

**PAGES
MISSING**

RETAILERS REVIEW 1916 TRADE

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI

PUBLICATION OFFICE: TORONTO, JANUARY 12th, 1917

No. 2



Leading
Canadian Manufacturers
Use

A. R. Whittall Cans



Our record for satisfaction and service-giving is still being maintained, and this despite the increasing cost of tin plate and the growing difficulty in obtaining it.



**WHITTALL CANS ARE
CANS OF QUALITY**

A. R. Whittall Can Co., Ltd.

Manufacturers of
Automatic-Made Round and Square and Cans
for Meat, Fruit, Syrup, Paint and Varnishes

734-740 Mullins St.

Montreal

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations.
Copy of report will be sent on request to anyone interested.



DISPLAY DEAL No. 63

	Sells for
3½ doz. 4 oz. O-Cedar Polish	\$10.50
7 doz. 12 oz. O-Cedar Polish	42.00
½ doz. quarts O-Cedar Polish	7.50
O-Cedar Electric Sign.	
	\$60.00

Above prices are subject to usual discount. Order from your jobber.

DISPLAY DEAL No. 64

	Sells for
10¼ doz. 4 oz. O-Cedar Polish	\$32.25
4 doz. 12 oz. O-Cedar Polish	24.00
¼ doz. quarts O-Cedar Polish	3.75
O-Cedar Electric Sign.	
	\$60.00

Above prices are subject to usual discount. Order from your jobber.

YOU NEED THIS VALUABLE SIGN

You get this sign free with either of the above orders. Every merchant knows the supreme value of the electric sign as an aid to attractive window dressing.

This O-Cedar Electric Sign is an exceptionally bright and powerful one—not merely an advertisement for O-Cedar, but a real help to your shop-front and therefore a real asset for your business.

It is well for the dealer to first take advantage of our Display Deals as above outlined. Later he can largely increase his O-Cedar profits by taking advantage of the O-Cedar Profit Deals which provide free goods equivalent to an extra discount.



(MADE IN CANADA)

Write for our new list of Profit Deals, which shows assortments with which Free Goods are offered.

Merchants who consider they might sell more of the O-Cedar Products than they are now selling, should call on us for help. We have other advertising matter which we supply Free, and which will help wonderfully in bringing to your store a part of the big O-Cedar business created by our newspaper publicity.

Our Dealer Helps are at the disposal of every merchant who sells O-Cedar—we back up the man who only stocks the line in a limited way, just as enthusiastically as we support the larger customers.

CHANNELL CHEMICAL COMPANY, LIMITED, 369 SORAUREN AVENUE, TORONTO

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

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

Make Your Tomorrow's Success a Certainty



By pushing and selling today, the best standard goods—goods that are known for their superior quality and purity, the kind you can *honestly* recommend—your tomorrow's success is a certainty.



Borden's Milk Products

Borden's Milk Products have held the pinnacle position for quality and purity for close on 60 years. They have proven the best for increasing your profits and laying a foundation for future business.



Sell Borden Brands and be a success. Sell them and give your customers unqualified satisfaction.

Begin to-day.



Borden Milk Co., Limited

Leaders of Quality

MONTREAL

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

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

Tastes More Delicious

That's what people say about porridge made from PURITY OATS. The reason why it tastes so extra good is because it is milled from high-grade Alberta Oats by our improved Scotch process, which brings out the full oat flavor.

PURITY OATS

is the line to push to-day. It makes good with customers every time. Sales are increasing rapidly.

A profit-sharing coupon—a strong selling feature—in every large-size package. Attractive PURITY OATS window display furnished by us on request.

Send your orders to your wholesaler.

Western Canada Flour Mills Co., Limited
Millers of World Renowned Purity Flour

Toronto Winnipeg Calgary Goderich Montreal St. John, N.B.

The Purity Kid



Larger Sales

will be the first result when you seal your product with ANCHOR CAPS.

The feeling of security they convey, the idea of freshness they give your product have a direct influence on repeat sales.

Just figure it out for yourself why the best producers use ANCHOR CAPS exclusively and why their products are practically controlling the whole market. There are a number of points regarding ANCHOR CAPS worthy of your special investigation.

Write for free catalogue to-day.

**Anchor Cap and Closure Corporation
of Canada, Limited**

Sudbury Street West (Foot of Dovercourt Road), Toronto



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



“I’d like to know you better
in Nineteen Seventeen”
is the Holiday Wish of
“*The Girl at Catelli’s*”

So let two of your business resolutions for the New Year
be these—

“That I am going to help my customers to live more
economically by telling them of the food value of

CATELLI'S MILK MACARONI

or L'Etoile or Hironnelle Macaroni”

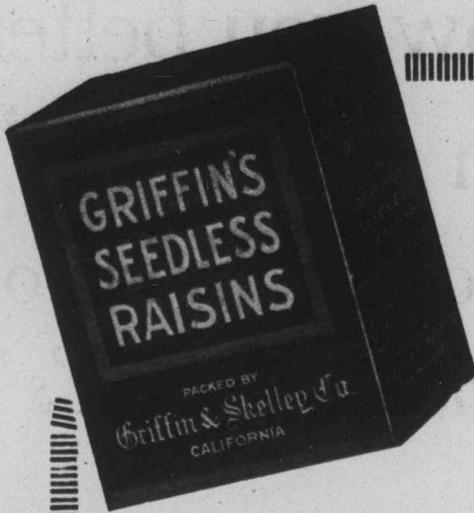
“That I am going to push these brands because they are
unequalled values—good profit-payers—and the best
advertised brands in Canada.”

THE C. H. CATELLI CO., LIMITED
MONTREAL

10¢



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



Griffin's Seedless Raisins

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

Califorina to the rescue

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

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

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

Arctic Ice Machine



will be a tremendous relief this spring and summer, and will help you to a bigger bank account. Just WHY an ARCTIC, we can best explain by letter. In justice to both of us you should write for complete particulars.

We leave the rest to your good judgment, and whatever you decide, you'll be under no obligation to us. Fair, isn't it?

Ask for Bulletin 2-B

The Arctic Ice Machine Co.
The W. A. FREEMAN Co., LIMITED
HAMILTON, CANADA
Canadian Representatives.

