may be, they have meddled with the retail price of sugar in the most mischievous manner.

• • •

**The Matter of Credits**

The Modern Grocer.

The majority of credit customers are not poor pay. It is only a comparatively small percentage who insist on letting their bills run. But a credit business cannot be conducted successfully without establishing a limit to the length of time an account shall run. Thirty days is a reasonable time, and the period most widely adopted by merchants.

We have quoted in these columns the statement of successful merchants who require their credit customers to pay interest at the legal rate after a certain time has elapsed. A subscriber asks us to be more specific.

For the benefit of this reader we assert that the merchant we have in mind establishes a period of six months beyond which he advertises his accounts cannot run without the payment of interest. All accounts on his books after that period draw six per cent. interest until they are paid.

We do not hold that a cash business may not be better in some instances. The business of this reader may be one of those. If credit prevents the merchants from taking advantage of discounts and of buying to the best advantage, most decidedly it is a handicap. There is insufficient capital to operate and cash is the thing.

But, given sufficient capital, credit carefully extended and collections carefully watched make the ideal combination.

# Dwellings Over Stores Exempt

Retailers Should Know There is No Business Tax on Them—How Business Tax Under Ontario Assessment Act is Arrived At—Rates for Each Trade—History of the Act

**T**HERE are many things about the Ontario Assessment Act that every merchant should know, and the following synopsis of it made by E. M. Trowern, secretary Dominion Board, Retail Merchants Association, will be found of value:

“Rules and regulations are set forth in the Act giving assessors instructions how to value property, and impressing upon them the necessity of seeing that land situated in cities and towns, is equitably assessed according to its location.

“Whatever rate is struck must apply to all property alike, whether it is of great or small value.

“Retail property, and land and buildings situated near to it, or adjoining it, is the most highly assessed property in Toronto, as well as in every other city or town in Ontario.

“Land in Ontario is assessed by the running foot frontage, and the lots average about one hundred and twenty-five to one hundred and fifty feet deep, according to the city or town surveys.

“Whatever tax rate is determined upon by the municipality, applies to the assessed value of all land and buildings alike, throughout the municipality.

“Church, school, and government property is exempt.

“Taxation on personal property, such as household goods, stocks of merchandise or manufactured goods, has been abolished in Ontario.

“A tax called the business tax has taken the place of the tax on personalty, and on stocks of merchandise.

“The business tax applies to all places of business, and there is a rate for each class of business.

For the retail trade, 25 per cent. of the assessed value.

For the wholesale trade, 75 per cent. of the assessed value.

For the manufacturing trade, 60 per cent. of the assessed value.

For departmental stores, 50 per cent. of the assessed value.

For professional classes and banks, etc., 50 per cent. of the assessed value.

For brewers, 150 per cent. of the assessed value.

“To arrive at the amount of the business tax that the retail merchant or the other classes would be called upon to pay it is worked out as follows:—

“Say for example that a retail merchant has twenty-five feet frontage valued at \$1,000 per foot, which equals \$25,000; the value of the building is, say, \$25,000 or \$50,000 altogether. Take 25 per cent. of the total value, that is \$12,500, and multiply \$12,500 by whatever the tax rate is, say twenty mills, or 2 per cent., and the business tax would be \$250.

“The same process is followed out by all the other classes.

“The reason why the rate is lower for the retail trade than it is for the other classes is because the land on which the retail stores are situated, is assessed at a higher rate than that of the wholesale or manufacturing trade.

“If a retail merchant lives over his store, or if there are offices over a retail store, the value of the portion of the land and the buildings occupied by the dwelling is deducted and it is exempt from the business tax; the value of the portion occupied for offices, if it is occupied by a tenant, is deducted from the amount to be paid by the merchant, and it is paid by the office tenant.

“Experience in the operation of the Ontario Act has shown the merchants that 25 per cent. is a little too high, and that 10 per cent. would be quite enough to produce a revenue to be equal to what was produced under the old personalty tax system.

“Retail merchants are exempt on income which is produced through the profits of their business.

“The present Ontario Assessment Act was secured by a strong agitation on the part of the members of our association to have the old system of taxation changed.

“One large concern for instance, was carrying large stocks, and advertising that they bought and sold exclusively for cash. When the assessors called they claimed they owed their creditors for the larger part of it, and at that time the Act stated that any portion of the stock that a merchant owed for was exempt, and they crept under that clause for protection.

“Merchants who were known to be well off, and who were honest, could not evade their share on that pretext, and for that reason we wanted the Act changed.

“We asked the Ontario Government to appoint a commission and hear evidence on the whole subject. We succeeded in securing our request.

“The Government appointed a commission, none of whom understood the retail situation.

“The Board of Trade of Toronto, became very active and strongly urged that the proposed tax take the form of a rental tax. That is, a tax of say 10 per cent. on all rentals irrespective of whether they were wholesalers, retailers or manufacturers.

“This plan would have benefited the wholesalers and the manufacturers, and put the heavy load on the retailers. The commission reported in favor of their scheme, as they succeeded in getting some of their members on the commission.

“The Government adopted the report of the commission, and then the hard work commenced. We aroused the entire retail trade of Ontario, and through the active efforts of our association, we won the day for the retailers, and in addition, we had a special tax of 50 per cent. instead of 25 per cent. placed upon departmental stores.”

The French Government gave a contract to the Graham Company of Belleville, Ont., for 90,000,000 lbs. of dried vegetables. These include potatoes, turnips, cabbage, onions, carrots and celery. Most of the potatoes and turnips were available in Canada, but the other vegetables could not all be procured within a convenient distance of evaporating plants in the Dominion, and as a result agents of the Graham Company were sent to the United States to contract with proprietors for the use of their dry-houses.

J. F. Newson, formerly manager at Saskatoon, Sask., for Nicholson & Bain, has been transferred to the Winnipeg office as city traveler, and is succeeded at Saskatoon by Arthur Higenbottam, formerly assistant manager at the Calgary office.

# Trying To Tax Mail Order Houses

Effort Being Made to Make U. S. Mail Order Houses Pay a Tax—Parcel Post Involved —  
Efforts Will be Closely Watched by Canadian Retailers—  
Does Canadian System Pay?

**A** UNITED STATES contemporary in a recent issue gave some interesting data regarding a whirlwind campaign which has been undertaken to compel mail order houses to bear a share of the burden of supporting the Federal Government, by returning to the Treasury in the form of a tax a small part of the gigantic bonuses they have received through the operation of parcel post and rural free delivery.

On the first day of the session of Congress three members introduced similar bills imposing a tax of 2 per cent. on the total cash value of all goods sold and shipped from one State to another. Transactions within a State do not come within the scope of a Federal statute.

## Other Taxes Proposed

Congress is proposing to tax the incomes of small business men, clerks holding responsible positions. President Wilson has recommended a tax of 50 cents per horse-power on the gasoline engines used mostly by the farmers. The President also suggests a tax of 25 cents per ton on the pig iron made by the small merchant furnaces throughout the country, while the big steel works, which makes its products by continuous processes, will probably escape the tax.

If the President has his way, hardware merchants will have to figure on an increase due to the imposition of a tax of 25c per ton on manufactures of iron and steel superimposed upon the pig iron tax.

"Why not," states our contemporary, "a tax on the mail

order houses? Uncle Sam has presented them with many millions of dollars during the past two years in the form of reduced postage rates via parcel post. Is it not time they came across with a modest little 2 per cent.?"

## Canadians Interested

Retail and wholesale merchants throughout Canada will watch with interest the efforts which are being made to tax the mail order houses of the United States.

Mail order houses on a large scale originated in the United States, and were later introduced into Canada. The parcel post system was introduced in the United States, and a system modeled on similar lines was later introduced into Canada.

The merchants of the United States are evidently finding out that the mail order houses of the United States are the only ones who are making money out of the parcel post system.

## Report Shows Deficit

The Postmaster-General's report recently issued shows that instead of producing a surplus of \$3,000,000, as in each of the two preceding years, the postal service for the fiscal year ending June 30, 1915, incurred a deficit of \$11,333,309.97. This is said to be the largest shortage in a quarter of a century, with the exception of two or three years, when it is claimed the postal revenues were looted through the reckless extension of rural free delivery service. The American paper states:

"The Postmaster-General ascribes a part of this deficit to the war and the remainder to 'certain large increases in postal expenditures which were mandatory under the law,' which is probably an euphonious way of describing the outgo on account of parcel post. In the same breath he states that the decrease in receipts for the year 1915, as compared with 1914, was only \$686,400.

Ascribing this small decrease, amounting to less than one-fourth of 1 per cent., wholly to the European war—for certainly no part of the increase in gross expenditures can be accounted for by a shrinkage in receipts—it would appear that nearly \$11,000,000 of the big deficit must be charged to the parcel post."

## Does Canadian System Pay?

The turn of affairs in the United States naturally causes Canadians to wonder whether or not the parcel post in Canada pays.

Canadian Grocer stated editorially in October this year:—

## PROVISIONS OF FIRST U.S. CATALOGUE HOUSE BILL.

*Be it enacted, that all persons, firms, or corporations in the United States which are now conducting, or which may hereafter conduct, an interstate mail order business for the purpose of selling goods, wares, and merchandise direct to the consumer shall pay a tax of 2 per cent. upon the total cash value of all goods, wares, and merchandise sold within any state.*

*Sec. 2. That every person, firm, or corporation conducting a mail order business as defined in section one of this Act shall keep in proper books, to be provided by the Secretary of the Treasury of the United States, an accurate and complete account of all good, wares, and merchandise of every character and description so sold, together with the actual selling price of the same.*

*Sec. 3. That on the thirty-first day of December, after the passage of this Act, and on the thirty-first day of December of each succeeding year, every person, firm, or corporation engaged in such business shall render a full and complete statement to the Secretary of the Treasury, upon blanks to be furnished by him, of the total cash value of all goods, wares, and merchandise sold during the year in the various States of the United States.*

*Sec. 4. That the Secretary of the Treasury shall determine the amount of the tax to be paid by each person, firm, or corporation (at the rate of 2 per cent. upon the total cash value of all goods, wares, and merchandise sold within any State) engaged in such mail order business, and shall give notice of the amount of said tax due and payable, pursuant to the terms of this Act in such manner as in his judgment is most practicable.*

*Sec. 5. That every person, firm, or corporation subject to said tax under the provisions of this Act shall pay said tax on or before March 1 of each year and every year after this Act shall become a law.*

*Sec. 6. That the Federal courts of the United States shall have power to enforce the collection of said tax upon the application of the Secretary of the Treasury.*

*Sec. 7. That the Secretary of the Treasury shall apportion said tax among the several States in the ratio of the actual amounts of goods sold in each State.*

*Sec. 8. That the tax so apportioned shall be paid by the Secretary of the Treasury to the various State treasurers entitled thereto; said tax to be used for the construction and maintenance of public roads, under such rules and regulations as the said States may by law direct.*

## CANADIAN GROCER

In a recent issue of a Toronto daily paper an item referring to Canada's parcel post system appeared as follows:

"People have no idea how easily and cheaply parcels can be sent by parcel post in Canada," said C. Gleeson, of Winnipeg, who has practically the jurisdiction of the whole parcel post system from Ottawa to Dawson City.

"The department stores are about the only institutions that are really making a thorough use of the system, and they do so because it pays." Mr. Gleeson stated that the small parcels from six pounds down were most frequently sent. The maximum limit is 11 pounds in size up to 2 feet 8 inches by 3 feet 6 inches.

Here is an admission from the post office officials that the parcel post system is a failure. Last year the then Postmaster-General, L. P. Pelletier, in arguing for increased revenue for his department, stated that the parcel post was not yet paying its way.

The Bill establishing it was forced through Parliament after many setbacks; the fight extending over a number of years. It was strongly opposed by the business press of the country which showed that it was of value only to a few big stores in Montreal, Toronto and Winnipeg, and that it would build up these cities at the expense of the other centres and particularly the small towns and villages, which are so essential to satisfactory rural conditions. The Post Office officials and others promoting the Bill finally overcame the opposition by representing that under the zone system the proposed parcel post system would be of no value to the big departmental stores; that it was really in the interests of the smaller cities and towns.

The Bill was based on one adopted by the United States, but neither there or here has the zone system been found of value to the public at large. Instead the big mail order houses send their goods and catalogues by express to post offices in zone centres from where they are distributed at a lower rate than the efficiently managed express companies can afford to carry them. It is apparently not paying in the States. A representative of one of the largest mail order houses in Chicago volunteered the information recently that the system was a great advantage to them, but some day the country would employ a good cost accountant who would discover that the business was being done at a heavy loss; that the country was paying much more to carry the parcels than they received from the shippers.

The present parcel post system is clearly transferring the business of centres to a few big cities, and if this business is being done at a loss, it is up to the government and M.P.'s outside the big cities to deal with this matter.

If these are the facts, as they undoubtedly are, in these times of heavy and increasing taxation, it would be a great public economy to abandon the present parcel post system entirely and establish one on a self-sustaining basis.

### Mall Order Houses Benefit

There is a feeling throughout the retail trade of Canada that the large mail order houses are the chief benefactors as a result of the parcel post system, and, largely at the expense of the tax-paying public.

It is time that some statement should be forthcoming regarding the failure or success of the Canadian parcel post system.

If the Canadian mail order houses are making money at the expense of others the injustice should be remedied.

### Provisions of U.S. First Catalogue House Bill

The provisions of the first catalogue house bill of the United States, proposed by Representative Robert, and which is typical of the three measures, are shown in the panel accompanying this article.

The American contemporary in referring to Postmaster Burleson's parcel post policy states as follows:—

"The further extension of the parcel post in various directions is foreshadowed in Mr. Burleson's closing remarks on the subject, which should be carefully read "between the lines." He says:

"The Congress charged the Postmaster-General with the duty of administering the parcel post law in the interest of the public, and it is the desire to make this service of the greatest possible benefit to the people and at the same time render it at the lowest possible cost. As a governmental function the facilities must be extended to the unprofitable as well as the profitable territory, as the government must serve all the people; also, in fixing the rates and promulgating the regulations, no charge should be superimposed for taxation, but the service as a whole should be self-supporting, as the law directs. By following this policy the parcel post will meet the needs of the public and at the same time fulfill the purpose for which the law was enacted."

It is safe to say that in view of the deficit, amounting to nearly a million dollars a month, which accrued during 1915, the mail order houses cannot complain that any charge upon their merchandise has been "superimposed for taxation." It would be interesting, however, to have a somewhat detailed exposition from the Postmaster General's facile pen as to how he conceives he has made the service "self-supporting, as the law directs."

### SMILE IN THE NEW YEAR

Canadian Grocer has received an attractive New Year card from the D. Hatton Company, Montreal, entitled "Smile in the New Year," the various admonitions being worth while reproduction here:

#### SMILE

When you miss your train.  
When you turn on the wrong faucet for your bath.  
When you leave the light burning all night.  
When the servant leaves when your friends arrive.  
When the eggs aren't.  
When you stub your toe or thump your finger.  
When your wife gives you a box of cigars.  
When the bill collector calls.  
When your collar rubs or your button rolls.  
When your motor stalls.  
When your gasoline runs out.  
When your shirt shrinks.  
When you wager on the wrong un.  
When you loan your umbrella.  
When mother-in-law telegraphs.  
When you can't sneeze.  
When Thomas yowls at three.  
When you set the alarm for five instead of eight.  
When your razor becomes an axe in Mary's hands.  
When somebody takes yours and leaves theirs.  
When you're unexpectedly "ketched."  
When your lip is split.  
Smile anyway and always and you're sure to have

#### A HAPPY NEW YEAR

Thomas Kaveney, manager of the Regina office of W. H. Escott & Co., Limited, brokers, left last week on a trip for Minneapolis, to spend the holidays with his family.

W. H. Escott & Co., Ltd., brokers, Winnipeg, Man., have opened a new office in Saskatoon, Sask., and have placed J. L. Forrest, formerly with the James Turner Co., Hamilton, Ont., in charge.

The financial report of the Northwest Travelers' Association at the annual meeting held at Winnipeg, Saturday, Dec. 18, showed a balance of \$40,000, to the credit of the association. John M. Scott was elected president for the coming year. George R. Bolton elected to the vice-presidency, and the secretaryship now held by F. J. C. Cox will be decided at the next meeting of the Board of Directors in January. The new directors are O. H. Dingman, J. E. Holland, A. Webber, E. M. Chantler, J. P. Minbinnie, George Harvey, J. Turner, J. Snydal and G. C. Sareker.

# Mail That Christmas Window Now

---



YOU have yet time to enter our Christmas Window Dressing Contest. Mail the photograph at once. Do not overlook description of window on separate sheet. Get photo about 7 x 10 inches.

Each dealer or clerk who enters has an opportunity to win one of the three prizes.

Windows from smaller centres do not compete with those from the larger. There are three prizes for displays from centres under 10,000 population, and three for the others—\$5, \$3 and \$2 in each case, making \$20 in all.

One of our main desires in conducting this contest from year to year, is to obtain a number of Canada's best displays for reproduction in this paper. This helps everybody because it supplies an exchange of views on good window trimming.

Come in on this contest. You may share in the honor.