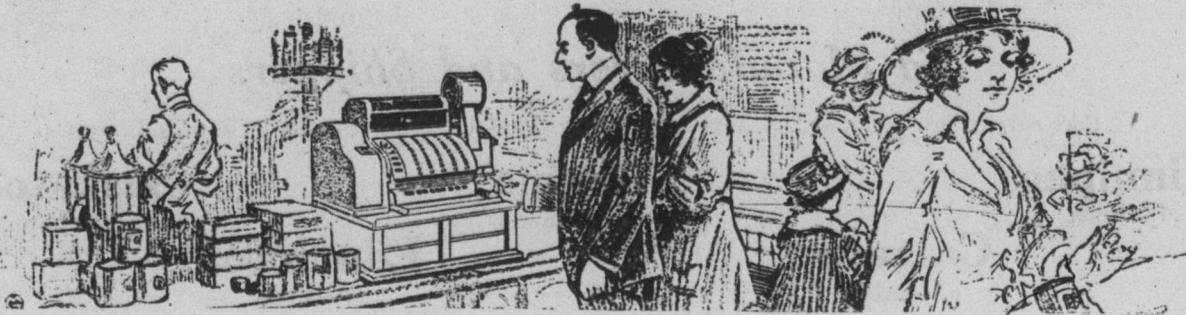
NORWEGIAN SARDINES (SMALL FISH)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!



A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal
"LORD NELSON" BRAND (Bristling)

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



If You Cannot Apply This Test to Your Method of Handling Cash—You Are Losing Profits

How much money is there in your cash drawer now? No, don't say you'll count it—do you know? Can you say at a glance?

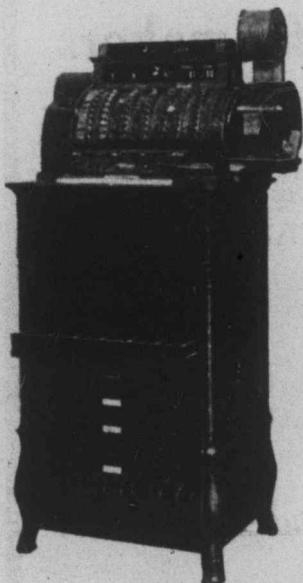
And how much **should** be there—can you tell? At once? Is the sum that should be there the same as that the drawer actually contains? Is it more—or less?

Both of these questions are fair tests of your cash methods. If you cannot answer them promptly — without doubting, without hesitating — you need a National Cash Register.

It will answer both these questions—at a glance. It will answer them correctly—it is infallible. Every transaction made in your store it permanently records—removes all uncertainty about your cash.

A National Cash Register Will Bring Efficiency in Your Store

Rid yourself of those old-fashioned, slipshod ways of handling cash. Put in their place efficient methods—that safeguard your profits and win you the confidence of satisfied customers. A modern National Cash Register forces you to record every sale on which you allow credit—to give a receipt for every cash sale. Write now for full information about the cash register made to suit your kind of store.



No Merchant Can Do All These Things Effectively — Our 1916 Model Can

It forces accurate records of all transactions between clerks and customers. In two seconds it prints a receipt or sales slip showing the amount paid or charged. It gives the merchant the cheapest, most direct, and most effective advertising of his store and service. It prints a visible list that tells the merchant which is his most valuable clerk. It tells the total number of customers daily and how many customers each clerk waits on and the amount of his sales. All these things save the merchant time; free him from work and worry; attract trade and increase profits.

The National Cash Register Co.

of Canada, Limited

Christie Street

Toronto, Ontario

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

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

To Manufacturers and Shippers

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

Winnipeg
(Manitoba)

Regina
(Saskatchewan)

Saskatoon
(Saskatchewan)

Calgary
(Alberta)

Edmonton
(Alberta)

Vancouver
(British Columbia)

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

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

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

Donald H. Bain Company

Wholesale Grocery Commission Brokers and Manufacturers' Agents.

WINNIPEG, MAN.

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



NUGGET CORN BROOMS

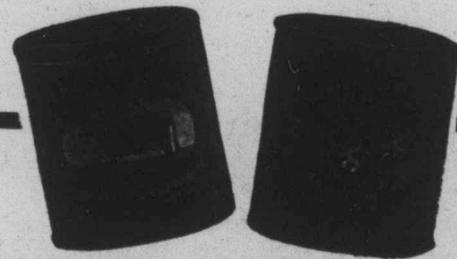
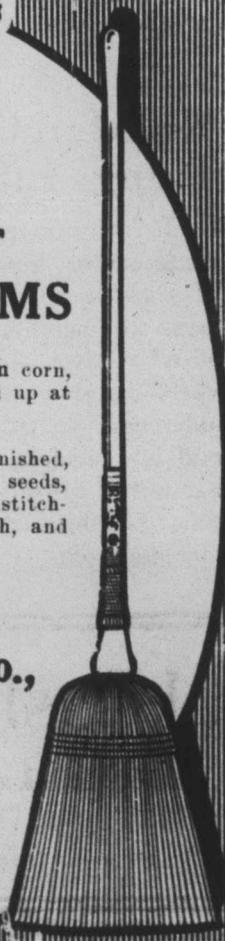
Made of the finest quality green corn, warranted not to spread or turn up at the ends.

The handle is smooth, well finished, and the corn free from stems or seeds, is sewn with four rows of yellow stitching—quality from start to finish, and the lightest broom in its class.

For prices, etc., write to

Stevens-Hepner Co.,
LIMITED
Port Elgin, Ont.

The "Nugget" Broom is only one of the famous Keystone Brand Brooms and Brushes.



A pair of profit makers

The unequalled purity and delicious wholesomeness of **ST. GEORGE EVAPORATED AND BANNER BRAND CONDENSED MILK** will win the lasting esteem of your most critical customer.

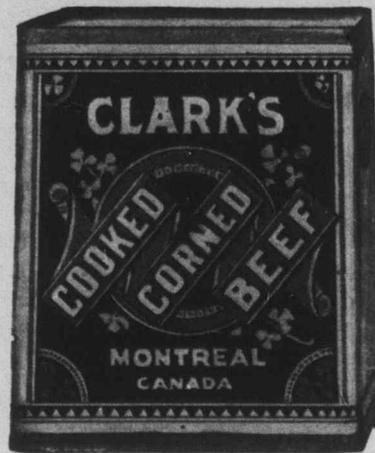
Display these two Malcolm lines now and note the steady repeat sales they will produce. The profits are good.

The Malcolm Condensing Co.
LIMITED
ST. GEORGE, ONT.

CLARK'S COOKED CORNED BEEF



Sizes
1/2, 1, 2,
6 and 14



The goods you want, Mr. Grocer, are the goods that "SELL."

The QUALITY and REPUTATION of Clark's Cooked Corned Beef will make you more SALES, and more friends than any other.

THIS IS THE TIME TO BUY

W. CLARK, Limited, Montreal

Clark's

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

Furnivall's

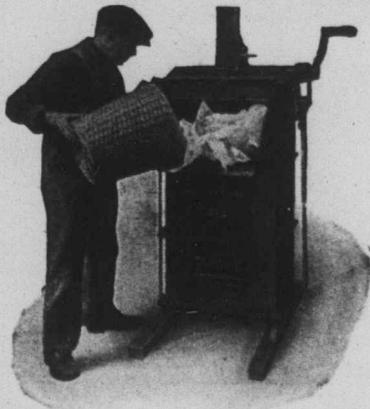
FINE
FRUIT
PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto.
Montreal—W. S. Silcock. St. John, N.B.—MacLaren Imperial Cheese
Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E.
Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Im-
perial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese
Co. Saskatoon—Mowat & McGeachy.

Continued customer satisfaction is assured where
Furnivall's Fine Fruit Pure Jam is concerned,
because the most discriminating people admit
it's delicious goodness, it's unequalled purity.

Prove this to your own satisfaction by trying
out a small supply. Order it to-day.

FURNIVALL-NEW, Limited
Hamilton Canada



Waste Paper
\$13.00 a ton.

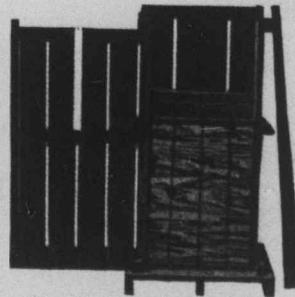
A
"Climax"
All teal Fireproof

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

Ask us for infor-
mation.

Climax Baler Co.
Hamilton, Ontario

WHY WASTE PAPER
should be baled



It is worth \$10.00 per ton and
up.

It is more easily and quickly
baled than burned or other-
wise disposed of.

The JEWEL BALER means
a permanent convenience and
a permanent revenue.

Write to-day for full par-
ticulars re baler and paper
market.

General Sales Co.
203 Stair Bldg., TORONTO

THE JEWEL PAPER BALER

S. DAVIS & SONS, LTD.

CIGAR MAKERS

MONTREAL

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

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

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

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada

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



Knox Gelatine Always Has a Lively Sale

"It fairly jumps off the shelf," as one grocer expressed it. This lively sale is partly due to our extensive and persistent advertising to keep women buying KNOX SPARKLING GELATINE and partly to the fact that they find it so delicious and economical. A package of KNOX GELATINE makes four pints of wholesome, appetizing jelly, as well as desserts, salads, puddings and candies, and the No. 3 Acidulated package contains an extra envelope of lemon flavoring which is a great convenience to the housewife.

"Make KNOX Your Gelatine Leader"

CHARLES B. KNOX GELATINE CO., INC., - JOHNSTOWN, N.Y.

Branch Factory: Montreal, Canada

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

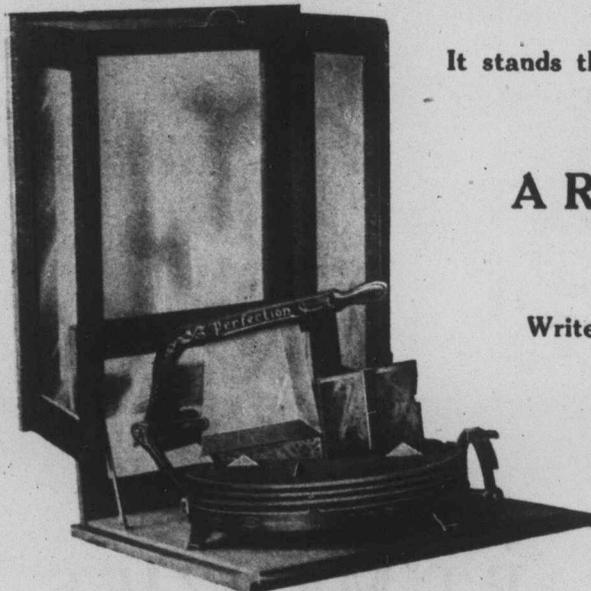
It is a Cheese Cutter worth having

A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do.

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



AMERICAN COMPUTING COMPANY
HAMILTON, ONT.

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

A REAL PROFIT SAVER

Write for Prices and Terms.

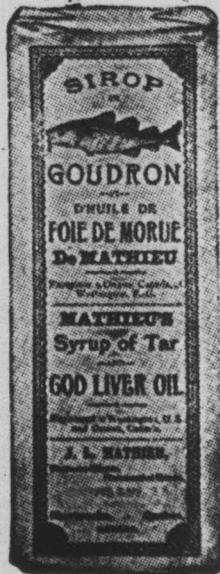
We have special combination prices with cabinets and pedestals.

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

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

Introduce Every Customer to

**MATHIEU'S
SYRUP OF TAR
AND
COD LIVER OIL**



With the coming of the cold wintry days comes the opportunity to sell your customers this well-known and reliable remedy. For coughs and colds in any stage there is no more reliable remedy than Mathieu's Syrup of Tar and Cod Liver Oil.

Your customers will appreciate your thoughtfulness in suggesting this splendid body builder. And you can confidently guarantee results.

Feature this effective cold breaker now.

Profits are good.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE QUEBEC

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

Something good for the Lenten Season

Norwegian Sardines

in Pure Olive Oil



Here is a choice sardine, as choice and as delicious as the world knows of. What better line can you feature for quick, profitable selling during the coming weeks of Lent?

The "Norse Crown" is packed by the Overseas Export Company, Ltd., packed with the greatest care, every fish being literally hand-picked. Special Brands to suit Individual Buyers.

We are expecting arrival of a large shipment and would advise your placing your requirements in the hands of your jobber.

For full particulars and prices write

STEWART MENZIES & CO.