Address:

**The Editor, The Canadian Grocer**

143-153 University Avenue, Toronto

# A Warning to Retailers

Inland Revenue Department Again Points Out That the Vendor is Responsible if Goods Are Not Always Olive Oil and Should Be Sold Under Its Proper Name

MUCH has been said of late about the Adulteration Act and food standards in Canada, and of the party on whom the responsibility is placed when foods are found to be sold in retail stores contrary to the regulations. Canadian Grocer has frequently pointed out that the Government makes the retailer responsible in all cases, unless the retailer has procured a warranty from the manufacturer to the effect that the goods are according to the standards. The Government takes the more or less arbitrary view that because the retailer is the man who actually sells the goods to the consumer that he should be held responsible. He therefore must be exceedingly careful in knowing absolutely what he purchases and in selling the goods as they actually are. It does not matter what the manufacturer may state on his invoice as to the purity or otherwise of the goods; the retailer is held responsible if they are found wanting providing he has not secured the Official Government Warranty.

## Warning for Dealers

Deputy Minister Vincent of the Department of Inland Revenue has recently been sending out warnings along this line. One of these has come to Canadian Grocer and reads as follows:

"It has happened, on several occasions, that dealers charged with violation of the Adulteration Act have pleaded ignorance of its requirements as their excuse. This plea has no force in law; and howsoever morally guiltless the defendant may consider himself to be, he is compelled to pay the legal penalty.

"This Department, in its capacity as administrator of the Adulteration Act, always grants time for those interested, to inform themselves of new regulations enacted under its terms.

"Section 26 of the Act requires that foods should be defined by Order in Council, and this requirement is being carried out as necessity demands, and as requisite knowledge is accumulated. Such Orders in Council are published in circular form, and are obtainable, on request, by anyone engaged in trade, or otherwise interested. The bulletins regularly issued by the Department contain information regarding all such enactments. Those also are obtainable on request to the Deputy Minister of Inland Revenue.

"It is only when an article sold as food contains an ingredient proved to be harmful to health, that immediate ac-

tion is taken to prevent the sale of such article.

"The most recent instance in which ignorance of the law was pleaded may serve to illustrate this matter.

"The only oil used as a salad oil, until recent years, was olive oil. Cotton seed oil, properly refined, is a perfectly wholesome substitute, and much cheaper. When sold under its own name, no fault can be found with it. But some manufacturers have discovered that by offering it as salad oil, without other description, it sells more readily because the buyer thinks he is getting olive oil. In order better to deceive the purchaser, the label is frequently printed in French, or in Italian, with the name of a French or Italian producer, and a French or Italian town, France and Italy being the chief producing countries of olive oil as found in Canada. This practice is not only fraudulent, as deceiving the buyer, but is an injury to the producer, importer and vendor of the genuine article. This fraud is recognized as adulteration under Section 3, Subsection b, of the Act.

"In order more effectively to put a stop to it, an Order in Council was published in March, 1912, requiring that cotton seed oil, when present, must be named on the label. Samples purchased in June, 1914, more than two years after publication of the Order in Council referred to, were found to be adulterated, inasmuch as they were labelled Salad Oil, E. Loubon, Nice, thus leading the purchaser to believe them to be of foreign origin, and genuine olive oil. They were entirely cotton seed oil, but no mention of this fact appeared on the label.

"The defendant claimed that he was ignorant of the requirements of the Adulteration Act, in the case; that he bought the stock some years ago, believing it to be genuine; that he had no fraudulent intent; all of which is undoubtedly true.

"It remains, however, that he violated the provisions of the Adulteration Act, after fully two years time granted in which it was his duty to acquaint himself with the terms thereof. This Act specifically deals with foods of which he is a purveyor; and it is natural and proper that the Vendor should have made himself familiar with the law on the subject."

J. A. VINCENT,  
Deputy Minister,  
Inland Revenue Department.

Retailers should, too, remember that in selling such a line as pepper, the customer is entitled to get pure pepper when she asks for simply "pepper." If the dealer does not give her the pure article, then he must say so when making the sale. This rule applies in all cases. Retailers should, of course, in such instances be held responsible if the regulations are not complied with. But it seems to be a different thing when a retailer is handing over the counter an article in a hermetically sealed, unbroken package or other receptacle. Then there is room for discussion. Many think that the manufacturer who describes the contents of the article on the label should alone have to bear the brunt of any proceedings if goods are not according to label or are found to be adulterated in accordance with the Adulteration Act. However, until such reform is secured—if it is to come—the retailer should be exceedingly careful to know what he buys and what he is selling.

## HIGH SUGAR PRICE, \$6.80

(Continued from page 21.)

cheaper this year than it was the latter half of 1914. In fact, at the end of September last it was actually \$1 less than the high price of October and November, 1914.

Of course, the future of sugar is always looked forward to with more or less uncertainty. Of late, however, there has been a general opinion that the prices of sugar would be well maintained up to the end of the year, and that when new crop Cuban raws begin to come on the market in January we would see an easing off in price based on the size of the Cuban crop and the general demand for it. It should, of course, be realized that Germany and Austria, both large sugar beet-producing countries, are not in the market, so far as the rest of the world is concerned. This will mean a bigger demand for West India raws, which will tend to keep the price of sugar fairly high when compared with that existing before the outbreak of hostilities.

In our weekly reports, Canadian Grocer goes fully into the sugar market, and we would urge all readers to follow them closely during the next month or so. The situation from week to week can be much better gauged than a month or two ahead. We would also urge the trade to keep the sugar chart on this page on file for handy reference from time to time.



# Increasing Our Fish Consumption

How the Retail Dealer Can Do More Along This Line—Some Careful Handlers But There Are Others Who Do More to Retard Consumption Than to Help It—Inconsistencies To Be Eliminated

By J. A. Paulhus, Canadian Fisheries Association

**T**HAT fish has not yet reached the consuming classes I am ready to assert, and I don't expect to be contradicted. To my mind, fish is used more as a specific food than as a general and necessary one. It answers in certain places to religious precepts, such as abstinence from meat amongst Catholics, and on festival occasions under the Jewish rites. It is also used as an adjunct to special meals, or as an adornment at elaborate dinners and banquets. It has not yet been thought of as a substitute for one of the largest food commodities in usage, yet it is the only true substitute for meat, and whether the meat consumers like it or not, as our capacity to supply meat will fall short before very long, they will have to change their diet, reluctantly, but certainly.

The Canadian Fisheries Association does not intend to threaten a meat famine or to unduly influence consumers to the fish diet; we simply foretell what will certainly happen, and our prophecies are based on reliable statistics.

Fish food has certain merits which cannot be denied, and it is on these merits alone that we intend to appeal to the consumer. Nor do we want to appeal to him with interested motives. Our association is above favoritism. We want the good and welfare of each one and all. Collectively we have faith in the industry, and we know that by constant efforts, constant application to improvements, the country at large should derive immense material benefits.

## Obstacles to be Overcome

I should, perhaps, before going any further, note the causes or elements which, to my mind, retard the adoption of fish as a general article of diet. One of the stumbling blocks is the primitive and inefficient way in which this commodity is handled from the retailer to the consumer. How many establishments are there, for instance, in these prosperous and progressive Canadian cities which handle fish, exclusively, as an article of daily consumption? Very few, comparatively, I am sure. Let me tell you that in Montreal—the metropolis of Canada—the city that boasts of being the sixth on this continent, relatively to population, we have not one retail store that deals with fish exclusively. We have certain stores (and not very many) which carry fish as a specialty, and perhaps a few whose main

commodity of commerce is fish, but most of the fish that is handled by the retail trade to the consumer is served out from butchers' shops, grocers, provision dealers, etc. In the City of Montreal there are certain regulations by which the butchers only can retail fresh fish, while the grocers can retail only prepared, smoked or cured fish. How these regulations can be enforced with justice and equity to the consumers, it is not my concern. But what is more strange, during certain periods of the year, particularly during the winter season, nearly every kind of trade handles fish, and it should not surprise any one of you if, on coming to our great city during the month of January, for instance, you should find at the door of nearly every iron, leather, dry goods merchant, saloon and cafe keeper, fish for sale, mixed up with all sorts of inconceivable promises.

Under these circumstances it is not surprising that this form of handling a food which necessitates so much care, should not give satisfaction to the consumer. Even most of the butchers who handle fresh fish, devote very little care, and are indifferent in most cases to a surprising degree. Once a week a certain amount of fish will be brought from the wholesale house and thrown in a heap in some corner of the shop, to wait a couple of days, sometimes, for the exposition in front of the store on Friday morning. And what a sight is offered

for sale. If it is in the summer time, after two or three hours on a piece of wood or in a box without ice, the appearance of the fish is not only non-inviting to the purchaser, but, in some instances, it is really shocking. Have you ever seen the pitiful sight of a large codfish with sunken eyes, the skin parched for want of moisture, lying on its side with its mouth wide open? It is a horror capable of disarming the heroes of Langemarek and St. Julien.

## From Grocers' Standpoint

Let us turn our attention now to the grocer, who (in Montreal) handles only cured, pickled or smoked fish. There is a corner street which you pass every morning and evening when going to and coming back from your work. Have you noticed that lot of smoked fish that is lying by the door, with some carrots, apples, ham, etc.? If it is in winter, this fish stays out all day and gets subjected sometimes to a temperature of zero or below zero. At night this same fish is brought into the heated store. Next morning it goes out again. After a week of this treatment—cold, heat, dust, snow, etc., who is going to buy this fish? Is it to be wondered at that certain prejudices exist against fish as food, and that we talk so much of education in the question? I do not say that all the fish that goes to consumption is handled this way from the retailer to the consumer, far from it. I know of good, reliable, well-equipped stores provided with all modern conveniences and up-to-date in every way. In them I recognize their co-operation with our efforts and with the association. We give them our most sincere thanks and congratulations, and I believe I voice the sentiments of the association when I say we shall give them our support. We shall issue rules and regulations, if it is in our power, to stop such degradation of our valuable industry by ignorant and careless dealers. Another cause which retards the popularity of fish as a food is the insistence of the retail trade to put a uniform price the year round, whether the product is rare or abundant. With a little discrimination it would be so easy to fix attractive prices when occasion should warrant it, and in this way draw the attention of the consumer, interest him in some way, teach him that in the fish business, like any other business, there is speculation, and that he has to use his own judgment and discretion once in a while.

## LAST CALL FOR THE WINDOW DISPLAY CONTEST

There is just time to enter Canadian Grocer's Christmas Window Dressing Contest. If you have not already had a picture taken and the window is still in, call in a good photographer at once. Windows began to arrive last Monday, but the more the merrier. Remember, there is \$20 in cash given to the winners in this contest. You may be in the money.

Send in the photo at once, with a description on separate sheet. If you win you will receive a cheque for \$5; second prize is \$3, and third \$2. There are two classes also, so that a grocer or clerk in a town or village under 10,000 population does not compete with those in the larger centres. Mail to-day and you will be in time.



## CURRENT NEWS OF WEEK

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



### Quebec and Maritime

The Queen's Grocery has recently been established in Montreal.

Barteaux & Goldsmith, grocers, have registered in Annapolis Royal, N.S.

Wallace O'Connor, Montreal traveler for the Mooney Biscuit Co., for the past two or three years, and previously with the Lang Biscuit Manufacturing Co. for about 21 years, passed away recently.

J. C. Doyle, provincial secretary of the Retail Merchants' Association in Nova Scotia, reports organization work is proceeding rapidly. Waterford has been organized and he is now working in Sydney.

The Montreal Wholesale Grocers' Guild of the Board of Trade held its annual meeting recently when the president, N. Gendreau, presented his report of the affairs of the association during the past year, which was unanimously adopted for publication in the forthcoming annual report of the Board of Trade. The treasurer's statement showed the finances of the Guild to be in a satisfactory condition. The election of officers resulted in the re-election of the last year's committee, as follows:—President, N. Gendreau; vice-president, Albert Hudon; treasurer, J. T. Lalonde. Directors—S. J. Carter, Armand Chaput and S. Deschatelets.

### Ontario

F. Burgess has been elected secretary-treasurer of the Ottawa Retail Grocers' Association.

Everingham's grocery store, Bridgeburg, Ont., was slightly damaged by a recent fire there.

J. B. Crawford, general merchant, Dutton, Ont., died last week. He had been in business in Dutton for 25 years.

The appeal of Business Boosters, Limited, who put on the voting contest in West Toronto, is to be heard on January 5.

P. Purvis & Son, grocers, Todmorden, Ont., have sold to Robt. Fletcher; Maude Rowlev, grocer, of same place, has sold to E. K. Cary.

E. P. Heaton, connected for a number of years with the insurance department of the Canadian Manufacturers' Association, has been named as fire marshal for Ontario.

R. L. Innes, secretary-treasurer of the Dominion Cannery, Limited, has been appointed general manager, succeeding J. J. Nairn, resigned on account of ill-

health. Mr. Innes is a son of W. P. Innes, of Simcoe, one of the oldest canners in the Dominion.

Geo. H. Bertrand, grocer and butcher, Sarnia, Ont., has installed a new plate glass front; also an electric sign, and has placed a flag pole on the building.

The Dominion Register Co., manufacturers of the McCaskey account register, have moved their sales office from corner Church and Lombard Streets, Toronto, to their manufacturing plant on Carlaw Avenue, in the Wrigley Building.

At a meeting of the Commercial Travelers' Mutual Benefit Society, Toronto, recently, Chas. S. Parsons was elected by acclamation to succeed Joseph Oliver. The election of other officers resulted as follows: Vice-President, Robert Maxwell; treasurer, H. Gooderham; directors John Gibson, W. J. Sykes, Adam Johnston, A. J. Tipping, Robert Forbes, L. R. Arnett, S. M. Sterling, John Burns and S. R. Wickett. Mr. Johnston and Mr. Sykes are the new members. After short addresses by Messrs. Gibson, Fielding and Gooderham the meeting was adjourned until January 29, when the annual meeting for consideration of the yearly reports will be held.

A. R. Croft, grocer and confectioner, Bobcaygeon, Ont., has been making extensive additions and improvements to his store and premises. He has added an ice cream parlor, about 14 x 26, with a seating capacity for 32, to the rear of his shop. This is fixed up in black ash panelling, five feet eight inches high, with the ceiling and remainder of walls finished in beaver board. He has also excavated under his shop and dwelling and installed a hot water furnace, heating same by radiators.

### Western Canada

The Kent & Brown Co., Moose Jaw, Sask., have opened a branch at Gilroy.

J. H. Granger, general merchant, Labroquerie, Man., has sold to Jas. Boily.

Barne & Grandolfo, general merchants, Lavenham, Man., have sold to D. F. Price.

R. B. Atkinson, Edmonton manager of W. H. Escott & Co., Ltd., spent the holidays in Winnipeg, with relatives and friends.

R. B. Hare, who covers the Kirkella branch, and part of the main line and the G. T. R., for Campbell Bros., and Wilson, Winnipeg, has been on a visit to Oshawa and Toronto, and returns to

his home in Mooseman, Sask., the first of the year.

Sydney Long, who represents the Blue Ribbon Tea Co., Winnipeg, in Northern Manitoba, has been in Toronto during the holidays, visiting his mother.

With the spread of prohibition throughout the West, the demand for mineral waters is growing extensively, and among the latest companies incorporated for manufacture is Davie & Small, Ltd., with headquarters at Mather, Man.

A new organization was formed in Winnipeg last week which will be known as the Sales Managers' Association of Canada. One of its objects is to foster and promote a feeling of fellowship and good will among sales managers, and to advance the welfare of conditions in relation to salesmanship. The first officers of this new body are: President, C. S. Bamford, sales manager of the Ashdown Hardware Co., Ltd., Winnipeg; 1st vice-president, W. J. Wilson; 2nd vice-president, J. H. J. Murphy, sales manager of Royal Crown Soaps, Ltd.; secretary, A. E. Burns.

Victoria, B.C. Retail Merchants' Association has made the complaint to the city council that cold storage meats are being sold at the public market and that stall-holders who are not themselves producers, are handling products of others. They urged that the market should be open to only regular producers and that the council should not subject the retail merchants to unfair competition. The association requested that its representatives be permitted to discuss the matter with the council and also to take up the terms of the proposed new by-law regulating the early closing of retail stores.

Provincial Organizer Doyle, of the Retail Merchants' Association, Saskatchewan branch, addressed the retailers of Regina recently, and complained of a lack of interest in the association. He said the rest of the province looked up to the capital city as an example, and in order to accomplish the tasks in sight for the province, the retailers of Regina would have to lend their aid to help keep up this big organization. The provincial convention will be held in Regina some time in May next. It was decided to hold the annual banquet in connection with the provincial executive meeting some time after the first of the year.

# Teas Firmer at Auction

London Market on Most Grades is Up a Penny in Three Weeks—Dried Peaches Strong and Advancing—Freights Are Affecting Arrival of New Molasses — Nuts Pretty Well Cleaned Up—Uncertainty in Sugar Market—Beans Maintain Their Strength

Office of Publication,  
December 30th, 1915.