70 Lombard St., Toronto

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

Wagstaffe's

1917 Season's
SEVILLE ORANGE MARMALADE
Now ready for delivery

Suggest
Wagstaffe's Pure Marmalade
with every order

We also make

GINGER MARMALADE
PINEAPPLE MARMALADE
GREEN FIG MARMALADE

Wagstaffe Limited

HAMILTON, CANADA

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

ONTARIO

Have you any

**Beans, Honey
Apples, Potatoes**

To offer to the Toronto trade?
If so, communicate with me

FRED J. WHITE

Fruit and Produce Broker

TORONTO

ONTARIO

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

Loggie, Parsons & Co.

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

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

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:

Regina
Calgary

Saskatoon
Edmonton

ESTABLISHED 1907

**W. G. PATRICK & CO.
Limited**

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

FOR SALE
Choice Potatoes, Selected Eggs,
Creamery Butter, Honey,
Fancy-Dressed Poultry.
C. A. MANN & CO.
78 KING ST. LONDON, ONT.

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

If you want low quotations on

**Japan Tea, Raisins
or Tapioca**

Write us at once

**W. H. Millman
& Sons**

Wholesale Grocers
TORONTO

WESTERN PROVINCES

Watson & Truesdale,

Wholesale Commission Brokers
and Manufacturers' Agents

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

Trackage

Storage

Distribution

120 Lombard Street,

WINNIPEG, MAN.

G. B. THOMPSON

Wholesale Commission Broker
and Manufacturers' Agent.
We can handle a few more good lines.
Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

THE H. L. PERRY CO.

214-216 Princess Street, Winnipeg
We can make a success of your Agency.
Our STORAGE, DISTRIBUTING and
FORWARDING facilities are unexcel-
led.

Correspondence solicited.
"Always on the Job."

G. Washington's
COFFEE

W. GEO. VARTY, Agent
29 Melinda St., Toronto. Phone M. 7089

C. S. Turner Co.

147 Bannatyne Ave. East
WINNIPEG
Manufacturers Agents
Excellent Storage, Forwarding and
Distributing Facilities

C.H. GRANT CO.

Wholesale Commission Brokers
and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can
give you results on yours.

**DRIED AND EVAPORATED
APPLES.**

Apple Waste and Chops, Specialties.

H. W. Ackerman

BELLEVILLE

ONTARIO

F. D. COCKBURN

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

McKelvie & Stirrett Co., Limited

Wholesale Grocery Brokers
and Manufacturers' Agents.

CALGARY

ALBERTA

We solicit agencies for staple lines.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

QUEBEC.

**ROSE & LAFLAMME
LIMITED**
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

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

To The Trade
Buyers and sellers of
**All Kinds of Grains
and Seeds**

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

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. **BEANS AND CORN A SPECIALTY.**
ALFRED T. TANQUAY & COMPANY,
Commission Merchants and Brokers,
91, DALHOUSIE ST. - QUEBEC CITY

G. Gagne Grocery Broker
and Manufacturers' Agent

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

MARITIME PROVINCES.

J. N. COCHRAN
Manufacturers' Agent and Grocery
Broker
FREDERICTON, N.B.
I have a connection with both wholesale
and retail trade throughout the entire
Maritime Provinces.

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.

**Coffee, Its History,
Classification and
Description**

By Joseph M. Walsh

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

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

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

\$2.00

It Will Pay You to Send at Once.
MacLean Publishing Co.
Technical Book Department
143-153 University Avenue, Toronto.

Condensed Milk

Well-known British firm having
thoroughly efficient organiza-
tion covering Grocery Trade in
every part of the United King-
dom, desire connections with
Condensed Milk Factory. Ar-
rangements could be made on
Sole Agency basis or otherwise.

Address full particulars of pro-
ducing capacity to — "C.M.,"
Street's, 30 Cornhill, London,
England.

This space \$1.00
per insertion on
yearly order.

IT IS POPULAR
Housewives and Chefs like and
use—
MAPLEINE

It is undoubtedly
one of the most
popular flavors

Order from your Jobber
or:
**Frederick E.
Robson & Co.**
25 Front Street E.
Toronto, Ont.

Mason & Hickey
287 Stanley Street.
Winnipeg, Man.



CRESCENT MFG. COMPANY
SEATTLE, WASH.

KINDLY MENTION THIS PAPER
WHEN WRITING ADVERTISERS

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



You have a steady seller in
GOLD DUST

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

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

THE N. K. **FAIRBANK** COMPANY
 LIMITED
 MONTREAL

“Let the GOLD DUST TWINS do your work.”

Advertising a Labor-Saver

The merchant's greatest labor-saver is not necessarily an adding machine. It is more likely to be advertising.

A great factor in the cost of goods is the time it takes to move them. *Advertising and trade-marks*, working together, are the most efficient movers of goods—consequently the greatest reducers of selling cost.

The producer who places his trade-mark on his goods and advertises it nationally, is so sure of their quality that he is willing to stand the full force of possible complaints.

The whole tendency of trade-marks and advertising is to raise qualities and standardize them, while reducing prices and stabilizing them.

THINK

What gives you confidence
in certain lines?

**DEMAND
ADVERTISING
CO-OPERATION
PROFITS**

being created and steadily main-
tained.

that is forceful, clean and
truthful.

on the part of the manufacturer
with the retailer.

that are fair to both retailer and
consumer.

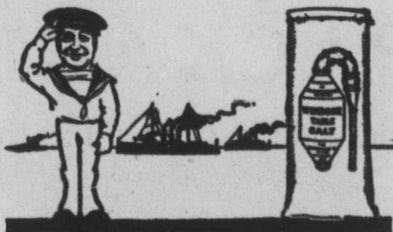
It is because Red Rose Tea has so fully lived up to these requirements
that it enjoys to such a degree the confidence of the trade.

T. H. Estabrooks Co., Limited

ST. JOHN

TORONTO

WINNIPEG



**The World's
Best**

Of all the pure foods made or sold in Canada,
there is none that holds a higher place in the
Grocer's esteem than

**Windsor
Table
Salt**
Made in
Canada

It has been his standard of purity for years—
and has always maintained its well-earned
reputation as the "Canadian Salt without a
fault."

THE CANADIAN SALT CO. LIMITED



**The Baking Soda the
Housewife Prefers**

It's Good-bye to the paper bag way of pack-
aging soda when the housewife and grocer co-
operate for their mutual good. Cow Brand
Soda neatly packaged is handy for the grocer,
convenient for the housewife and keeps the
soda pure, clean and of full strength. Keep
up your supply.

Church and Dwight, Limited

Manufacturers

MONTREAL

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



*A household
requisite every-
where*

*Pleases the
most particular
people*

EVERY day is a day of big sales and profits for dealers displaying the two popular cereals—
Robinson's "Patent" Barley and "Patent" Groats

Remind your customers of these quality lines by keeping a little display before them. Does your stock need replenishing?

Magor, Son & Co., Limited

30 Church St., Toronto

191 St. Paul St. W., Montreal

AGENTS FOR THE DOMINION OF CANADA.

ICING SUGAR IN PACKAGES

If there is one kind of sugar as against another that should be put and sold in original packages it is Icing.

When stocked in bulk for any length of time it becomes hard and lumpy. Avoid unnecessary trouble in this direction by handling only

Lantic Icing Sugar

packed 20 and 50 *one pound* packages to the case.

In addition to the carton our Icing is packed in a paraffin bag on the inside which insures keeping qualities.

Order a case to-day for your Spring trade.

Atlantic Sugar Refineries, Limited

St. John, N.B.

Montreal, Que.

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

CANADIAN GROCER

Vol. XXXI.

TORONTO, JANUARY 12, 1917

No. 2

Retailers Review Business Conditions

Retrospect and Prospect, From the Merchants' Standpoint—Unusually Bright Conditions, With Prospects Equally Bright—General Prosperity Given as Reason—Improved Credit Conditions a Reason for Congratulation—A Note of Warning of the Dangers in the Path of the Retail Merchant.



THAT the coming year opens up, bright with prospects of an ever increasing business, seems to be a pretty fair consensus of the opinions of the average retailer.

THE CANADIAN GROCER, as is its custom, has requested merchants in all parts of the country for their opinion on the business of the past year, and of the prospects of the year to come.

With but few exceptions the long list of replies note a very marked increase in business, in some instances running from 25 to 50 per cent. This is an unusually cheering condition, especially when it is associated as it often is with a clear understanding that this increase in business does not figure entire as a net profit to the dealer, but it is in no slight measure eaten up in the increased cost of goods. It is a cheering thought in any event to realize that, even with the enormously increasing costs of most goods, due to a variety of reasons, the retail business has been able to keep its head above water. Yes, to do more than that, to show at least some margin of improvement over past years. It is an interesting commentary on living conditions too that, despite this heavy increase in the actual cost of food products, that would naturally tend to make credit accounts run to larger figures and consequently make them less easily liquidated, that credit conditions are not worse than former years, that indeed they are immeasurably better.

Business and Credit Good.

Business is good and credit is good. This is practically the gist of all the opinions received, and the same reason may be given for both conditions. That is that the working man is everywhere unusually prosperous. There are no men out of work, no men let out for long periods of time, the man out of employment, that was so much a part of the conditions of the early days of the war is now busy all the time and earning unusually good wages. The farming community too is prosperous. This is the view of all our correspondents in the rural districts. He has received unusually good prices for all his produce, and has more ready money than is usual. The retailers in these sections speak of next year's crop as the probable standard for reckoning whether the coming year's business will be good or bad. Probably they are in a great measure right.

A Note of Warning

Here and there in this general chorus of optimism there is a dealer who sounds a somewhat different note. Business has been good they say, but prospects are not bright. The plentitude of money, they hold, may engender a false security. Conditions are not normal. Everything is costing greatly increased amounts, and the retailer is not able in all instances to increase his prices to meet the upward trend. The goods the merchant is stocking are all bought at figures much above the normal. The danger is that the retailer will be left with these high priced goods on his hand when the market drops as it eventually must. In this view there is a solid basis of hard common sense and it is well for the retailer who discounts these possible dangers before they actually become a factor in the business of the year.

Herewith we give a review of the opinions of many merchants:

Geo. McNeil, Haileybury, Ont.—"We had a good Christmas trade, much better than last year. Our year's business showed a decided improvement. Our business is growing and liquor is cut out. Credits are better and everything is going finely; in fact, everything points to a favorable business year in 1917."

Cascapedia Manufacturing and Trading Co., Chaleurs, Que.—"Our Christmas trade was better than in former years, and there was a very heavy increase in our turnover for the year 1916. As the prices on all goods are higher, the same quantity of goods sold show a larger turnover. The potato crop was

unusually good in this part of the province and as you know, they brought a good price. The prospects look fair for the coming year, but much will depend on the crops of this coming season."

Farmer Prosperous, Helps Business

J. J. Girard, Richmond, Que.—"This Christmas trade was the best we have

ever had, while the year's business showed an increase of about 35 per cent. This is mainly due to the farmers getting high prices for their goods. People seem to be more careful and credit is consequently better. The prospects for the coming year seem to be very good."

M. T. J. McKee, Richmond, Que.—"The business of 1916 showed a very satisfactory increase over that of last year. We credit a great deal of this increase to the high prices prevailing for farm produce. Collections are very satisfactory. While goods are very much higher in price than they were a year ago our book debts are hardly as large as they were a year ago. We have every expectation of business being fully as good for 1917 as it was in the past year. As produce of all kinds is selling at such high prices the farmer at least will be prosperous."

McRae Bros., Richmond, Que.—"We had a very successful Christmas trade and business for the year showed a satisfactory increase. There is apparently more ready money in the country. If prices go on advancing, however, people are not going to buy the quantity they have bought in former years."

Farmers' Pockets Lined With Gold

Woodman & McKee, Coaticook, Que.—"We had the best Christmas trade this year we have ever had. Business throughout the year, too, was considerably ahead of the previous year. The probable reason is that the farmers' pockets are lined with gold, owing to the extremely high prices of produce. The laboring classes, too, are all earning high wages. Another reason is that the town is dry this year and consequently there is less money spent on booze. We think business should be good this coming year."

A. W. Mullin, Hudson Heights, Que.—"Our Christmas business this year showed a slight increase; the past year also showed an increase over the preceding year, due probably to the increased prices of goods. We found credits about the same as usual. The prospects for the coming year should be fair."