THE interest in the grocery market this week falls on two lines the future of which is problematical. The first is sugar. New crop Cubans are now being harvested and upon them and the demand for them will devolve the future price of sugar for some time to come. The situation is just this. It looks at present as if the crop is going to be a good one, and, conceding only an ordinary demand, we should see lower levels in sugar than have obtained for some time. The crop is turning out everything that can be expected and unless some unusual factor in the way of demand presents itself we shall doubtless see an easiness and lower prices. However, there may be a joker in the pack in the shape of a revived large demand from both France and England, in which case it seems reasonable to assume that levels will be higher or maintained, instead of lower. The present market affords no clue at all to the future. Trade is pursuing its ordinary steady course and buying is about average. Nevertheless there has been a certain firmness for the last two or three weeks, as we have pointed out from time to time in these reports and there is a feeling in some quarters that, unless the crop is exceptionally good, the demand will be so heavy that we shall not see very much easiness. One sugar man put it like this last week. "I would hate to sell short," he said, "for a long time yet." But unless there is something in the way of a big demand, it does seem reasonable to assume that given a fairly large crop, we shall see some lower prices on sugar.

The tea situation is also interesting, because, after so many months of a continual advance, followed by a month or two of slight easiness, the market at the London auctions on both Indians and Ceylons has advanced one penny within three weeks; this has gone by stages of a farthing, a farthing and a halfpenny. Moreover, it is important, that it be noted that these advances apply to all grades of tea. There has been a marked firmness for the last month or so and everything from dust to fine grade teas has had an upward trend. The reason assigned for this in circulars coming over from England, is that bidding is now much more general, and that at the lower levels which preceded these advances the trade did not get all the teas they wanted. It appears there is now heavy buying on all grades. Even common grades are higher. Possibly another material factor in the situation is the dearth of freights from India and Ceylon to London. These are very, very hard to get, harder, it is said, now than at any time during the war, and that may have considerable influence in firming up the market. Nevertheless the man who argues the other way, points out that there must be huge stocks of tea in London. It looks, although it is foolish to predict anything about such a market as the tea market at present, that we are in for a period of at any rate very firm levels, if not actual advances and we should not be surprised to see the latter.

Manitoba flour went up forty cents during past 10 days and is very firm at the new quotations. Bran and shorts are also up a dollar a ton or so and good feed flour is also higher. The grain market seems to be in a tense condition. The rise in flour was not unexpected. It was hinted at it in our last issue.

## QUEBEC MARKETS

Montreal, Dec. 28.—The year closes with a splendid Christmas trade among both wholesalers and retailers. While some were inconvenienced by non-arrival of certain goods—or insufficient quanti-

ties—yet customers seemed to purchase more heavily in others, with result that total sales were good and in advance generally over a year ago.

The trade is in somewhat of a quandary as to what sugar is going to do when

## Markets in Brief

### QUEBEC MARKETS.

#### FLOUR AND CEREALS—

Manitoba flour advances twice; price now on \$6.90 basis.  
Rolled oats firm.  
Shorts up \$2 ton.  
Bran advances \$1 ton.  
Wheat moulee up \$3.

#### FISH—

Demand easier after holiday.  
Fresh fish accumulated on east coast.  
Easier prices expected on frozen haddock and codfish.

Oysters arriving slowly.

#### PRODUCE AND PROVISIONS—

Cured and cooked meats firmer.  
Creamery butter firm.  
Cheese a little quieter.  
New laids likely to ease off.  
Turkeys still high.

#### GENERAL GROCERIES—

Sugar uncertain but easier market is more likely.  
Duty on tea still talked of.  
Molasses market still maintains firmness.  
Dried fruits still firm.  
Another advance in rice would not be surprise.

### ONTARIO MARKETS.

#### FLOUR AND CEREALS—

Manitobas up 20c.  
Bran and shorts higher.  
Advance in feed flour.  
Export demand heavy.  
No change in winter wheat.

#### FISH AND OYSTERS—

Oysters scarce and in demand.  
Haddock coming better.  
Halibut bought heavily.  
Better weather prevailing.

#### PRODUCE AND PROVISIONS—

Several meats higher.  
Pure lard up again.  
New laids lower.  
Creamery butter advances.  
No change in cheese.  
Live turkey appreciates.

#### GENERAL GROCERIES—

Teas higher in London.  
New molasses to be late.  
Prunes selling well.  
Peaches up a cent.  
Tapioca a good buy.  
Belated currants here.  
Good Christmas trade general.

### MANITOBA MARKETS.

#### FLOUR AND CEREALS—

Flour remains at \$6.40 per bbl.  
Wheat market fluctuating.  
Feeds expected to take a jump.  
Big demand for bran and shorts.  
Cereals unchanged and quiet.

#### FISH AND POULTRY—

Turkeys at 16c after Christmas.  
Haddies scarce and advancing.  
All Eastern smoked fish scarce.  
Oysters sell well for Christmas.

#### PRODUCE AND PROVISIONS—

Pure and compound lard firm.  
No changes in meat prices.  
Creamery has a strong undertone.  
Stocks of good butter light.  
Eggs firm; new laids still scarce.  
Cheese market still firm.

#### GENERAL GROCERIES—

Difficulty getting Mexican coffee.  
Local advance in peppers of ½-1c.  
New syrup prices for Edmonton.  
Sugar expected to decline.  
Tapioca and sago markets advancing.  
Canned goods selling reasonable.  
Dried beans may go higher.

CANADIAN GROCER

the new Cuban crop gets into action. The crop is certainly a good one, but there is the possibility of demand from countries other than those which do not usually handle West Indies sugar. Apart from this possibility, however, an easier market is to be expected.

The difficulty of securing sufficient boats is going to delay the new crop of Barbadoes molasses in reaching this market. The first of the new crop was shipped some days ago and it is stated that over 50 cents was paid. This does not look like cheaper molasses for some time.

While currants have arrived from the "Frixas" yet there has been no easing in price. In fact supplies seem to be so short that none are anticipated.

The rice market is firm at advances of last week and this is a market which requires careful attention.

**SUGAR.**—In the local market there is little demand at present, and business is quiet. Future prices of sugar are very uncertain. The market for futures is weak. Porto Rico spot stocks have sold at a decline. So far this has not been in sufficient quantities to influence the Cuban holders, the Cuban market remaining firm. Authorities do not like to express an opinion owing to the fact that there are so many new elements on account of the war which affect the market. One refiner tells us that he has received inquiry from Greece from a party who is unable to get customary supplies from Austria. This is an example of one of the many things which at any moment may crop up to influence the market.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	.....	6 65
50 lb. bags	.....	6 75
2 and 5-lb. cartons	.....	6 95
Extra Ground Sugars—		
Barrels	.....	7 00
50 lb. boxes	.....	7 20
25 lb. boxes	.....	7 40
Yellow Sugars—		
No. 1	.....	6 25
Dark yellow	.....	6 05
Bright yellow, bbls. only, cwt.	.....	6 50
Powdered Sugars—		
Barrels	.....	6 80
50 lb. boxes	.....	7 00
25 lb. boxes	.....	7 20
Paris Lump—		
100 lb. boxes	.....	7 25
50 lb. boxes	.....	7 35
25 lb. boxes	.....	7 65
Crystal Diamonds—		
Barrels	.....	7 25
100 lb. boxes	.....	7 35
50 lb. boxes	.....	7 45
25 lb. boxes	.....	7 65
Cartons	.....	8 05
Half cartons	.....	8 55
Crystal Dominoes, cartons	.....	8 25

**TEA.**—The tea business is quiet. Retailers have been very busy with Christmas trade, and have been uninterested in teas. Tea men are standing out until the turn of the year which will doubtless bring a renewed activity. The question of interest to many is whether or not the new budget will impose a tax on tea. There seems to be a growing opinion that 10 cents will be put on though there are quite a number of the opposite opinion. Retailers so far have not evinced much interest. Prices in London are quite firm on all grades.

**SYRUPS AND MOLASSES.**—Great

difficulty is being experienced in getting space on the boats. We are told that there are only two boats running between the Barbadoes and Halifax, and that they are only sufficient to carry the sugar crop alone. Consequently, it is difficult to get but small quantities of molasses on board. The first new crop molasses was shipped from Barbadoes on December 17. The shipment was small, and over 50 cents was paid for it. It will not be sold here less than 57 cents. Consequently, prices cannot be expected to go down at an early date.

Corn syrups are moving freely.

Barbadoes Molasses—	Price for	
	Fancy.	Choice.
Punchoons	Island of Montreal.	
Barrels	0 51	0 51
Half barrels	0 63	0 53
For outside territories prices range about 3c lower.		
Carload lots of 20 punchoons or its equivalent in barrels or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Barrels per lb., 3½c; ½ bbls., 4c; ¼ bbls.	0 04½	
Falls, 85½ lbs., \$1.95; 25 lbs.	1 40	
Cases, 2 lb. tins, 2 doz. in case	2 55	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, ½ doz. in case	2 90	
Cases, 20 lb. tins, ¼ doz. in case	2 85	
Cane Syrups—		
Barrels, lb., 4½c; ¼ bbls.	0 05	
Cases, 2 lb. tins, 2 doz. in case	3 00	

**DRIED FRUITS.**—Reports from California say that all seedless stock is high and will be higher. Prunes and all other Californian fruits are firm at present quotations. Unseeded raisins are a good average trade, and prices are steady. There are no competitive prices from the coast. all packers quoting about the same. Evaporated peaches and apricots have strengthened, and an advance is expected. On the whole the market is strong and supplies are very much reduced with the exception of unseeded raisins. With further reference to the scarcity of Greek currants better reports have been received as to the condition of the shipment on the "Frixas," those unloaded latterly being in better condition. This, however, does not help out to any extent.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	.....	0 11½
Apples, choice winter, 50-lb. boxes	.....	0 10
Apricots	.....	0 14
Nectarines, choice	.....	0 11½
Peaches, choice	.....	0 08
Pears, choice	.....	0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	.....	0 22
Lemon	.....	0 20
Orange	.....	0 19
Currants—		
Fillatras, fine, loose, new	.....	0 11½
Fillatras, packages, new	.....	0 12½
Dates—		
Dromedary, package stock, old, pkg.	.....	0 09
Paris, choicest	.....	0 12½
Hallowee, loose, new	.....	0 07½
Hallowee, 1-lb. pkgs.	.....	0 07½
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	.....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	.....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	.....	0 11½
1 lb. glove boxes, each	.....	0 12
Cal. bricks, 10 oz.	.....	0 09½
Cal. bricks, 16 oz.	.....	0 10
Cal. layers	.....	0 10
Cal., fancy, table, 10 lbs.	.....	1 80
Prunes—		
30 to 40, in 25-lb. boxes, faced	.....	0 11½
40 to 50, in 25-lb. boxes, faced	.....	0 11½
50 to 60, in 25-lb. boxes, faced	.....	0 10½
60 to 70, in 25-lb. boxes, faced	.....	0 10
70 to 80, in 25-lb. boxes, faced	.....	0 09½
80 to 90, in 25-lb. boxes, faced	.....	0 09
90 to 100, in 25-lb. boxes, faced	.....	0 08½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.00; 4-crown cluster	.....	3 75
Muscatsels, loose, 3-crown, lb.	.....	0 09½
Muscatsels, 4-crown, lb.	.....	0 09½

Cal. seedless, 16 oz.	.....	0 12½
Fancy seeded, 16 oz. pkgs.	.....	0 10
Choice seeded, 16 oz. pkgs.	.....	0 9½
Valencias, selected	.....	0 11
Valencias, 4-crown layers	.....	0 11½

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

**SPICES.**—The market has for some time been reported strong with a good demand. The market to-day has gained even greater strength, and is in an exceptionally strong position. American and English stocks are getting smaller all the time, and they are talking of higher prices in the near future. The local demand for the month of December has been unusually good. January is generally a brisk month, and this year will not likely be an exception as retailers' stocks are not heavy. There is a strong opinion that there will be an advance, and at an early date.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins dozen.
Allspice	.....	0 16	0 23
Cassia	.....	0 22	0 29
Cayenne pepper	.....	0 28	0 35
Cloves	.....	0 28	0 35
Cream tartar—60c.			
Ginger, Cochin	.....	0 22	0 29
Ginger, Jamaica	.....	0 23	0 31
Mace	.....	0 30	0 38
Nutmegs	.....	0 40	0 48
Pepper, black	.....	0 90-1 00	0 20
Pepper, white	.....	0 30	0 37
Pastry spice	.....	0 22	0 29
Pickling spice	.....	0 14-0 16	.....
Turmeric	.....	0 21-0 23	.....
Lower prices for pails, boxes or ballers when delivered can be secured.			
Cardamon seed, per lb., bulk	.....	2 00	2 50
Caraway—			
Canadian	.....	0 13	0 13
Dutch	.....	0 20	0 22
Cinnamon, China, lb.	.....	0 14½	0 18
Mustard seed, bulk	.....	0 19	0 23
Celery seed, bulk	.....	0 35	0 45
Cayenne chillies	.....	0 35	0 35
Shredded coconut, in pails	.....	0 18½	0 22
Pimento, whole	.....	12-15	.....

**RICE.**—There is not a great deal more to be said about rice than was contained in last week's report. The cause of the advance which was practically altogether the huge increase in freight rates is one that is unlikely to be removed for some time. The market is firm, and there is no indication that present prices will hold. It is thought by some that another advance will come. The rice market is one that is likely to develop some interesting features and should be followed closely.

Rangoon Rices—		Per cwt.
Rangoon, "B"	.....	4 20
"C.C."	.....	4 10
India bright	.....	4 35
Lustra	.....	4 40
Fancy Rices—		
Mandarin, Patna	.....	4 30
Pearl	.....	4 75
Imperial Glace	.....	5 40
Sparkle	.....	6 00
Crystal	.....	5 00
Snow	.....	5 20
Ice drips	.....	6 50
Java Onyx	.....	6 50
Prices are per 100 lbs., packed in bags (250 lbs.), half bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).		
Imported Patna.		Per lb.
Bag, 224 lbs.	.....	0 05½
Half bag, 112 lbs.	.....	0 05½
Quarter bag, 56 lbs.	.....	0 05½
Velvet head Carolina	.....	0 09
rago, brown	.....	0 05½
rago, brown	.....	0 07
Pearl, lb.	.....	0 07
Seed, lb.	.....	0 07½

**DRIED VEGETABLES.**—There is a normal market and demand on all dried vegetables, with the exception of beans which continue to be a source of trouble. The trouble is not in quantity, but in quality. Michigan beans are still coming in, but not in large quantities. The best beans that can be procured are Que-

## CANADIAN GROCER

bee Province hand picked beans, which are bringing \$4.50 per bushel. There are not enough of these, however, to help out very much.

Beans—		
Canadian, 3-lb. pickers, per bushel.....	4 20	4 35
Yellow eyes, per bushel .....	4 20	
Lima, per lb. ....	0 06	0 08½
Peas, white soup, per bushel .....	3 00	3 25
Peas, split, bag, 96 lbs. ....		5 50
Barley, pot, per bag .....		3 00
Barley, pearl, lb. ....	0 04½	0 05

**COFFEE.**—Business continues very good, and the market is steady. There is no change in the local market quotations.

Coffee—		
Plantation Ceylon .....	0 32	
Java .....	0 32	
Arabian Mocha .....	0 34	
Guatemala .....	0 26	
Mexican .....	0 25	
Mexico .....	0 22	
Jamaica .....	0 22	
Santos .....	0 19	
Rio .....	0 16	
Chicory .....	0 14	

**CANNED GOODS.**—In the French market sardines have taken a big advance of ten to fifteen francs or three dollars per case. Vegetables have advanced 10 francs or \$2 per case. This increase is due to higher prices paid for fish, oils, tin, etc. Prices here will be very high, but they cannot be estimated at present, this information was received to-day in a letter dated Dec. 9th. The market here is very bare. Owing to the high price of beans, packing, etc., sundry brands of Canadian baked beans have advanced 67½ now being asked for 1 lb., \$1.12½ for family size, and \$1.50 for 3 lbs. Condensed milk on standard brands has advanced 10 cents, now being on the basis of \$5.60.

### ONTARIO MARKETS

Toronto, Dec. 30.—Everybody is satisfied with the amount of Christmas business they had. "Much better than we expected," and "Buying was right up to the last minute, particularly in repeats;" these and other good reports were heard. Repeat orders seem to have been a feature. Grocers prepared to some extent for a better holiday trade than last, but even their calculations fell short of the sum total of public buying. Country trade was particularly good and right up to the day before Christmas orders were coming in for more dried fruits, more nuts and so on.

Shipments from the good (?) ship "Frixas" arrived in Toronto a couple of days before Christmas, and were rushed out to the trade who were eagerly waiting. That is the town trade, for those in the country did not get them in time. When the currants did arrive they were found to be more or less of indifferent quality. This is not surprising in view of the way they hung around in Greece, dumped here and dumped there for a week or ten days at a time before they finally got away. Underwriters are busy now trying to find out who bears the loss.

Along the line of demonstrating that English goods are difficult to get these days may be cited the case of an importer who bought some English biscuits. These were to be shipped mid-September. They arrived the third week in December, and they are not all here at that. The question of freight seems to get worse instead of better.

"What sort of a year are you expecting?" was asked a prominent wholesale house. "The best yet," was the laconic reply. This wholesaler went on to point out that October was ahead of 1914; so was November; while the first half of December had been better than the whole of November in 1914, and the Christmas trade this year was "way ahead." "At any rate," he continued, "I'm preparing for the best year. I think it will materialize. The public has been slowly acustoming itself to the sound of the voice of the justifiable optimist who for some months now has been saying that business is better, and Christmas gave them a fillip. I don't think we shall see any slump. I think this year will exceed all others."

That's the spirit! The best is yet to be. And thinking so—and elbow grease—will bring the realization.