W. A. Kenny, Kazabazua, Que.—"Our Christmas trade was not quite as good as last year, owing to the fact that the roads were bad and we did not get any snow till the end of the week. Business in 1916 was a shade better than in the former year. Farmers seem to be paying better. They seem to have more money. Everything they have to sell is at such a high level. We think that trade should be as good in 1917 as it was in 1916. Of course, everything is high and it is hard to sell, but people realize now that they will have to pay."

Profits Less As Prices Advance

John O. Denigan, Magog, Que.—"Our Christmas trade was fair, but not up to last year, on account of the high price of everything and the very bad weather at the Christmas season. Business this year compared favorably with last, but there was no great increase. One reason for any increase is that less credit business is being done by most merchants, though some still adhere to the old system. Credits generally are better because we do not take the risks we used to do. Our belief is that the prospects are not too bright for the retail trade, profits are cut less and less as prices advance. The small retailer has to compete with the larger, of course. The one buys within his means from week to week, and finds when he has sold his purchases of last week at a fair profit, he has to pay this week all he got for his goods to replace them, this is the case in many lines. Whereas the larger buyer has the advantage on the rising market, besides getting a discount on many lines by buying a certain amount, which is not within the means of the smaller dealer. Soap, matches, and many lines that have advanced, means so much less for the retailer, as the advance is not enough to compel dealers to advance prices, and so many will not do it that the rest have to keep their customers."

J. A. Vallaincourt, Scotstown, Que.—"Our Christmas trade was very satisfactory, though less than last year, owing to a storm just before Christmas; otherwise, business is growing better every year. Giving quality and service has helped us to build up business. I have less credits than ever, especially doubtful credits. They pay better as a rule, anyway. The prospects for the coming year should be extremely good, if prices do not go to extremes."

J. A. McLaughlin, Cowansville, Que.—"This is the largest year I have ever had in my eighteen years here. There are more people in town owing to the sheil factory here, and this no doubt has helped business. Collections have been far ahead of former years, I think. The pros-

Buzzell Bros., Cowansville, Que.

—"Both Christmas and general year's trade was the same as usual. There seems to be plenty of money among the working classes, and though they talk a lot of high prices, they buy just the same. The prospects for the coming year's trade seem to be very favorable."

"Christmas trade was not as good as former years. Fancy goods and candies did not sell well. There was also a falling off in trade profits during the year. One reason for this is the number of people leaving here for enlistment and munition making. We do not consider the prospects for the coming year very good, and prices are higher."

H. J. Burton, St. Andrew's, N.B.

"Our Christmas trade was quite successful, on a par with other years, and the year's business figured up to large amounts. The goods we handled were about the same as last year and the increase was due to the increased cost. Our experience was that payments were not quite as good as in former years. If prices continue to advance, we will be forced to cut out some lines, and keep more moderate priced goods to the front. In that event probably the volume of business will be less."

J. F. Ross, Kinross, P.E.I.—"Our Christmas trade was larger than last year's. Our business for the past year showed an increase of 52 per cent. over that of the former year. Strict attention to business, quick sales, and a fair profit helped considerably toward this end. We have no reason to complain regarding credits, there seems to be quite an amount of cash at present. We look forward to a good business in the coming year."

Dixon Bros., Maple Creek, Sask.

"Our Christmas trade was somewhat better than last year, probably about 15 per cent. increase. The reason, I think, for this increase are big crops and high prices. Our experience was that there was very little demand for credit during the year. Regarding the prospects for next year, it would seem that there is sufficient money in the country to keep



pects seem very promising for a good business in 1917.

business normal. Another big crop would make things move fast."

A. McDonald Co., Lethbridge, Alta.—"We had a very successful Christmas season, much better than last year. Good crops were probably responsible for the increase. We have found a considerable improvement in credits during the year. The coming years seems to us to present very good prospects."

Fine Business Due to Freer Money Conditions.

"Our Christmas business showed an increase of 34 per cent. over last year. The business for the year was about the same as in 1915, with the profits slightly higher. Freer money among producers seems to be the main reason for this improved condition. We have found credits better owing largely to prohibition, we think. As to the coming years prospects, we certainly look for a good year in this section."

E. B. Thedford, Mortlach, Sask.—"Our Christmas business this year was hardly as good as last, owing to a considerable extent to bad weather, but our trade for the whole year past was much larger in volume than the preceding year and was done on a cash basis. The reason for this improvement was strong monthly circular advertising, lower prices, the constant fighting of the Mail Order houses and general better prices this spring than last. We did a strictly cash business this year and were not asked much for credit. We believe the prospects for the coming year are about as good as last year's."

Carry Over No Accounts.

Brown's, Limited, Portage la Prairie, Man.—"This year's Christmas business was the best we have ever had, and business generally throughout the year was 20 per cent. better than last year. Increased effort on our part was largely responsible for this result. Regarding credits, 95 per cent. of our outstanding accounts were paid by Dec. 30th. The remaining 5 per cent. will come in before we close our fiscal year at Jan. 31st. All credit customers are obliged to settle every fall. We do not carry any accounts over. If war continues business will be good. If peace comes, as we anticipate and hope, it is difficult to say how business will be affected."

John McKellar, Tiverton, Ont.—"We had a very good Christmas trade, above the average in staple goods, below in fancy goods. Our business as a whole was 15 per cent. greater than last year. The increase was largely due to higher prices on staple goods and butter and eggs being higher the farmer had more to spend. We found there was less credit asked for this year than formerly. Produce being higher, there was more buying power and money was generally

more plentiful. We do not expect any extra business during the coming year. Top prices seem to have been reached, and stocking up with goods at present would seem to be speculative. On the other hand, customers are in a better financial position and this will probably have the effect of lessening credit buying in 1917."

Finds No Improvement

C. M. Davis, Weir, Ont.—"We found our Christmas trade less than usual and the general business of the year about the same. War prices are hard on the farmers who have poor land, and land in the outlying sections is poor. Credits are no better, and in some instances worse, and we are obliged to be careful. As for the prospects of the coming year, it depends on how long the war will last. However, Weir is a summer resort, and we still expect good trade."

Expects Good Business but Less Profits

J. B. Kemp, Pembroke, Ont.—"Our Christmas business was somewhat better than usual, but business generally throughout the year was about the same. Were it not for the economy cry, I think we would have done more business. On the whole, payments are better and credit not so often asked for. I look for an exceptionally good business next year, but presume that my percentage of profit will be less than in former years."