**SUGAR.**—No new feature presents itself. Buying in this market pursues its ordinary course at recent levels, which are well sustained but no higher. But, as already pointed out, the near future is a queer quantity to judge, and we may see higher levels before we see lower, new crop sugars coming soon notwithstanding. No one can tell absolutely.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags .....	6 71
20 lb. bags .....	6 81
10 lb. bags .....	6 86
2 and 5-lb. cartons .....	7 00
Nova Scotia refined, 100-lb. bags .....	6 61
New Brunswick refined, 100-lb. bags .....	6 65
Extra Ground Sugars—	
Barrels .....	7 11
50 lb. boxes .....	7 31
25 lb. boxes .....	7 41
Powdered Sugars—	
Barrels .....	6 91
25 lb. boxes .....	7 31
Crystal Diamonds—	
Barrels .....	7 26
100 lb. boxes .....	7 36
50 lb. boxes .....	7 66
Cartons (20 to case) .....	8 01
Cartons (50 to case) .....	8 91
Crystal Dominoes, cartons .....	8 36
Paris Lump—	
100 lb. boxes .....	7 36
50 lb. boxes .....	7 66
25 lb. boxes .....	7 66
Yellow Sugars—	
Barrels .....	6 31
Barrels granulated and yellow may be had at 5c per cent. above bag prices.	

**SYRUPS AND MOLASSES.**—Molasses in this market is steady and firm at quoted levels. New crop stuff apparently will be late in arrival. What was thought would arrive late in January will probably not be here till the month after. There is an acute scarcity in freights, and buyers may have to wait for their purchases. Syrups show no chance of any consequence.

**TEA.**—As we go to press a little earlier this week on account of the holiday we have seen no cables from London. The holiday there is longer than

ours, and there are likely no auctions. Nevertheless, the trend of both Indians and Ceylons at recent sales in London is interesting because it appears to be markedly upward.

In three weeks there has been an advance in practically all grades, which totals a full penny; a farthing, a farthing and a cent. A circular of recent date says that Indians and Ceylons right from dusts up have been firm and higher. Bidding has been more general, and harder rates have ensued. Finest quality stuff has fetched high prices. Pekoes and Orange Pekoes have been very strong. Common grade—for long time the low spot, and showing a downward tendency—have firmed up and joined in the general advance. The scarcity of freights from India and Ceylon is urged as a reason. On the other hand there must be lots of teas in London. Probably a more general bidding is the main reason.

There seems to be a feeling in some quarters here that we may be in for a session of higher prices. Readers will remember that when—only a few months ago—the tea market cut all sorts of capers, but was substantially higher week after week, we reasoned that such was the likely trend, and also that Canadian Grocer was also right in gauging the period of easiness and lower levels (in some sort) that followed. It looks as if the pendulum is again swinging the other way, and that once more teas are on the up grade. Of course, he is foolish who positively predicts anything in the tea market these days, but one may, at any rate, recount some factors which seem to indicate the course of the market. There is some talk on the street of a tea tax again. As usual, of course, this is and can only be talk, but, rumor or more, it appears to be stimulating buying somewhat.

**DRIED FRUITS.**—The market is quiet after the busy days of the last two or three weeks. Stocks to a certain extent are cleaned up, but the market has little feature of moment. The chief item is that the currants from the "Frixas" are at last here. In some cases, i.e., those of the country retailer, they were too late for Christmas buying. Prices have not eased up at all.

Seeded and seedless raisins are firm enough. There is a slump in buying, but only the usual post-festival easiness, not any weakness at all.

Apricots are selling well at 15 to 16, firm quotations.

Peels were cleaned up pretty well before the holiday. Demand is ordinary only, now. Peaches are firm and higher, and we quote 8½-9 cents, an advance of a full cent. They are very firm in the primary market.

Package dates and prunes are having good steady buying. The latter were

## CANADIAN GROCER

sold heavily in November. From now on is their consumption time and levels are well supported.

Apples, evaporated, per lb.	0 08	0 08½
Caudied fruits—		
Lemon	0 17	0 18
Orange	0 17	0 18
Citron	0 25	0 27
Currants—		
Filiatras, per lb.	0 12	0 13
Analas, choicest, per lb.	0 12½	0 13½
Patras, per lb.	0 13	0 14
Vostizzas, choice	0 16	0 17
(Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 08
Prunes—		
30-40s, California, 25-lb. boxes	0 13	0 14
40-50s, 25-lb. boxes	0 12	0 12½
50-60s, 25-lb. boxes	0 10	0 11
60-70s, 50-lb. boxes	0 10	0 10½
70-80s, 50-lb. boxes	0 09¼	0 10¼
80-90s, 50-lb. boxes	0 08¾	0 09
90-100s, 50-lb. boxes	0 07½	0 08½
25 lb. boxes, ½c more.		
Peaches—		
Choice, 50 lb. boxes	0 08½	0 09
25 lb. boxes, ½c more.		
Raisins—		
Valencia, Cal.	0 09	0 09½
Seeded, fancy, 1 lb. packets	0 09	0 10½
Seeded, choice, 12 oz. packets	0 08¾	0 10½
Seeded, choice, 12 oz. packets	0 08	0 08
Seedless, 16 oz. packets	0 11¼	0 12
Seedless, 12 oz. packets	0 10	0 10

**NUTS.**—Most lines were actively bought, and filberts and shelled almonds have been pretty well cleaned up. After last week's advances there is little change. Buying is steady and usual again. Brazils are in good demand. Tarragona almonds are firm at quoted levels on steady buying.

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

**COFFEE.**—The market pursues its even course, and there is nothing of outstanding import.

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

**BEANS.**—The trade seems to be in for high prices on beans and peas, for still there is no relief. The fundamental factor was the poor crop in Ontario and levels are quite firm still with shorter supplies than demand. Some American beans have sold, but it is said now that they haven't enough over the line for their own use, much less for export.

Beans, hand-picked, bushel	4 80	4 75
Peas, blue, bushel	3 00	3 25

**SPICES.**—The market is still firm. Cloves are rather easier, upon arrivals in New York. Cassias are strong, but with lesser demand. Peppers continue very firm and high.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 16
Allspices, whole	0 11	0 15
Cassia, whole	0 21	0 22
Cassia, ground	0 14	0 16
Cinnamon, Batavia	0 27	0 35
Cloves, whole	0 30	0 38

Cloves, ground	0 18-0 22	0 30-0 37
Cream of tartar	0 48-0 50	0 48-0 52
Curry powder	0 30-0 35	0 30-0 35
Ginger, Cochon	0 15-0 17	0 18-0 22
Ginger, Jamaica, ground	0 18-0 21	0 25-0 32
Ginger, Jamaica, whole	0 15-0 17	0 25-0 32
Ginger, African, ground	0 15-0 17	0 14-0 18
Mace	0 15-0 17	0 14-0 18
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	0 15-0 17	0 14-0 18
Nutmegs, ground, bulk, 45c; 1 lb. tins	0 15-0 17	0 14-0 18
Pastry spice	0 15-0 17	0 14-0 18
Peppers, black, ground	0 14-0 18	0 22-0 26
Peppers, black, whole	0 15-0 17	0 21-0 25
Peppers, white, ground	0 19-0 24	0 34-0 36
Peppers, white, whole	0 19-0 24	0 34-0 36
Pickling spice	0 15-0 20	0 15-0 20
Turmeric	0 15-0 20	0 15-0 20

**RICE AND TAPIOCA.**—Tapioca still continues strong spot, and the primary market is very firm with a noticeably higher trend. Dealers are still selling on the old basis here, but expect to advance prices later if firmness in primary market continues.

Rice—		
Rangoon "B," per cwt.	4 00	4 00
Rangoon, per cwt.	4 00	4 00
Rangoon, fancy, per cwt.	5 00	5 00
Patna, fancy	0 07½	0 08
Tapioca—		
Pearl, per lb.	0 07	0 07½
Seed, per lb.	0 07	0 07½
Sago, brown, per lb.	0 07	0 05½

**CANNED GOODS.**—The market still remains quiet. Doubtless it will speed up in the new year. All levels are well supported, but show no advance.

### MANITOBA MARKETS

Winnipeg, Dec. 29.—There was a slight let-up in the volume of orders reaching jobbers a few days before Christmas, which was natural, as retailers all over the West must have been busy last week. Most of the wholesale houses brought their travellers in, many of whom went to their homes to spend Christmas. Jobbers, however, are not complaining at this slight lull, as there has been exceptional business all summer, and particularly during the past three months. A Winnipeg jobber stated this week that his business had doubled over what it was last year during the past three months; and many of his lines are what might be termed luxuries. Country dealers are conspicuous in jobbers' offices handling big wads of bills—indications of good crops in their districts.

Stories coming in about the crop sound almost like fairy tales, and it is asserted on every hand that nobody has any idea of the size of this year's crop. A man from Alberta solemnly declared this week that farms in the Province have averaged 110 bushels to the acre—that there had been three crops in one this year. This seems incredible, but the information, it is stated, came from one whose integrity could not well be doubted.

The sales manager of a large Winnipeg jobbing house, who returned this week from a trip through Saskatchewan, stated that he had found a most hopeful condition in all trades, and he felt that the coming year was going to be a good one. Some people, he said, judged that wheat would be hauled out of the West right up to the time when the new crop

is cut, which means that there will be money available in months which in former years were noted for lack of money. Merchants are straightening things up with their creditors.

The broom situation is one that will require attention. Of late, the price of broom corn has advanced about 100 per cent. Prices in Winnipeg were jumped 25c dozen on Dec. 1, and must advance again with the price of corn. Even at the high prices, the material used is not very good, there being too much red in it. It is advisable to buy old corn brooms where these are available. First-class 5-string brooms cost in Winnipeg around \$4.50 per doz, and 3-string brooms \$3.

**SUGAR.**—The general feeling is that lower prices are bound to come; perhaps around the first of the year. Anyhow, the trade is not inclined to buy until they absolutely have to.

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

**SYRUPS.**—A British Columbia firm of cane syrup manufacturers have changed their quotations for Edmonton and Strathcona to read the same as at Winnipeg. Quotations now are only 5c per case higher for Saskatoon. This is the season for syrups, one of the biggest seasons, and they are moving freely where farmers have the money to buy. The absence of maple syrup from this market is having a stimulating effect on the sale of corn syrup.

Corn Syrup—		
2s, per case 2 doz.	2 65	
5s, per case 1 doz.	2 95	
10s, per case ½ doz.	2 85	
20s, per case ¼ doz.	2 87	
½ barrels, lb.	0 04½	
B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case	3 15	
5-lb. tins, 1 doz. to case, per case	3 50	
10-lb. tins, ½ doz. to case, per case	3 30	
20-lb. tins, 3 tins to case, per case	3 25	

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

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

**DRIED FRUITS.**—It is hard to say exactly at this date what is going to happen in this market after the Christmas trade is over, but jobbers insist that the outlook is good, and the demand will continue steady. Reports from California just prior to Christmas were to the effect that the market was quiet, but jobbers are not looking for much change in their prices to the retail trade.

## CANADIAN GROCER

While the West has been buying heavily, it is expected that they will find it necessary to come into the market again within thirty days. Prunes are about stationary, and the crop is practically all out of growers' hands. The market will probably remain stationary for a while unless export business picks up, which is unlikely, as the Panama Canal is closed. Shipments of currants are now arriving freely, and more are expected next week; further cable advices are to the effect that the market is very firm, chiefly on account of freight rates. Jobbers do not look for higher prices on currants as they are high enough now. There is a possibility of California raisins going even higher after the new year, as there has been an exceedingly heavy demand from Europe. The season now is over for peels, but prior to Christmas there was quite a scrimmage to secure shipments. Christmas lines generally will now be quieter.

<b>Dried Fruits—</b>		
Evaporated apples, 50's .....	0 10½	
Pears, 25's .....	0 12	
Apricots, choice, 25's .....	0 13	0 14½
Apricots, choice, 10's .....	0 14	0 15
<b>Peaches—</b>		
Choice, 25-lb. boxes .....	0 06½	
Choice, 10-lb. boxes .....	0 07½	0 07½
<b>Currants—</b>		
Dry clean .....	0 11	0 11½
Washed .....	0 11½	0 12
1 lb. package .....	0 12½	
2 lb. package .....	0 23	0 25
<b>Dates—</b>		
Hallowee, loose, per lb. ....	0 07½	0 09
Hallowee, 1-lb. pkgs. ....	0 07½	0 07½
Fard dates, 12-lb. boxes .....		1 25
<b>Raisins, California—</b>		
16 oz. fancy, seeded .....	0 10½	
16 oz. choice, seeded .....	0 10	
12 oz. fancy, seeded .....	0 08½	
12 oz. choice, seeded .....	0 08	
<b>Raisins, Muscatels—</b>		
3 crown, loose, 25's .....	0 08½	0 09½
3 crown, loose, 50's .....	0 08½	0 09
<b>Raisins, Sultanas—</b>		
California, 50's .....		0 13
<b>Raisins, Valentias—</b>		
4-cr. layers, 25-lb. boxes .....		4 10
4-cr. layers, 7-lb. boxes .....		1 05
Fancy selected, 14-lb. boxes .....		1 90
<b>Prunes—</b>		
90 to 100, 25s .....	0 07½	0 08
80 to 90, 25s .....	0 08	0 08½
70 to 80, 25s .....	0 08½	0 09
60 to 70, 25s .....	0 09	0 09½
50 to 60, 25s .....	0 09½	0 10
40 to 50, 25s .....	0 09½	0 11½
<b>Table Layer Figs—</b>		
7-crown, 35-lb. boxes, per lb. ....	0 17½	
5-crown, 10-lb. boxes, per lb. ....	0 14½	
4-crown, 10-lb. boxes, per lb. ....	0 14	
3-crown, 10-lb. boxes, per lb. ....	0 12½	
Glove boxes, per doz. ....		1 25
Cooking figs, taps, about 5 lbs., lb. ....		0 09

**DRIED VEGETABLES.**—The feeling here is that sooner or later the price of beans will be higher. Those coming in from Ontario are not giving too good satisfaction, and attention is being turned to those coming from Michigan, British Columbia, and Japan. Japan beans figure conspicuously this year. An enterprising B. C. importer covered the West pretty thoroughly last year, making contracts with wholesalers at prices much lower than the prevailing price today. Those jobbers who bought at this price for delivery up to the present, are in a most enviable position, and there will no doubt be considerable variance in prices quoted throughout the West. The market is much stronger in view of the fact that Japanese growers have closed down on orders placed for shipment later than January. It is stated that they are

already sold out for January shipment, which beans will not arrive on this market until middle of April. Japanese beans began to figure prominently on this market when Ontario growers commenced to put up their prices on the poorer quality. It is stated that the only desirable beans on this market are coming from Michigan, B. C. and Japan. Some good pink beans have been offered from California, but these do not find a ready sale on this market on account of their color. The same applies to some Japanese beans which have a mottled appearance, and are described by the word "quail." The Japanese are also sending in small hand-picked beans which are new on this market. California beans are almost too high to bring in here. Split peas are scarcer for shipment from the East, and there is liable to be considerable price fluctuation on the primary market.

<b>Beans—</b>		
Choice, hand-picked, per bushel.....	4 35	4 50
3-lb. pickers, bush. ....	3 90	4 60
<b>California Lima Beans—</b>		
Bag lots .....		0 07½
Less than bag lots .....		0 06½
<b>Barley—</b>		
Pot. per sack, 96 lbs. ....	3 37	
Pearl, per sack, 96 lbs. ....	4 30	
<b>Peas—</b>		
Split peas, sack, 98 lbs. ....	6 00	6 10
Sacks, 40's .....	3 02	3 07½
Whole peas, bushel .....		2 55

**RICE AND TAPIOCA.**—The outlook is certainly for higher prices on rice, although jobbers are still selling it on the old basis, as many of them have placed contracts away ahead. An advance occurred in the primary market last week on tapioca and sago, on account of higher freight rates, but this has not yet had any effect on the price to the retailer.

<b>Rice and Tapioca—</b>		
No. 1 Japan, per lb. ....	0 06½	
No. 2 Japan, per lb. ....	0 04½	
Siam, per lb. ....	0 03½	
Patna, per lb. ....	0 07½	
Carolina, per lb. ....	0 06½	
Sago, pearl, lb. ....	0 06½	
Tapioca, pearl .....	0 06½	0 06½

**COFFEE.**—Although big crops are reported in Brazil, there is little indication of an easier market here. Mexican coffee is hard to get owing to transportation difficulties. Shipments wanted in Winnipeg have been tied up for six weeks.

<b>Coffee—</b>		
Green coffee, No. 7 Rio .....	0 12½	0 12½
Green coffee, No. 5 Rio .....	0 13½	0 14
Green Santos .....	0 15½	0 16
Roasted Rio .....	0 17½	0 18
Santos .....	0 21½	0 22½
Maricao .....	0 34	0 36
Chicory, lb., by bbl. ....	0 09½	
Chicory, lb., 14-lb. tins .....	0 12½	

**TEAS.**—Prices are still high. Jobbers state that sales will take place in Colombo and Calcutta the first of the year, and prices on lower grades may then be lower. This, however, would not affect prices here, as it would take three months for these teas to arrive. There is a steady demand.