A. H. Robbins, Thamesford, Ont.—"Our Christmas trade was good and the trade of the past year showed an increase of 38 per cent. over 1915. Higher prices would account for about 25 per cent. of this increase. I have fewer accounts on my books than any time in the last three years. As for the prospects for the coming year, I judge them to be very uncertain, owing to war conditions, and my advice to all retailers would be to go easy and purchase goods only in such quantities that they could liquidate in thirty days if necessary."

Prospects Not Too Dark, Even if War Continues

Mrs. J. W. Nobles, Colborne, Ont.—"Our Christmas trade was much the same as in former years, certainly no worse, while the general year's trade showed some improvement. Money seems to be more plentiful. Credits during the year have been somewhat improved, for one reason, I do not give as much credit as I used to. Hints, too, from the CANADIAN GROCER have helped somewhat. Considering the past, I think that prospects for the coming years are not too dark even if the war should continue."

John W. Paisley, Cedar Springs, Ont.—"Christmas trade with us was good. It was slow in starting, but in the end it came with a rush. Business generally was much better than during the preced-

ing year, due mainly to the increased prices of goods. Credit during the year has been very slow. As for the future prospects, it all depends on the crops, and therefore is too early to say."

McLaughlin & Sons, Owen Sound, Ont.

—"Our Christmas trade was better than last year, but not as good as that of the year preceding, but general trade showed a great improvement all through the year. Accounts generally are in a better state, except for the chronic slow ones. I fear that this coming year will have its difficulties if crops are not better than last year."

The Biggest Year on Record

W. J. Cherney, Windsor, Ont.—"We have had one of the biggest years we have ever had since we have been in business. The year 1916 was certainly a hummer. This was mostly due to the fact that everyone who wanted work had work and at high wages. Our customers paid up better than they ever did, for all the people had plenty of money. We look for a better year than ever in 1917; every person is working and there is plenty of money in circulation. We think there will be more building this year than ever before and a better year in every line of business for the wide-awake business man."

Fenton and Smith, Pembroke, Ont.

—"Our Christmas trade was about the same as former years, though business was on the whole a little bit better, due to the fact of so many men being engaged in munition plants and the high prices paid for farm produce. We find that town credits are not particularly good; the cost of living is too high. The prospects for next year look good, though the working man will find it hard to make both ends meet."

N. Fink, Mattawa, Ont.—"Our Christmas trade was about an average, but trade generally was a little less than in 1915. The main reason is that so many people are leaving town, seeking employment elsewhere, there being no factories here. Credits are improved, customers are more careful and are inclined to pay more regularly. I do not think there will be any boom next year, but expect a steady trade."

W. W. Hill, Lucknow, Ont.—"Both Christmas and general year's trade was a little better than the preceding year, due to good roads and good prices. I have found credits better than in former years. I expect a good year next year. High prices don't stop buying."

D. J. Gillies, Cornwall, Ont.—"Our Christmas trade was about the average, and also our trade in 1916 showed a good increase. On account of the increased prices, there was a larger turnover in dollars and cents. The prospects for the coming year look bright."

(Continued on page 28)

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

**THE MACLEAN PUBLISHING COMPANY
LIMITED.**

JOHN BAYNE MACLEAN, President.

H. T. HUNTER, Vice-President.

H. V. TYRRELL, General Manager.

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.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXI.

TORONTO, JANUARY 12, 1917

No. 2

ONE OLD time ruler has gone by the boards as a result of the war—King Rum.

* * *

AN AMERICAN newspaper thinks President Wilson's peace note sounds a good deal like "Tut! Tut!" What does the Allies' reply remind them of?

* * *

AN OLD friend of the readers of CANADIAN GROCER has returned in the person of Henry Johnson, jr. His contributions will be a regular feature of all issues from now on.

* * *

WHAT of the prices of canned goods for the coming season? No one knows as yet. It is a significant fact, however, that cans are costing more than they have done for any year since 1883.

* * *

IT IS rather superfluous to ask a man how business has been the past year. Any business man who hasn't been able to do pretty well doesn't know opportunity by sight even. But as to the future—that is another story.

* * *

BLUEBERRY pie stock has become an item of export for Prince Edward Island to the United States. Some \$4,000 of this commodity has been shipped from there this year. This stock is different from canned blueberry being shipped in kegs. Certain preservatives are used and the composition is slightly sweetened. It is sold to confectioners as the base for making blueberry pies. This information rather kills our appetite for American blueberry pies.

THE DANGER IN SELLING MAPLE SYRUP

ONLY a day or so ago the writer's attention was called to a large advertisement in the newspaper of a small Ontario Town. In this advertisement the

OFFICES:

CANADA—

Montreal — Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—142-153 University Ave.; Telephone Main 7324. **Winnipeg**—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector, **Chicago**—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe 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 129000. Cable Address; Atabek, London, England.

Subscription: Canada, \$3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, \$3.50 a year; other countries, \$4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

merchant featured Maple Syrup describing it as the pure article and noting in connection with it the brand name.

Only a week or so previous to this the government had published its latest investigations into the sale of maple syrup. Featured among the adulterated articles was this same brand that the retailer was selling as Pure Maple Syrup.

There is no question in our mind that the retailer so described the article in all good faith, for so it is described on the package sold by the manufacturer. The sad part of the matter is that the retailer for all his good intent was laying himself open to a serious fine.

We have often urged in the past the danger of assuming responsibility for such lines of goods as maple syrup, that have standing against them particularly stringent laws. You can demand a warranty with such articles. Only with such a warranty can you hope to escape a fine should you be discovered in the sale of adulterated syrup. The fact that you bought the commodity in good faith and sold it with the most honest of intentions is no protection.