**SPICES.**—There has been an advance of from ½c to 1c on local quotations for peppers; black is now offered as high as 24c, and white 32-35c. During the past sixty days, there has been an advance of 4c per lb. on cloves, but local

prices are reasonable, wholesalers having bought at lower figures; quotations on whole are 25s. and on ground 30-33c.

<b>Pepper—</b>		
Ground black .....	0 21½	0 24
Ground white .....	0 32	0 35
Cream of tartar, 98% guaranteed.....	0 50	0 55
Cloves, whole .....	0 25	0 30
Cloves, ground .....	0 30	0 33
Ginger, Jamaica, ground .....	0 22	0 26

**CANNED GOODS.**—Many jobbers are still selling on the old basis, but it is predicted here that prices will advance again in the primary market. Some lines of canned goods are said to be selling cheaper in Winnipeg than they can be brought in, and this will continue until stocks are exhausted. In Winnipeg, stocks of all the main lines of canned goods are rather heavy.

### WINNIPEG

**PRODUCE AND PROVISIONS.**—Pure and compound lard are firm, especially the latter, on account of the high price of oil. There are no radical changes in meat prices, but it is expected that present prices will be maintained, as the hog market is advancing. There is practically a uniform sale on all lines of meats. Creamery butter market has a strong undertone in sympathy with American markets; stocks are light, especially of the better grades. Eggs are firm, and new-laid are still scarce. In cheese there is little new to report; the export demand keeps prices up.

<b>Hams—</b>		
Light, per lb. ....		0 18
Medium, per lb. ....		0 17
Lard, per lb. ....	0 14	0 15
Backs, clear, per lb. ....	0 25	0 28
<b>Bacon—</b>		
Breakfast, per lb. ....	0 19	0 24
Shoulders, per lb. ....	0 12	0 13
<b>Dry Salt Meats—</b>		
Long clear bacon, light .....		0 15
<b>Cooked Meats—</b>		
Hams, boiled, per lb. ....	0 26	0 28
Shoulders, boiled, per lb. ....	0 22	0 23
<b>Barrelled Pork—</b>		
Heavy pork, per bbl. ....		20 00
<b>Lard, Pure—</b>		
Tierces .....		0 13½
Pails .....		2 80
Cases, 5s .....		8 77
Cases, 3s .....		8 85
<b>Lard, Compound—</b>		
Tierces .....		0 12½
<b>Butter—</b>		
Creamery .....	0 33	0 35
Best dairy .....	0 25	0 26
Cooking .....	0 22	0 25
<b>Eggs—</b>		
No. 1 storage .....	0 27	0 29
New laid .....		0 32
<b>Cheese—</b>		
Ontario, large .....		0 19½
Ontario, twins .....		0 19½

### BRITISH COLUMBIA MARKETS

By Wire.

Vancouver, Dec. 30.—Annual stock-taking is consuming much of the time on wholesale row this week. Prices are firm and steady. The usual after Christmas lull is being experienced. New Zealand butter is now quoted at 42c, with fancy creamery selling at 34c. Cheese, twins are 21c; Stiltons, 23c. Eggs, local, fresh, are 50c; Eastern selects are 38c to 40c. Manitoba flour is up to \$7.10, and pastry to \$6.60. Navels are quoted at from \$2.50 to \$3.25 a box. Japanese oranges are none too plentiful. Bundles of two boxes each are quoted at \$1.

## CANADIAN GROCER

Nuts, particularly Brazils, are scarce. California walnuts are short, but shipments are expected to relieve situation. Dates, both bulk and packages, are becoming scarcer.

Produce and Provisions—	
Butter, creamery, per lb.	0 34
Butter, New Zealand, lb.	0 42
Cheese, per lb., large, 19 1/4; twins	0 21
Cheese, Stilton, lb.	0 23
Eggs, local fresh	0 50
Eggs, Vancouver Island	0 45
Eggs, Eastern select, doz.	0 38
Lard, 3's, per case	8 55
Lard, 5's, per case	8 45
Lard, 10's, case	8 40
Lard, 20's, each	10 90
General—	
Almonds, shelled, lb.	0 42 1/2
Beans, Lyton, per lb.	0 06 1/4
Cream of tartar, lb.	0 55
Beans, Lyton	0 06 1/4
Figs, 12-10 oz. pkgs., per box	0 90
Figs, 50-60 oz. pkgs., per pkg.	2 25
Cocoanut, lb.	0 18 1/4
Commeal, ball	3 00
Flour, best patents, per bbl.	7 10
Honey, Idaho, 24 lbs.	4 50
Lemons, box	4 50
Potatoes, per ton	14 00
Roller oats, ball of 80 lbs.	2 30
Onions, lb.	0 01 1/2
Oranges, 50's, sack	2 50
Rice, 50's, sack	1 90
Sugar, standard gran., per cwt.	7 65
Sugar, yellow, per cwt.	7 00
Walnuts, shelled, lb.	0 45
Jams, glass jars, doz.	2 25
Jams, 4-lb. tins, doz.	7 50
Canned Goods—	
Apples, gals., 6-case	1 62
Beans, 2's	2 10
Corn, standard, per 2 doz. case	2 15
Peas, standard, per 2 doz. case	2 10
Plums, Lombard, 2's case	1 90
Peaches, 2 1/2's case	4 00
Strawberries and raspberries, 2's case	4 50
Tomatoes, standard, per doz. case	2 30
Salmon—	
Sockeye, 1's, 4 doz. case	9 00
Sockeye, 1/2's, 8 doz. case	10 75
Pinks, 1's, 4 doz. case	4 00
Dried Fruits—	
Apricots, per lb., 11c; Apples, lb.	0 12
Prunes, 70-80, 25's, lb.	0 08
Currents, per lb.	0 12
Raisins, seeded, lb.	0 08 1/4
Peaches, per lb.	0 06 1/4
White figs, per lb.	0 07 1/2

### ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Dec. 30.—Evaporated apples have advanced to 12c. Cheese is up a 1/2c., and the New Year will likely see bacon easier and canned tomatoes dearer. Jobbers made a good clean-up on nearly all Christmas lines, and retailers report good clearance also. There was no scarcity of turkeys, as war feared, and price dropped to about 22c retail. Wholesale fruit houses report good Christmas trade. General feeling is that future is very promising.

General—	
Beans, small white Japan, lb.	0 07 1/4
Flour, No. 1 patent, 98's	3 15
Molasses, extra fancy, gal.	0 87
Roller oats, ball	2 70
Roller oats, 80s	2 30
Rice, Siam, cwt.	4 00
Potatoes, local, per bush.	0 35
Sugar, pure cane, granulated, cwt.	7 95
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30
Produce and Provisions—	
Cheese, No. 1, Ontario, large, per lb.	0 30 1/4
Butter, creamery, lb.	0 35
Butter, No. 1, dairy, lb.	0 30
Eggs, select, storage, case	10 00
Lard, pure, 5s, per case	9 90
Lard, pure, 5s, per case	9 85
Bacon, smoked backs, per lb.	0 21
Bacon, smoked bellies, per lb.	0 22 1/4
Canned Goods—	
Tomatoes, 3s, standard, case	2 55
Corn, 2s, standard, case	2 25
Peas, 2s, standard, case	2 35
Tomatoes, gals., case	2 10
Apples, Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	4 50
Salmon, finest sockeye, talls, 48x1s, ca.	10 00
Salmon, pink, talls, 48x1s, per case	4 90
Lobster, 1/2s, per doz.	2 65
Dried Fruits—	
Currents, lb.	0 13
Evaporated apples, 50s, per lb.	0 12
Peaches, choice, 25s, per lb.	0 07 1/4
Apricots, choice, 25s, per lb.	0 10

Pears, choice, 25s, per lb.	0 14
Prunes, 90-100	0 07
Sultana raisins, Cal., extra fancy	0 15
Valencia raisins, Cal., lb.	0 10
Fruits and Vegetables—	
Apples, No. 1, box	1 75
Apples, cooking, box	1 00
Grapefruit, Cal.	3 80
Grapefruit, Florida, case	4 50
Oranges, navels, case	3 50
Onions, B.C., ton	32 00
Lemons, case	4 50
Peaches, crate	0 90
Tomatoes, Cal., crate	2 00

### ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Dec. 30.—Business has slackened considerably since Christmas. Wholesale and retail establishments are getting things shaped up for stock-taking. There is little change in staple markets. New rates from the West over Canadian Northern have brought slight decline in certain brands of goods which are brought from West, including California products. Collections are splendid.

General—	
Beans, Ashcroft, lb.	0 06 1/4
Beans, white navy, per bush.	4 20
Bran, ton	18 00
Coffee, whole roasted, Rio	0 15
Potatoes, per bush.	0 35
Roller oats, 20's, 90c; 40's	1 60
Roller oats, ball, \$2.30; 80's	1 75
Flour, fancy patents, 98-lb. sack	3 15
Flour, seconds	3 00
Rice, Siam, per cwt.	4 05
Shorts, ton	20 00
Sugar, standard gran., per cwt.	7 65
Sugar, yellow, per cwt.	7 55
Walnuts, shelled, lb.	0 38

Produce and Provisions—	
Cheese, lb.	0 19 1/4
Bacon, lb., 20c; bellies, lb.	0 20 1/4
Butter, creamery, per lb.	0 32
Butter, dairy, No. 1, 20c; No. 2	0 22
Eggs, extra, per doz.	0 45
Eggs, No. 1	0 35
Eggs, No. 2	0 30
Lard, pure, 3's, per case	9 00
Lard, pure, 5's, per case	9 85
Lard, 10's, per case	9 75
Lard, pure, 20's, each	3 23

Canned Goods—	
Corn, standard, per two dozen	2 25
Peas, standard, 2 dozen	2 25
Peas, standard, 3 dozen	2 20
Plums, Lombard	2 25
Peaches	3 55
Strawberries, \$4.45; raspberries	4 00
Tomatoes, standard, per 2 doz.	2 85
Salmon, sockeye, 4 doz. talls, case, 1s	9 55
Salmon, pink, case	4 14
Cohoos, 1's, \$5.80; humpbacks, 1's	4 35
Lobster	2 35
Dried Fruits—	
Currents, per lb.	0 13
Prunes, 70-80, 25's, lb.	0 09 1/4
Evaporated apples, 50's, lb., 10 1/4c; 25's, 10 1/4c; 35's	0 12

### SASKATCHEWAN MARKETS

By Wire.

Regina, Dec. 30.—Market is quiet this week following Christmas trade. Business, however, was brisk throughout the past month. Christmas stocks are pretty well cleaned up, including peels, some lines of nuts and Japanese oranges. No price changes whatever are reported in any line this week.

Produce and Provisions—	
Butter, creamery, per lb.	0 36
Butter, dairy, No. 1	0 27
Cheese, per lb.	0 19 1/4
Eggs, new laid	0 45
Eggs, fancy, storage	0 35
Eggs, good, storage	0 30
Lard, 5's, per case	8 80
Lard, 5's, per case	8 75
Lard, 10's, per case	8 70
Lard, 20's, per case	2 88
General—	
Beans, Ontario, white, per bush.	4 75
Coffee, whole roasted, Rio	0 17
Cream of tartar, lb.	0 50
Cocoanut, lb.	0 18
Commeal, ball	2 80
Apricots, per lb.	0 12
Flour, 98's	3 40
Roller oats, 80's	2 20
Rice, per cwt.	4 00
Onions, 100 lbs.	1 75
Sugar, standard, gran., per cwt.	7 74
Sugar, yellow, per cwt.	7 34

Walnuts, shelled, 47-49c; almonds	0 45	0 47
Canned Goods—		
Apples, gals., case	1 80	
Beans	2 25	
Corn, standard, per 2 dozen	2 23	
Peas, standard, per 2 dozen	2 40	
Plums, Lombard	2 10	
Peaches	3 16	
Raspberries, \$4.33; Strawberries	4 73	
Tomatoes, standard, per case	2 89	
Salmon—		
Sockeye, 1's, 4 dozen case	9 55	
Sockeye, 1/2's	12 35	
Cohoos, 1's	6 00	
Humpbacks, 1's	4 60	
Fruits and Vegetables—		
Apples, Washington, bbl.	1 75	
Celery	0 06 1/4	
Cranberries, per bbl.	10 50	
Grapefruit, case	4 00	
Lemons	5 00	
Navels	4 59	
Potatoes, bushel	0 60	
Dried Fruits—		
Citron peel, lb.	0 24	
Lemon peel, lb.	0 17	
Orange peel, lb.	0 17 1/4	

### NEW BRUNSWICK MARKETS

By Wire.

St. John, Dec. 30.—Christmas trade was all that could be desired. All stores report excellent business. Turkeys were a disappointment to dealers. Prior to Christmas trade opening it was prophesied there would be plenty for the market, but supplies did not come to meet demand and prices soared. Some sold high as 40c pound. Other poultry was also dear. Quotings are easier now with slackening of demand. Christmas fruits, candies and other goods sold plentifully. Potatoes are stronger with stocks only fair. Prices now are \$2.25 to \$2.50. Yellow beans have advanced to \$4.50 to 4.60, also flour. Manitoba first patents, are higher by 40c at \$7.65. Ontario is now \$7.10. Dairy products are firm. Eggs are scarce. Dealers now are stock-taking. Trade is quieter until after New Year.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 22
Bacon, roll, per lb.	0 17
Beef, corned, 1's	2 90
Pork, American clear, per bbl.	28 00
Butter, dairy, per lb.	0 27
Butter, creamery, per lb.	0 32
Eggs, new laid	0 54
Eggs, case, per doz.	0 32
Lard, compound, per lb.	0 12 1/4
Lard, pure, per lb.	0 14 1/4
Cheese, new	0 18

Flour and Cereals—	
Commeal, gran.	5 75
Commeal, ordinary	1 75
Flour, Manitoba, per bbl.	7 65
Flour, Ontario	7 10
Flour, buckwheat, western, 98-lb. bag	3 50
Roller oats, per bbl.	6 25
Fresh Fruits and Vegetables—	
Apples, bbl.	3 50
Lemons, Messina, box	4 50
Oranges, Val., case	5 99
Potatoes, bbls.	2 25

Sugar—	
Standard granulated	6 70
United Empire	6 60
Bright yellow	6 50
No. 1 yellow	6 30
Paris lumre	7 75
Lemons, Messina, box	4 80
Beans, yellow eyes, per bush.	3 00
Canned pork and beans, per case	0 83
Molasses, Barbadoes, gal.	0 50
Cream of tartar, per lb., bulk	0 12
Currents	1 75
Rice, per cwt.	4 80

The Toronto branch of the Retail Merchants' Association has elected these officers following the recent reorganization:—President, D. W. Clark (grocer); 1st vice-pres., W. J. Sheppard; 2nd vice-pres., N. B. Cobbleck; treasurer, T. Dunlop. As announced last week, J. C. Vancamp is the secretary.





# FRUIT AND VEGETABLES



## Strawberries Arrive from Florida

Also Potatoes From Bermuda—Navels Decline Again — Big Christmas Trade in Apples — Celery and Cranberries Higher—Potato Market Still Firm

### MONTREAL

FRUIT.—Navel oranges have sold well. The small sizes 176 to 250, are in good demand and the market in these is strong. The market on the larger sizes, however, is off from 10 to 25 cents. The first car of Mexican oranges was received Monday, and was sold at from \$2.25 to \$2.50. California lemons have come on also at \$4 to \$4.25. The market in lemons is inclined to be weak and a drop of 50 to 75 cents is expected after the first of the year. Christmas business in fruits has been good. Oranges and apples selling most freely.

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

VEGETABLES.—Potatoes at this time are the important feature of the market, and are experiencing a good demand without any change in present quotations. The sale of red onions is very slow. Curly lettuce again advanced now being \$2.50. It is in big demand. California celery advanced from \$6, now bringing \$6.25 to \$6.50. Hot house tomatoes are not being received in any thing like the quantity they should, and in the face of a big demand dealers are considerably behind with orders. There is no change, however, in the price. Brussel sprouts are selling well and have advanced 1½ cents, now being quoted at 14 cents.

Artichokes, bag	1 25
Beets, bag	0 50
Beans, wax, N.Y., per basket	6 00
Beans, green, N.Y., per basket	5 50
Brussel sprouts, qt.	0 14
Cabbage, Montreal, per bbl.	1 00
Cabbage, red, doz.	0 40
Carrots, bag	0 50
Caulliflower, crate	3 75
Caulliflower, Canadian, doz.	1 60
Celery, Cal., crate	6 25
Celery, Montreal, doz.	0 50

Celery roots, doz.	0 80
Cucumbers, fancy, Boston, doz.	2 50
Egg plant, N.Y., doz.	2 00
Leeks, bunch	0 15
Head lettuce, Boston, box	2 50
Curly lettuce, box 4 doz.	2 50
Mint, doz.	0 60
Mushrooms, 4-lb. basket	2 00
Onions—	
Montreal, 75 lbs., bag	1 75
Spanish, crate	5 50
Parsnips, bag	0 50
Parsley, Canadian, doz. bunches	0 20
Potatoes—	
Montreal, 80 lbs., bag	1 15
New Brunswick, 80 lbs., bag	1 50
Sweet, hamper	1 75
Spinach, New York, bbl.	3 50
Turnips, bag	0 50
Tomatoes, hothouse, lb.	0 20
Pumpkins, doz.	1 00
Watercress, Canadian, doz.	0 30

### TORONTO

FRUIT.—The feature of this market is the arrival of some strawberries from Florida. They sold here recently at 90 cents and \$1, and were of beautiful quality. Navel oranges are selling down by about fifty cents. There was a big Christmas business this year in oranges—biggest for many seasons. Late Valencias and Floridas show no change. Valencias are getting scarce. Cranberries are now up around \$12. Florida grape fruit is selling well. There is an increasing lot of it, and it is about 25c lower. Apples are unchanged, with strong demand all the time. Pineapples were another good holiday fruit. Malaga grapes are now selling as high as \$9 a keg. Christmas buying was heavy right up to the last.

Apples, new, bbl.	2 50	4 50
Apples, snow, bbl.	3 00	6 00
Apples, Spies, bbl.	4 00	6 00
Apples, Baldwins, bbl.	3 00	4 50
Apples, Greenings, bbl.	3 00	4 50
Apples, Russets, bbl.	3 00	4 50
Apples, 11-qt. basket	0 20	0 40
Apples, B.C., box	2 25	2 50
Bananas, per bunch	1 50	1 50
Citron, dozen	0 40	0 40
Cranberries, bbl.	12 00	14 00
Figs, 10-lb. box	1 35	1 40
Grapefruit—		
Florida, case	3 50	4 25
Porto Rico, case	3 00	3 25
Cuban, case	3 75	3 75
Grapes, Malaga, keg	6 00	9 00
Oranges—		
California, Valencias	6 25	6 50
Florida, case	9 75	9 75
Navels	2 50	3 75
Lemons, new, Calif., box	3 50	4 25
Lemons, new, Messina, box	3 50	4 00
Limes, per 100	3 50	1 50
Pears—		
Canadian, box	2 75	3 00
Pineapples, Porto Rico	3 50	3 75
Pomegranates, case	3 75	3 75
Strawberries, Florida, box	0 90	1 00
Tangerines, box	2 50	2 60

VEGETABLES.—A shipment of Bermuda potatoes was in this week, and sold promptly at \$10 a barrel. Brussel

sprouts are finding an increasingly good demand though price shows little fluctuation either way. Cabbage by the barrel is worth around \$1.20 or \$1.25, and finds a good call. Artichokes show no change. Celery is generally higher, and California stuff sells up to \$5 and \$6. General business is quiet after the holiday, but it was heavy over Christmas.

Artichokes, 11-qt. basket	0 25	0 30
Cabbage, new, bbl.	1 20	1 25
Beets, Canadian, bag	0 60	0 80
Caulliflower, bbl.	3 50	4 00
Carrots, new, bag	0 75	0 80
Celery, doz.	0 15	0 20
Celery, Theford, case	3 50	4 00
Celery, Cal., case	5 00	6 00
Cucumbers—		
Hothouse, doz.	2 00	2 50
Onions—		
Can., 75-lb. sack	1 00	1 30
Spanish, large case	4 75	4 80
Lettuce, Boston, hamper	4 25	5 50
Mushrooms, imported, 6 qt.	2 75	2 75
Parsnips, bag	0 75	0 80
Peppers, green, doz.	0 65	0 70
Potatoes, Ontario, new, bag	1 50	1 40
Potatoes, N.B., Delaware	1 50	1 50
Parsnips, bag	0 80	0 85
Potatoes, sweet, kiln-dried, hamper	1 30	1 45
Potatoes, B.C., 140-lb.	1 00	1 00
Sprouts, qt.	0 10	0 10
Tomatoes, hothouse, lb.	0 25	0 30
Vegetable oyster, 11-qt. basket	0 75	0 80

### CATALOGUES AND BOOKLETS

An attractive little booklet is issued each month by Libby, McNeill & Libby, of Chicago. It is their house organ, and is known as the "Libby Round Table." It is most attractively gotten up with crisp personal references to members of the staff, editorials, ginger-up articles, news items about the Libby products, cartoons and other illustrations. The Christmas number, which has just come to hand, has a very interesting article entitled "The Old Timer."

"Canada and the British West Indies" is the title of a book by Watson Griffin, and published by authority of Sir Geo. E. Foster, Minister of Trade and Commerce. As the title indicates, the book goes thoroughly into trade between Canada and the British West Indies, presenting many attractive views from our sister colonies and giving resources of the various islands very much in detail. For any firm interested in the commerce between Canada and the West Indies this will prove an invaluable guide.



# PRODUCE AND PROVISIONS



## New Laid Easier and Lower

Mild Weather Helps Some—Good Demand for Turkey at Christmas Expected to Continue—Pork Products Higher in Toronto—Advance in Creamery Butter in Some Markets.

### MONTREAL

PROVISIONS.—The market remains firm and steady at present quotations. The demand continues exceptionally good for hams and bacon, and is good on all lines.

<b>Hams—</b>	
Small, per lb.	0 20
Medium, per lb.	0 19
Large, per lb.	0 18
<b>Bacon—</b>	
Plain, bone in	0 24
Boneless	0 23
Peameal	0 23
<b>Bacon—</b>	
Breakfast, per lb.	0 23
Roll, per lb.	0 17
Shoulders, bone in	0 15
Shoulders, boneless	0 16
<b>Cooked Meats—</b>	
Hams, boiled, per lb.	0 28
Hams, roast, per lb.	0 31
Shoulders, boiled	0 25
Shoulders, roasted	0 24
<b>Dry Salt Meats—</b>	
Long clear bacon, 80-70 lbs.	0 15½
Long clear bacon, 80-100 lbs.	0 14½
Flanks, bone in, not smoked	0 15½
<b>Barrelled Pork—</b>	
Heavy short cut mess	27 00
Heavy short cut clear	27 50
Clear fat backs	28 00
Clear pork	28 00
<b>Lard, Pure—</b>	
Tierces, 350 lbs. net	0 14½
Tubs, 50 lbs. net	0 15½
Bxes, 50 lbs., net	0 14½
Pails, wood, 20 lbs. gross	0 15
Pails, tin, 20 lbs. gross	0 15
Cases, 10 lbs., tins, 60 in case	0 15½
Cases, 5 and 5-lb. tins, 60 in case	0 15½
Bricks, 1 lb., each	0 17
<b>Lard, Compound—</b>	
Tierces, 375 lbs., net	0 12
Tubs, 50 lbs., net	0 12½
Boxes, 50 lbs., net	0 12½
Pails, wood, 20 lbs., net	0 12½
Pails, tin, 20 lbs., net	0 12½
Cases, 10-lb. tins, 60 in case	0 13½
Cases, 5 and 5-lb. tins, 60 in case	0 13½
Bricks, 1 lb., each	0 14½
<b>Hogs—</b>	
Dressed, abattoir killed	13 00 13 25

**BUTTER.**—There is a good local demand for butter, and the price is firm at the advanced price as recorded last week.

<b>Butter—</b>	
Finest creamery, September make	0 36
Finest creamery, fresh made	0 34½
Dairy prints	0 28
Dairy, solids	0 27
Separators prints	0 26
Bakers	0 25

**CHEESE.**—The domestic cheese market is quiet, as is customary at this time of the year. There is no change in prices.

<b>Cheese—</b>	
Old make	0 22
Stilton	0 21
New make	0 19 0 30

**EGGS.**—There is a big demand for all kinds of eggs, and it is expected to continue good all week. The price of new-laid eggs remains high, as receipts are very light. This, however, should improve before long.

<b>Eggs, case lots—</b>	
New laid, stamped	0 60

Selects	0 33
No. 1's	0 30
No. 2's	0 28

**POULTRY.**—Turkeys have advanced 10c, and are now quoted at from 24c to 26c. The receipts, as was expected, were good last week, but the demand also was exceptionally good. Prices in the country were high, and so prices went up. Some turkeys were sold as high as 26½c last week, but quotation for fancy birds at beginning of week was 26c. Turkeys are nearly all on the market now, and as a result it will soon be necessary to go into frozen stocks. Frozen stocks are very light in comparison with past years, and the outlook is that we will see high prices for all next year. Fresh ducks are short and are commanding good prices. They are now quoted at 20c.

<b>Poultry—</b>	
<b>Frozen stock—</b>	
Fowl, small	0 12 0 13
Ducks	0 14 0 17
Geese	0 12 0 15
Pigeons, pair	7 25 0 30
<b>Fresh stock—</b>	
Turkeys	0 24 0 26
Fowl, large	0 17 0 19
Fowl, small	0 10 0 12
Ducks	0 20 0 22
Geese	0 16 0 17
Roasting chicken, milkfed, 4 lbs. or over	0 21 0 23
Roasting chicken, ordinary	0 18 0 20
Spring broilers, dressed, pair	0 75 1 00
Squabs, Canadian, pair	0 40
Squabs, Philadelphia, pair	0 70
<b>Live stock—</b>	
Fowl, 5 lbs. and over	0 17 0 18
Fowl, small	0 10 0 12
Turkeys	0 19 0 20
Ducks	0 16 0 18
Geese	0 14 0 15
Chicken	0 13 0 14

**HONEY.**—The market remains steady at present quotations.

<b>Honey—</b>	
Buckwheat, tins	0 07
Strained clover, 90-lb. tins	0 10½
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11½
Comb honey, No. 1, doz.	3 00
Comb honey, No. 2, doz.	2 40

### Receipts in Montreal

Week ending Dec. 25, 1915	Butter 2,541	Cheese 5,200	Eggs 3,366
Week ending Dec. 26, 1914	1,216	1,305	467

### TORONTO

PROVISIONS.—Most pork products show a firmness and a slightly upward tendency. Hence, backs, hams, cooked hams, breakfast bacon are all up a cent. Hams and bacons were much in demand over the holiday. Pure lard is also up a quarter of a cent., though compound has gone the other way, and is a trifle lower.

<b>Hams—</b>	
Light, per lb.	0 18 0 19
Medium, per lb.	0 17½ 0 18
Large, per lb.	0 14½ 0 15
<b>Bacon—</b>	
Plain	0 24 0 25
Boneless, per lb.	0 27 0 28
Pea meal, per lb.	0 27 0 28
<b>Bacon—</b>	
Breakfast, per lb.	0 22 0 23
Roll, per lb.	0 16 0 17
Shoulders, per lb.	0 16 0 17
Pickled meats—1c less than smoked.	
<b>Dry Salt Meats—</b>	
Long clear bacon, ton lots	0 16 0 16½
Long clear bacon, small lots	0 16½ 0 16½
Flat backs, lb.	0 13 0 13½
<b>Cooked Meats—</b>	
Hams, boiled, per lb.	0 27 0 28
Hams, roast, per lb.	0 27 0 28
Shoulders, boiled, per lb.	0 24 0 25
Shoulders, roast, per lb.	0 24 0 25
<b>Barrelled Pork—</b>	
Heavy mess pork, per bbl.	26 00 26 00
Short cut, per bbl.	26 00 27 00
<b>Lard, Pure—</b>	
Tierces, 400 lbs., per lb.	0 13½ 0 14
Tubs, 60 lbs.	0 14½ 0 14½
Pails	0 14½ 0 14½
Tins, 3 and 5 lbs., per lb.	0 14½ 0 14½
Bricks, 1 lb., per lb.	0 14½ 0 15
<b>Lard, Compound—</b>	
Tierces, 400 lbs., per lb.	0 12 0 12½
Tubs, 50 lbs., per lb.	0 12½ 0 12½
Pails, 20 lbs., per lb.	0 12½ 0 12½
<b>Hogs—</b>	
Dressed, abattoir killed	14 00 14 25

**BUTTER.**—Creamery is again up 1c, and we quote 35c to 36c, which is a high level. Dairy remains about the same, with a rather easier tone. Creamery and dairy have been very close together in price: too close for conditions, and they are breaking away as creamery gets a little scarcer. Dairy is fairly plentiful. Demand is usual.

<b>Butter—</b>	
Creamery prints, fresh	0 35 0 36
Dairy prints, choice, lb.	0 29 0 32
Dairy prints, lb.	0 27 0 29
Bakers	0 22 0 25

**CHEESE.**—This market would appear to have abandoned fireworks temporarily at any rate. There is no change in price either way. Levels are quite firm, however, both overseas and domestic demand being quite strong.

<b>Cheese—</b>	
Large, per lb.	0 18½ 0 19
Twins, per lb.	0 18½ 0 19½

**EGGS.**—New-laid may safely be dropped 5c, and 50c to 55c is about the right quotation. The number coming in at the immediate present is good for the time of the year. Conditions are helping. The weather has been milder, and the hens have had every chance. They seem to have risen to the occasion, for new-laid, though they are few enough, are certainly more plentiful than is usual at this time of the year. Storage situation, if anything, is firmer, but our quotations are unchanged.

# Tin Cans

Plain or Decorated

# Fibre Cans

All Fibre or with Metal Ends

Two Completely Equipped  
Factories Well Located to  
Serve the Canadian Trade

## AMERICAN CAN COMPANY

FACTORIES:

MONTREAL .. HAMILTON

SALES OFFICES:

MONTREAL .. TORONTO .. HAMILTON .. WINNIPEG



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

## The World's Finest Seedless Raisins

**"IDEAL"—"NOT-A-SEED"**

*Grown and Packed in California*

They're ready for your finest  
Christmas trade with their sun-

cured wholesomeness, their fine quality—clean and dry (not  
processed).

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

**YOUR WHOLESALE GROCER HAS THEM—ORDER FROM HIM.**

Put up only in this Package.

**AMERICAN VINEYARD COMPANY, Growers and Packers**

**CANADIAN AGENTS:**

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

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



# FISH AND OYSTERS



## Oysters Scarce; Shrimps Selling

Good Business Over Holidays—Halibut and Haddock Coming More Freely—Busy Season for Oysters—Hotel Trade is Large.

### MONTREAL

FISH. — Following the stimulated business in fish during Advent, there has been a reaction this past week and the demand is not expected to be big, though there should be sales for the species which are used during holiday time. One fact which tends to increase sales of fish this year particularly, is the high price of meat and poultry, while fish is as low this year as it has ever been.

These past few days, owing to small demand and good weather, a good deal of fresh fish has accumulated on the East Coast and holders are disposed to make concessions in order to effect sales. The outcome will be that prices will be easier on frozen haddock, and codfish and smoked fish, such as haddies and fillets, will drop in proportion. As predicted in last week's Grocer, on account of very bad weather conditions on the fishing grounds and exceptionally good demand for bulk oysters, the distributing trade has received only about one-half its requirements and no full supplies are expected for a few days. In all lines of pickled, salt and prepared fish there is no movement at all.

### TORONTO

FISH AND OYSTERS.—The market again shows little feature. The scarcity on some lines, such as haddock and halibut, has been slightly alleviated and supplies have been a little better. The weather has been rather milder and that has helped some. There was good holiday business in such things as shrimps, prawns and scallops, which always seem to do down well at this time of the year. Shrimps sell around \$3 Imperial gallon. Prawns are anywhere from \$3 to \$3.50. Good business in these lines is also expected for New Year's. Some lobsters were sold over the holiday, but, as pointed out a couple of weeks ago, they are really so prohibitive in price that few will handle them. The public will pay so much and no more. Oysters have been really scarce. Private and hotel demands alike have been heavy and the dealers have been hard put to it to fill

them all. This scarcity, at the time when they are not in demand, is "tough luck" for distributors. The retailer will not feel the impact much. General business was very good last week.

### SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.07 1/2-.08	
Haddies, 15-lb. and 30-lb. boxes, lb.	.07 1/2-.08	.09 1/2-.10
Haddies, fillets, per lb.	.10	.12
Haddies, Niobe, boneless, per lb.	.09	....
Herring, Ciscoes, baskets	1.25	....
St. John bloaters, 100 in box	1.10	.25
St. John bloaters, per box	1.00	1.00
Yarmouth bloaters, 60 in a box	1.20	1.25
Smoked herrings, large, box	.14	.15
Smoked herrings, medium, box	.15	.16
Smoked boneless herrings, 10-lb. box	1.40	1.50
Kippered herrings, selected, 60 in box	1.25	1.50
Smoked salmon, per lb.	.20	.15-.17
Smoked halibut	.10	.10

### FROZEN FISH—SEA FISH.

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

### DRIED AND PREPARED FISH.

Dried Haddock	6 00	6 00
Dried codfish, medium and small, 100 lbs.	7 00	7 00
Dried hake, medium and large, 100 lb.	6 00	6 00
Dried pollock, medium and large, 100 lb.	6 00	6 00
Dressed or skinless codfish, 100-lb. case.	6 50	8 00
Boneless codfish, 2-lb. blocks, 30-lb. bxs., per lb.	0 06	0 10
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 11	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

### BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 75	1 75
Standard, bulk, gal.	1 50	1 75
Selects, per gal., solid meat	2 00	2 25
Best clams, imp. gallon	1 50	....
Best scallops, imp. gallon	2 00	3 50
Best prawns, imp. gallon	2 25	....
Best shrimps, imp. gallon	2 00	....
Sealed, best standards, pt. cans, each	0 40	0 40
Sealed, best select, quart cans, each	0 50	0 75

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

Cape Cod shell oysters, per lb.	9 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	9 00	8 00
Malpeques, ordinary, bbl.	9 00	9 00
Live lobsters, medium and large, lb.	0 30	0 55
Little necks, per 100	1 25	1 50

### FRESH SEA FISH.

	Montreal	Toronto
Halibut	12 -13	12 -14
Haddock, fancy, express, lb.	5 1/2 - 6	8
Mackerel, medium, each	14 -15	....
Steak, cod, fancy, express, lb.	5 1/2 - 6	6 -10
Herrings, each	3	3
Flournders, New York	5	9
Flournders, New York	....	12
Salmon, Western	15 -16	20 -22
Salmon, Eastern	15 -16	....

### FRESH LAKE FISH.

Carp, lb.	0 12	....
-----------	------	------

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

### FROZEN LAKE AND RIVER.

Whitefish, large, per lb.	.08-.09 1/2	.08-.10
Whitefish, small tulbees	.07-.07 1/2	.06
Lake trout, large and medium, lb.	.10	.10
Dore, dress sor ound, lb.	.08 1/2-.09	.08-.13
Pike, dressed and headless, lb.	.06 1/2-.07	.07
Pike, round, per lb.	.05 1/2-.06	.06-.07

### PICKLED FISH.

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

### WINNIPEG

FISH AND POULTRY.—There is little likelihood of cheaper turkeys after Christmas, as they have been slow coming in, and hardly enough for the Christmas demand. Retailers have been paying as high as 18c live this week, and have been selling as high as 30c for dressed. It is likely quotations will stand at 16c for live after the holidays. Haddies and all Eastern smoked fish is scarce, due to six weeks of bad weather, and prices are advancing. As usual, there is a big demand for oysters for Christmas and New Years.

Fish—		
Frozen salmon	0 10	....
Fresh halibut	0 08 1/2	....
Pickrel	0 07 1/2	....
Steak cod, per lb.	0 07 1/2	....
Lake Winnipeg whitefish	0 06	....
Finnan haddie	0 09	....
Kippers, per box	1 75	....
Lake trout, per lb.	0 11	....
Bloaters, per box	1 75	....
Salt mackerel, 20-lb. kit	3 00	....
Smoked gold-eyes, doz.	0 50	....
Oysters, per gal.	2 50	....
Oysters, 3-gal. tins	2 75	....
Oysters, on shell, doz.	0 25	....
Poultry, Live—		
Fowl	0 10	....
Roosters	0 08	0 09
Chickens	0 12	0 13
Turkeys	0 14	0 15
Ducks	0 11	0 11
Ducklings	0 12	0 12
Geese	0 10	0 10



# FLOUR AND CEREALS



## Manitoba Flour and Feeds Advance

Firmness in Most Grain Markets—Manitobas Show Increase of Forty Cents in Ten Days—Feed Flour Slightly Higher—Wheat Situation Quite Strong.

### MONTREAL

**FLOUR.**—Flour has taken two important advances since our last report. On Dec. 21st flour went up 20c a barrel, and another advance of 20c took place Dec. 27th, first patents now selling at \$6.90. The demand has been and continues strong, but the buying is in small quantities. The market is holding firmer on the advance. The winter wheat market is firm and steady. Western wheat has been advancing steadily of late, which no doubt accounts for the flour firmness. The future depends on the wheat situation which looks strong.

Manitoba Wheat Flour—	Per bbl. of 2 bags	
First patents	6 90	
Second patents	6 40	
Strong bakers	6 21	
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	5 85	6 10
90 per cent. in wood	5 35	5 60
90 per cent. in bags	2 60	2 70

**CEREALS.**—Rolled oats are quite strong at present quotations at \$2.50 to \$2.60. These prices are based on a much lower market than the present oat market. The oat crop was large, and it was expected that the price would drop, but it has held up surprisingly well, probably due to a strong demand, and on account of the high price of wheat. It may also be due partly to the fact that the American crop is of poor quality.

Cornmeal—	Per 98-lb. sack	
Gold dust	2 25	2 45
Unbolted	2 00	2 15
Rolled Oats—	90's in jute.	
Small lots	2 50	2 65
25 bags or more		2 50
Rolled oats in cotton sacks, 5 cents more.		
Packages, case	3 90	4 00
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, n jute.		
Rolled Wheat—	100-lb. bbls.	
Small lots		4 00
Hominy, per 98-lb. sack		2 75
Corn flour, bag		2 50
Rye flour, bag		2 65
Barley, pot		2 80
Barley, pearl, lb.		0 04½

**FEEDS.**—Simultaneous with the advance in flour on Dec. 21st, some notable advances were made in feeds, as was predicted in recent market reports. Shorts went up \$2, bran \$1, wheat moulee \$3, feed flour \$3, and middlings \$2. On Dec. 27th feed wheat advanced 5c a hundred. The market is strong at present prices, and the demand also continues good. These advances have been expected, as feeds have been selling too cheap, especi-

ally in face of the strong demand. Generally at this time of the year, feeds sell at about to-day's prices.

Mill Feeds—	Per ton
Bran	24 00
Shorts	26 00
Middlings	29 00
Wheat moulee	34 00
Feed flour, bag	35 00
Mixed chops, ton	31 00
Crushed oats, ton	32 00
Oats, chop, ton	32 00
Barley chop, ton	31 00
Feed oats, cleaned, Manitoba, bush.	0 53
Feed wheat, bag	1 90

### TORONTO

**FLOUR.**—There is little doing in this market just now, straight after Christmas and between it and New Year's. Business was good right up to Christmas Eve, however, and after we went to press last week there was an advance of twenty cents in Manitobas. This put first patents on the basis of \$6.60 in car lots per barrel of two bags. Other grades moved up in proportion. The market had been very firm, and was as we have been pointing out still below wheat levels. It is even now. A wheat market given to sudden advances and a big demand for flour for overseas were the reasons. We said last week "there is no reason to expect lower levels at all: the market is more likely to go the other way." So it did. This week again another 20c advance occurred, making 40c in all.

Manitoba Wheat Flour—	Small lots.	Car lots.
First patents	7 00	6 80
Second patents	6 50	6 30
Strong bakers	6 30	6 10
Ontario winter wheat flour 90 per cent. (Board of Trade quotation) car lots.	5 40	5 00

**CEREALS.**—Oats and kindred products display a firmness though no sharp advance. Rolled oats are in better demand. Barley still remains firm with good buying.

Barley, pearl, 98 lbs.	4 00	5 00
Buckwheat grits, 98 lbs.		4 50
Corn flour, 98 lbs.	2 85	2 75
Cornmeal, yellow, 98 lbs.	2 25	2 40
Graham flour, 98 lbs.		3 05
Hominy, granulated, 98 lbs.		3 00
Hominy, pearl, 98 lbs.		3 00
Oatmeal, standard, 98 lbs.		2 86
Oatmeal, granulated, 98 lbs.		2 86
Peas, Canadian, boiling, bush.		3 00
Peas, split, 98 lbs.		6 00
Rolled oats, 98-lb. bags		2 60
Rolled wheat, 100-lb. bbl.	3 30	3 50
Rye flour, 98 lbs.		3 00
Whole wheat flour, 98 lbs.		3 05
Wheatlets, 98 lbs.		3 25

**FEEDS.**—Both bran and shorts are up another dollar. Shorts particularly are finding a big demand, partly a seasonable one of course. This is the sea-

son for them. But demand is stronger than can be taken care of by millers. Bran is quite firm on the basis of \$26 a ton. Feed flour is also firmer and slightly higher. Ontario oats are down a cent.

Mill Feeds—	Mixed cars.	per ton	Ton lots
Bran	24 00	26 00	
Shorts	26 00	28 00	
Middlings	26 00	28 00	
Feed flour, per bag	1 60	1 65	
Oats—			
No. 3, Ontario, outside points.	0 37	0 38	

### WINNIPEG

**FLOUR AND CEREALS.**—The price of best patents remains at \$6.40. There has been considerable fluctuation in wheat this week. At one time millers seriously considered an advance, but the wheat market slackened off again, so it was left at \$6.40. The market was stronger again last week end. Demand for flour is still good. Feeds are expected to take a jump soon on account of the good demand, chiefly from the East, for bran and shorts. The demand formerly was for bran; now it is for both. Cereals remain unchanged and quiet. Cornmeal still stands at \$2.35 and is likely to until new corn arrives.

Flour—	
Best patents	6 40
Bakers	5 80
Clears	6 20
XXXX	4 10
Cereals—	
Rolled oats, 80 lbs.	2 10 2 15
Oatmeal, standard and gran., 98 lbs.	2 70
Cornmeal	2 35
Feeds—	
Bran, ton	17 00
Shorts, ton	19 00
Middlings, ton	19 00
Mixed chop, ton	30 00

### LIEUT. GALT PROBABLY KILLED

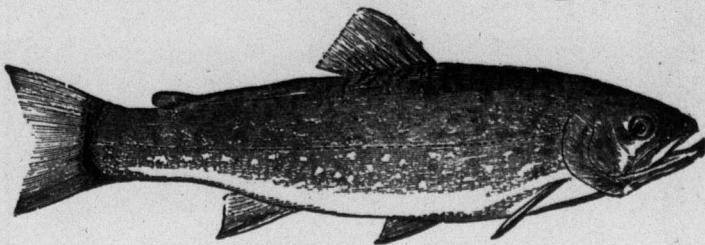
A cable was received in Winnipeg last week from the Department of Militia at Ottawa to the effect that two British officers who were wounded have since died, and one of them is believed to be Lieut. "Jack" Galt, son of John Galt, president of the Blue Ribbon Tea Co., Winnipeg. The report that Lieut. Galt was missing arrived two weeks ago, but later news was more reassuring, and was to the effect that two German prisoners had reported seeing two British officers taken to a hospital in Lille. Before the arrival of the last report from Ottawa, the father has left Winnipeg for Europe.



*We wish to thank our many  
friends and patrons for their  
heartysupport during the past  
year and trust we will con-  
tinue to receive their valued  
patronage during 1916.*

**Canadian Cereal and Flour Mills  
Company, Limited  
TORONTO**

# Deliciously Good!



That is the popular verdict regarding the various lines of **Brunswick Brand Sea Foods**. Containing nothing but the very best and most carefully selected fish, cleaned and sealed in air-tight tins by expert workmen in our own splendidly equipped plant, "Brunswick Brand" quality has made it a quick-selling satisfaction giver everywhere.

If in the past your fish sales have not been as profitable as you would wish, try what a display of these quality lines will do towards toning up business.

Brunswick Brand will create the repeat orders that spell big business. **Try the pulling power of a display now.**

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



## QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER		
ROYAL BAKING POWDER		
		Bbl. lots
Size	Less than 10 case lots	or 10 cases and over
	Per doz.	Per doz.
4-oz.	\$ .95	\$ .90
6-oz.	1.40	1.35
	1.95	1.90
WHITE SWAN SPICES AND CEREALS, LTD.		
		Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.		\$ 0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.		0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs.		0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.		1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.		1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.		2 25
3 lb. Tins, 2 doz. to case, weight 55 lbs.		5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.		9 50
DOMINION CANNERS, LTD.		
JAMS		
"Aylmer" Pure Jams and Jellies		
		Per doz.
16-oz. Glass Jars.		
Apricot		\$ 2 30
Assorted		2 20
Blackberry		2 25
Blueberry		2 25
Currant, Red		2 20
Currant, Black		2 25
Cherry		2 20
Gooseberry		2 10
Plum		2 10
Plum, Green Gage		2 20
Pear		2 10
Peach		2 16
Raspberry, Red		2 25
Raspberry, Black		2 25
Rasp. and Red Currant		2 20
Rasp. and Gooseberry		2 20
Strawberry		2 30
CATSUPS		
In Glass Bottles		
		Per doz.
1/2 Pts., Delhi Epicure		\$ 1 20
1/2 Pts., Red Seal, screw tops		1 00
1/4 Pts., Red Seal, crown tops		0 50
Pts., Delhi Epicure		1 90
Pts., Red Seal		1 40
Pts., Tiger		1 15
Qts., Delhi Epicure		2 40
Qts., Red Seal		1 75
Qts., Lynn Valley		1 75
BAKED BEANS with Pork.		
Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.		
		Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case		0 47 1/2
1's Baked Beans, Plain, 4 doz. to case		0 70
1's Baked Beans, Tomato Sauce, 4 doz. to case		0 70
1's Baked Beans, Chili Sauce, 4 doz. to case		0 70
2's Baked Beans, Plain, tall, 2 doz. to case		1 05
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case		1 05
2's Baked Beans, Chili Sauce, tall, 2 doz. to cs.		1 05
Family Baked Beans, Plain, 2 doz. to case		1 15
Family Baked Beans, Tomato Sauce, 2 doz. to cs.		1 17 1/2
Family Baked Beans, Chili Sauce, 2 doz. to cs.		1 17 1/2
3's Baked Beans, Tomato Sauce, flats, 2 doz. to cs., Aylmer only		1 40
3's Baked Beans, Chili Sauce, flats, 2 doz. to cs., Aylmer only		1 40
3's Baked Beans, Plain, tall, 2 doz. to case		1 50
3's Baked Beans, Tomato Sauce, 2 doz. to case		1 60
3's Baked Beans, Chili Sauce, 2 doz. to case		1 60
"AYLMER" PURE ORANGE MARMALADE		
Tumblers, Vacuum Top, 2 doz. in case, per doz.		\$ 1 10
12 oz. Glass, Screw Top, 2 doz. per case, per doz.		1 20
16 oz. Glass, Screw Top, 2 doz. per case, per doz.		1 60
16 oz. Glass Tall, Vacuum Top, 2 doz. per case, per doz.		1 60
2's Glass, Vacuum Top, per doz.		2 80
2's Tin, 2 doz. per case, per doz.		2 30
4's Tin, 12 pails in crate, pail		0 40
5's Tin, 8 pails in crate, pail		0 47 1/2
7's Tin or Wood, 6 pails in crate, pail		0 65
14's Tin or Wood, 4 pails in crate, lb.		0 00
30's Tin or Wood, one pail only, lb.		0 00
BLUE		
Keen's Oxford, per lb.		\$ 0 17
In 10-lb. lots or case		0 16
COUPON BOOKS — ALLISON'S		
For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.		
UN-NUMBERED		
100 books and over, each		0 03 1/2
500 books to 1,000 books		0 03
For numbering cover and each coupon, extra per book, 1/4 cent.		
CEREALS		
WHITE SWAN		
		Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.		\$ 3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.		3 00
Per case		
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.		3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.		4 00
King's Food, 2 doz. to case, weight 95 lbs.		5 00
Wheat Kernels, 2 doz. to case, weight 65 lbs.		3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.		3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.		3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.		3 00
COCOA AND CHOCOLATE.		
THE COWAN CO., LTD.		
Cocoa—		
Perfection, 1-lb. tins, doz.		4 50
Perfection, 1/2-lb. tins, doz.		2 40
Perfection, 1/4-lb. tins, doz.		1 25
Perfection, 10c size, doz.		0 90
Perfection, 5-lb. tins, per lb.		0 37
Soluble bulk, No. 1, lb.		0 21
Soluble bulk, No. 2, lb.		0 19
London Fearn, per lb.		0 22
Special quotations for Cocoa in barrels, kegs, etc.		

# Brooms of Quality

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

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

## Walter Woods & Co.

Hamilton - Winnipeg

### Make Money in January

# WHITEFISH

## Large Assortment of Ocean and Lake Fish

FROZEN, SALTED AND SMOKED

HALIBUT SALMON WHITEFISH TROUT HERRINGS TULIBEES SMELTS ETC.

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

## White & Co., Limited

Wholesale Importers

TORONTO

## Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

### \$2.00

It Will Pay You to Send at Once.

### MacLean Publishing Co.

Technical Book Department  
148-152 University Avenue, Toronto.

# The Apple Crop

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

## FISH

Salt Trout and Herring

Fresh Frozen Trout and Herring

## Lemon Bros.

OWEN SOUND, ONT.

## We wish you

## A Happy

## and

## Prosperous

## New Year

## J. J. McCabe

Fruit Broker

TORONTO





# Specialties

- |                          |                             |
|--------------------------|-----------------------------|
| Baking Powder            | Biscuit Flour               |
| Coffee                   | (Self-Rising)               |
| Cream of Tartar          | Buckwheat Flour             |
| Extracts                 | (Self-Rising)               |
| Herbs                    | Pancake Flour               |
| Cake Icing               | (Self-Rising)               |
| Jelly Powders            | Breakfast Food              |
| Mustard                  | (Flaked Wheat)              |
| Spices                   | King's Food                 |
| Yeast Cakes              | (Flaked Wheat with Premium) |
| Flaked Wheat             | Wheat Kernels               |
| Diet Flour               | (The Cream of Wheat)        |
| (For Diabetes)           | Barley Crisps               |
| Health Flour             | Flaked Rice                 |
| (High Grade Whole Wheat) | Flaked Peas                 |

Government Warranty on every package.

Your money will be refunded if any WHITE SWAN goods are not found exactly as represented, or if they prove unsatisfactory in any way.

## The White Swan Spices and Cereals, Limited

Pearl Street

TORONTO

### BRANTFORD STARCH

- Ontario and Quebec  
 Laundry Starches—  
 Canada Laundry—  
 Boxes about 40 lbs. . . . . .06  
 Acme Gloss Starch—  
 1-lb. cartons, boxes of 40 lbs. . . . . .06%  
 First Quality White Laundry—  
 3-lb. canisters, ca. of 48 lbs. .07%  
 Barrels, 200 lbs. . . . . .06%  
 Kegs, 100 lbs. . . . . .06%  
 Lilly White Gloss—  
 1-lb. fancy carton cases 30 lbs. . . . . .07%  
 8 in case . . . . . .08  
 6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case . . .08%  
 Kegs, extra large crystals, 100 lbs. . . . . .07%  
 Canadian Electric Starch—  
 Boxes, containing 40 fancy pkgs., per case . . . . . 3 00  
 Celluloid Starches—  
 Boxes containing 45 cartons, per case . . . . . 3 60  
 Cullinary Starches—  
 Challenge Prepared Corn—  
 1-lb. pkts., boxes of 40 lbs. .06%  
 Brantford Prepared Corn—  
 1-lb. pkts., boxes of 40 lbs. .07%  
 "Crystal Maize" Corn Starch—  
 1-lb. pkts., boxes of 40 lbs. .07%  
 20-lb. boxes ¼c higher than 40's)

### COW BRAND BAKING SODA

- In boxes only.  
 Packed as follows:  
 5c packages (96) . . . . . \$ 3 20  
 1 lb. packages (60) . . . . . 3 20  
 ½ lb. packages (120) . . . . . 3 40  
 1 lb. 30 } Packages Mixed 3 30  
 ½ lb. 60 }

### SYRUP

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

- 2-lb. tins, 2 doz. in case . . . \$2 65  
 5-lb. tins, 1 doz. in case . . . 3 00  
 10-lb. tins, ½ doz. in case . . 2 90  
 20-lb. tins, ¼ doz. in case . . 2 85  
 Barrels, 700 lbs. . . . . . 3%  
 Half barrels, 350 lbs. . . . . 4  
 Quarter barrels, 175 lbs. . . . 4%  
 Pails, 38½ lbs. . . . . . 1 95  
 Pails, 25 lbs. each . . . . . 1 40  
 3 lb. Perfect Seal Jar, 1 doz. in case . . . . . 2 40

### LILLY WHITE CORN SYRUP

- 2-lb. tins, 2 doz. in case . . . 3 00  
 5-lb. tins, 1 doz. in case . . . 3 35  
 10-lb. tins, ½ doz. in case . . 3 25  
 20-lb. tins, ¼ doz. in case . . 3 20  
 (5, 10 and 20-lb. tins have wire handles.)

### ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

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

### CANNED HADDIES.

"THISTLE" BRAND

A. P. TIPPET & CO., Agents

- Cases, 4 doz. each, flats, per case . . . . . \$5 40  
 Cases, 4 doz. each, ovals, per case . . . . . 5 40

### INFANTS' FOOD

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

### BEAVER BRAND CORN AND MAPLE SYRUP

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

### STOVE POLISH

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

### NUGGET POLISHES

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

### ORANGE MARMALADE

"BANNER BRAND" PURE FRUIT PRODUCTS

### JAMS AND JELLIES

- 2's . . . . . \$2 10  
 4's . . . . . 0 35  
 5's . . . . . 0 42  
 7's . . . . . 0 60  
 30s, wood . . . . . 0 08  
 12-oz. glass jar . . . . . 1 15  
 Tumbler, glass . . . . . 0 95

### MARMALADE

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

Prices subject to change without notice.

### YEAST

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

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

- Black Watch, 8s, butts 9 lbs. . . . . \$ 0 60  
 Bobs, 6s and 12s, 12 and 6 lbs. . . . . 0 46  
 Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs. . . . . 0 46  
 Currency, 6s, ½ butts, 9 lbs. . . . 0 46  
 Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs. . . . . 0 48  
 Walnut Bars, 8½s, boxes 7 lbs. . . . . 0 64  
 Pay Roll, thick bars, 8½s, 6 lb boxes . . . . . 0 68  
 Pay Roll, thin bars, 8½s, 5 lb. boxes . . . . . 0 68  
 Pay Roll, plug, 8½s, 12 and 7 lb. caddies . . . . . 0 68  
 Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs. . . . 0 57  
 Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs. . . . 0 56  
 Great West, pouches, 9s . . . . . 0 72  
 Forest and Stream, tins, 11s, 2 lb. cartons . . . . . 0 89  
 Forest and Stream, ¼s, ½s and 1-lb. tins . . . . . 0 50  
 Forest and Stream, 1-lb. glass humidors . . . . . 1 00

Study our  
**ADVERTISEMENT  
ON FRONT COVER**

It Bristles with Profit Possibilities

**"CANADA SOUPS"**

are made in 16 varieties—put up in dressy packages, and retail at 5c. Absolutely distinct in flavors, containing required food values.



Canada Foods, Limited, Toronto

**MINCE MEAT**

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

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

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

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

**They All Know  
King Oscar Brand**

The public's attention has been repeatedly drawn to the many excellent points of this palatable sea food.



By Special royal permission.

Every housewife in your community has heard of King Oscar Sardines. A little display in your store would put dollars of profit in your cash drawer, because King Oscar quality always creates repeat business. Why not cash in on this during the winter months?

A stock displayed on your counter or placed prominently on your shelves will be the prelude to a bigger and more profitable fish business.

**J. W. Bickle & Greening**

J. A. HENDERSON  
HAMILTON, ONTARIO

**RUSH ORDERS**

Our facilities for handling are the very best. We make a specialty of rush shipments. If you require anything in a hurry, let us have it and we will get it to you **"QUICK."**

With best wishes for a prosperous and happy New Year.

**"THE HOUSE OF QUALITY"**

**HUGH WALKER & SON**

ESTABLISHED 1861

GUELPH, ONTARIO

# Buyers' Guide

## CLASSIFIED ADVERTISING

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

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

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

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

### MISCELLANEOUS

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

### CHIVER'S

**JAMS—JELLIES—MARMALADE**

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

"Canadian Air-Line" Honey

**The BEE-MADE Honey**

PURE ATTRACTIVE TASTY

**The Root Canadian House**

185 Wright Avenue, TORONTO

## EGG FILLERS

Our capacity is three times the total Filler requirements of Canada

PROMPT DELIVERIES

by us are therefore certain.

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

## ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO  
COLLECTIONS ASSIGNMENTS

Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 919.

Write us for New Price List of

# WINDSOR SALT

**TORONTO SALT WORKS**

TORONTO, ONT. GEO. J. CLIFF, Manager

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

## AT HOLIDAY TIME

there's a greater demand than ever for

### MAPLEINE

the "maple" flavor for making syrup and flavoring desserts and dainties.

Order from

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

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

**CRESCENT MFG. CO.**  
SEATTLE, WASH.



## Coupon Books

Write Us For

Catalog Samples Prices



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

Allison Coupon Company

Indianapolis, Indiana, U.S.A.

**OAKLEY'S KNIFE POLISH**

20-102-1775



JOHN OAKLEY & SONS, LIMITED,  
LONDON, ENGLAND.

AGENTS

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

## 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.

# A CLEAN SWEEP FOR 1916

Our brooms don't cost any more, but they look better and wear better. Get prices now.

MADE IN CANADA

AMERICAN BROOM WORKS

St. Bazile de Portneuf, P. Q.

# LARGEST MAKERS IN THE WORLD

**Tin Foil**—all descriptions

**Tea Lead**—all gauges and sizes

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

**Collapsible Tubes**—plain or colored

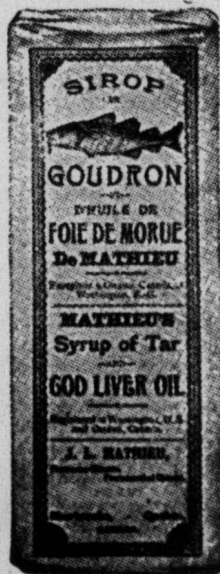
**ALL BRITISH MADE**

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

**BETTS & COMPANY, LIMITED**

Chief Office:—1 Wharf Road

LONDON N., ENGLAND



## Pneumonia Days Coming

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

## MATHIEU'S SYRUP of Tar and Cod Liver Oil

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

STOCK UP NOW

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

SHERBROOKE, QUEBEC



Drink to the  
New Year

*in a glass of pure,  
rich, palate-pleasing  
wine*

# Lytle's Unfermented

The fast-growing tendency toward non-alcoholic beverages means that the grocer will supply the liquid refreshments with the weekly grocery order, instead of the liquor dealer.

With New Year festivities on hand and the winter social evening coming, you should make it a point to get a supply of these wines ready. Wire your order to-day for a trial shipment of Lytle's Port, Cherry, Grape, etc.

**T. A. Lytle & Co.**  
LIMITED

Sterling Road

TORONTO

## INDEX TO ADVERTISERS

A	M
Allison Coupon Co. .... 52	MacKenzie & Morris ..... 14
American Broom Works ..... 52	MacNab, T. A., & Co. .... 14
American Can Co. .... 40	Magor, Son & Co. .... 16
American Vineyard Co. .... 40	Malcolm's Condensing Co. ....
Anglo-B.C. Packing Co. .... 9	Inside back cover
Assignees Agents ..... 52	Mathieu, J. L., & Co. .... 53
Atlantic Sugar Refineries.... 1	McCabe, J. J. .... 49
Aylmer Condensed Milk Co.. 7	Millman, W. H., Sons ..... 14
B	Minto Bros. .... 4
Balfour-Smye & Co. .... 12	N
Benedict, F. L. .... 52	Nelson Club Cigar Co. .... 14
Betts & Co. .... 53	O
Bickle & Greening ..... 51	Oakey & Sons, John ..... 52
Borden Milk Co. .... 3	Oval Wood Dish Co. .... 6
Bowman & Co., J. .... 3	P
C	Patrick & Co., W. G. .... 14
Canada Brokerage Co. .... 4	Pennock, H. P., Co., Ltd. .... 14
Canada Foods, Limited ..... Front cover and 51	Procter & Gamble ..... 45
Canada Starch Co. .... Inside front cover and 16	Placido Costa Co. .... 52
Canadian Cereal & Flour Mills Co. .... 43	R
Clark, Ltd., W. .... 5	Red Rose Tea Co. .... 15
Connors Bros. .... 44	Rock City Tobacco Co. .... Inside back cover
Cowan Co. .... 8	Root Canadian House ..... 52
Crescent Mfg. Co. .... 52	S
D	Sheznoki Ken Tea Guild.... 11
Dominion Match Co. .... 28-29	Sloan & Co., John ..... 10
Dominion Salt Co., Ltd. .... 9	Smith & Proctor ..... 12
Duncan & Co., John ..... 56	St. Lawrence Sugar Refining 13
E	Stanway, Geo., & Co. .... 14
Eckardt, H. P., & Co. .... 46 and 47	T
Escott & Co., W. H. .... 14	Tippet & Co., A. P. .... 2
Eureka Refrigerator Co. .... 13	Toronto Salt Works ..... 52
F	Trent Mfg. Co. .... 52
Fairbank, N. K., Co. .... 12	W
Fearman, F. W., Co. .... 51	Walker, Hugh, & Son..... 51
Freeman Co., W. A. .... 48	Watson & Truesdale ..... 14
H	Wayne Oil Tank Co. .... 9
Hargreaves (Canada), Ltd. .... 9	Webb, Harry ..... 14
Heinz, J. J., Co. .... 13	Wethey, J. H., & Co. .... 48
Horne, Harry, Co. .... 14	White & Co. .... 49
L	White Swan Co. .... 59
Lake of the Woods Milling Co. .... Outside back cover	Woods & Co., Walter ..... 49
Lambe & Co., W. G. A. .... 14	
Laporte, Martin, Limited.... 55	
Leacock & Co. .... 3	
Lemon Bros. .... 49	
Libby, McNeill & Libby, Ltd. 56	
Lytle & Co., T. A. .... 54	

## *Dear Customer:*

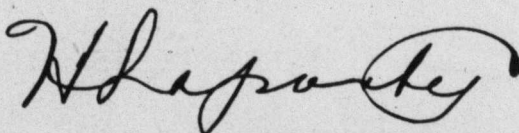
You have purchased and sold a large quantity of our goods during 1915, and we want you to know that we appreciate more than we can say your co-operation and friendship.

These thanks only represent a fraction of what we would like to do, but we trust the spirit in which it is given will make them welcome into your Holiday Season.

Our firm feels closer to you at this season than at any time in our business relations with you and we want you to feel that our experience and co-operation are yours at all times.

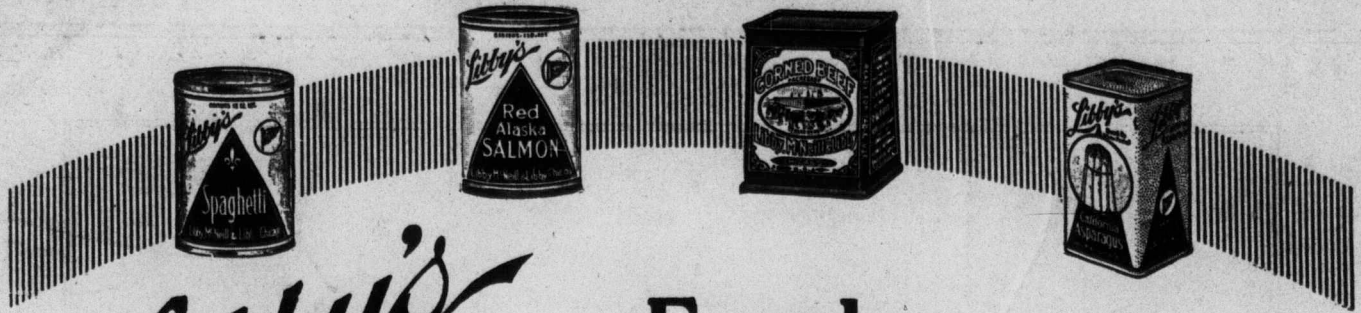
With best wishes for a prosperous New Year,  
I am,

Yours truly,

A handwritten signature in cursive script, appearing to read 'W. Laporte', with a large, decorative flourish at the end.

President, Laporte, Martin Limitée

CANADIAN GROCER



*Libby's*

## Food Products

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

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



# TEA

To our many customers and friends  
we wish A Prosperous and Happy  
New Year.

John Duncan & Co.

Established 1866

MONTREAL

# Can you afford to?



Stock that produces a quick turnover with a good margin of profit is assuredly the only kind worth shelf room in your store. The selling record of our five Made-in-Canada lines is such as to warrant not only your stocking them but featur-



ing them strongly for a bigger and more profitable year-round business. We deliver 5-case lots to any part of Ontario, Quebec or Maritimes, paying freight charges up to 50c per 100 lb.

### STUDY OUR PRICES

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



A stock of this Made-in-Canada Condensed Milk and Coffee will open up new and bigger lines of business for you. Can you afford to omit them from your next order?

## The Malcolm Condensing Co., Limited

ST. GEORGE, ONTARIO

No. 29

## *Chats with "Old Baba"*

(Canada's 105-year-old Pioneer)

### Taking Inventory of Rebel's Stock



"Time of MacKenzie rebellion, another fellow and I were sent out to take an inventory of an escaped rebel's farm stock which was to be confiscated. "By the time we got out, there wasn't enough left to take, for the neighbors had taken it first, completely cleaned up the whole outfit. "We took our guns and what food we could get and spent the day shooting in the woods. Bill, my ehum, had a supply of tobacco, so we spent a good day at the expense of the Government.

"It wasn't any such tobacco as

### KING GEORGE NAVY

I can tell you, lad. Such tobacco as King George Navy chewing wasn't made those days."



Rock City Tobacco Co., Ltd.  
Quebec and Winnipeg



## Read This

Stratford, Dec. 15th.

"We always use FIVE ROSES flour at Domestic Science, and never have poor luck with our baking."

"—send to my address two of your FIVE ROSES cook books, as I want to give these to two ladies for Xmas. I received my cook book some time ago, and I honestly say it is the best book I ever tried."

Miss Jessie Neilson,  
258 Albert St., Stratford, Ont.

## And This

519 Woolwich Street,  
Guelph, Ont.

"I am at present cooking for the officers' mess of my Battery—the 29th—and as I am going overseas very soon, I would like to have your cook book with me."

"It is a fine volume and second only to the excellent flour whose name it bears. I have used FIVE ROSES for all work here and in London camp, and I say with all sincerity it is the best ever."

No. 90908,  
Gnr. H. Hall, 29th Battery,  
C.F.A.,  
Guelph, Ont.

## Then Draw Your Own Conclusions

These Two Genuine Letters Came to Us on the Same Day—Unsolicited.

*—if I were a dealer, I would reduce the chances of failure against me.*

I would concentrate all my selling effort on the one flour brand best suited to my customers' requirements.

I would concentrate on a brand in which I could place entire confidence, based on its actual performance in the consumers' kitchens.

FIVE ROSES, even under most adverse conditions, will work wonders. In Domestic Science, where conditions are ideal, poor luck is unknown. At camp, where conditions are assuredly not of the best, "it is the best ever."

**Sell**

**Five Roses\***  
FLOUR for Breads-Cakes  
Puddings-Pastries

In the home, the real source of flour profits, the results achieved have made FIVE ROSES the best selling flour in Canada. Profits become permanent where it is sold.

In flour it is never the one-time sale that scores in the balance sheet. It is the automatic repeat sale, the only sale that does active missionary work outside of bearing its own individual profit.

Make **your** sales automatic.

Ask Your Jobber or Nearest Office.

LAKE OF THE WOODS MILLING CO., Limited

MONTREAL WINNIPEG  
Toronto Ottawa London St. John Sudbury  
Winnipeg Keewatin Vancouver Calgary  
Quebec Medicine Hat Portage la Prairie

Guaranteed NOT BLEACHED-BLENDED.