A WORD OF WARNING

IN the first grim days of the war, when the bottom seemed to have fallen out of everything, when the world catastrophe seemed to dwarf all other things; in those dark days the confidence of the business man was sorely tested, and gloomy forebodings were the prevailing feeling. Doubtless this gloomy outlook was the result of conditions only half known and little understood. It was a swing of the pendulum in one direction. Now it has swung strongly in the other direction, based on the easy money conditions that are engendered by the very shadow that so darkened those first days of war, is there not as much

danger in one extreme as the other? We can but rejoice in these prosperous days. But in our rejoicing we must remember that in all this seeming prosperity there is an element of danger. On another page of this issue there appears a symposium of the opinions of merchants on present and future trade conditions. Almost without exception they are optimistic. Providing there is an understanding of the conditions behind this golden outlook, and a ceaseless watchfulness to guard against any possible change, this optimism cannot but work for good. Throughout that symposium here and there, is heard a note of warning, notably in the letter from the firm of McDermott and McCarty, of Prescott, Ont. Here is a very clear exposition of the dangers that beset even the rosier appearing path in these days of abnormal conditions. It is not a note of pessimism, but the note of warning and the wise man should always harken to such words as these. It is well in these days to mix our optimism with caution; for that way safety lies.

THE MIDDLEMAN NOT TO BLAME

IT is becoming a habit of newspapers and civic authorities to clamor for investigation into the high cost of food products. Because food is high it is at once assumed that either wholesaler or retailer is growing wealthy on his ill-gotten gains. Economize in someone else's profits, is the general cry. Men who are making very comfortable living in other lines are absurdly eager to know that the food handler should not be making more than a starvation profit.

Such investigations as have been made in Canada have proved nothing. In no instance have the loudly voiced charges been justified, yet they still continue. Nor is Canada the only sufferer in this regard. The opulent American who does not happen to be associated with the food market is just as incensed over the enormity of the supposed offence of cornering food products as is his Canadian counterpart. The only instance on record of anyone admitting a cornering of food products was that of Jan Wetz, of Chicago, who modestly admitted being the owner of fourteen million eggs. As the latest report of Jan was to the effect that he was spending his waking hours wishing that he had fourteen million less, he may be eliminated from the discussion as a misguided individual.

Of recent date the Wicks investigating committee of the New York State Legislature had its auditors audit the accounts of all the large milk concerns operating in the state. The official percentage figures of this audit very effectively disprove the claims of undue profits. A profit of about one-third of a cent a quart can surely not be considered extortionate.

The figures of this audit are as follows:

Paid producer	3.797c
Country hauling297c
City hauling294c
Pasteurization370c
Bottling241c
Delivery	2.394c

Freight charges934c
Administration, overhead and advertising319c
Total	8.636c
Profit per quart364c
Retail price	9.000c

Two noted investigators, B. L. Hibbard and Asher Hobson, have recently issued a bulletin of their investigations of the Wisconsin Butter Industry. This investigation was conducted in the Wisconsin creameries and on the Chicago butter market, with an idea of determining the relative distribution of the consumers purchase price. It was discovered that over 67 per cent. of the actual selling price went directly to the producer. Surely a good average, and one that ought not to lay the various agencies that had the handling of the product, after it left the producer, open to charges of excessive profit. The figures of this investigation are as follows:

	%
Farmer	67.7
Hauling	4.3
Creamery	6.7
Railway	2.3
Storage5
Shrinkage7
Receiver, jobber and broker	5.0
Packaging	2.9
Retailer	9.9
Total	100.0

The New York *Produce Review*, a journal whose reliability is generally accepted reports that it is necessary to go back to 1911 to find such a small supply of fresh eggs as were available this year. For the weeks Dec. 1 to 16 the available supply of recent years was as follows:

	Cases.
1916	66,235
1915	100,670
1914	77,344
1913	87,529
1912	76,448
1911	58,507

It is also noted that in New York and Jersey City the public warehouses had on hand Dec. 1, 396,090 cases of eggs, on Dec. 16 the available supply had dropped to 285,000 cases. In two weeks 111,000 cases had been disposed of. It was estimated that, if this rate of consumption continued, the stock would be exhausted by Jan. 26, a month or more before the new laying season opened.

On the evidence of this well informed periodical it is manifest that there is an actual scarcity of supply over that available in former years. Even the veriest tyro is familiar with the effect that supply and demand have on price. Why then seek other reasons for the high price of eggs?

All this goes to prove that high prices are not of necessity a matter within the control of any man or committee of men.

That conditions may arise that will settle the standard of prices as definitely as any man-made combine could do. It is in the nature of the public, however, to demand a scapegoat, and no amount of argument will persuade them that the extra price paid for goods in these years of stress is not an item tacked onto the price in the office of the jobber and retailer.

Bookkeeping for 1917-II.

Something About the Inventory and the Necessity for Conservatism in Carrying It On—Figure Liabilities at Par and Assets at Rock Bottom—Continuation of Bookkeeping System

NOTE—I omitted to say in my first article that those of you who are using the Harvard Sheets do not require my ledger; but very likely you can gain a few ideas from reading all about it. The journal I describe fits into the Harvard Sheets perfectly. It is the "missing link" not supplied by the Harvard system. Therefore, you can study my entire system very profitably. Either by itself, or in conjunction with the Harvard Sheets, this system is the best I have ever seen for the average retailer.

ITOLD you I would give a few hints on handling the inventory, and I shall concentrate my remarks as much as possible. If I am not clear, I shall be glad to answer questions. The hints are based (1) on my own long experience; and (2) on what I know of the methods of big, successful houses. I am a believer in the doctrine of following the ways of successful concerns.

It is elementary to insist that the prime consideration in figuring the inventory is to be conservative; but I find we are lamest on the most elementary, the most primary, considerations, so I will not apologise for repeating that; if you have possessions of \$10,000 you are on much safer ground when your figures show values of \$9,000 than when you inflate them even to \$10,100, let alone \$12,000 or more, as merchants everywhere constantly are doing; also that the \$10,000 is there just the same if you take it at \$9,000, and will come to the surface later on with much more certainty than is likely if you overestimate it.

So let us see what the big houses do. The rule is: if a commodity—rice, for example—has declined in market value, it goes into the inventory at its present worth. If it has advanced, it goes in at original cost. This system works against the stock both ways. It insures against inflation. It puts a burden on every man, which keeps him "on his toes" all the time to make a good showing. And the result is a tangible, concrete contribution to success.

Analysis of System

Some of the practitioners of this system have peculiar ways of accounting for it. These say they do not take "paper profits," because no profit is made until goods are sold; values may shrink until there is nothing left of certain items, etc. But such reasoning is faulty, in fact, fallacious; because, if carried to its logical conclusions, we would take our entire stock at nothing, since none of what we hold is sold at inventory time.

No; the correct idea is that this is sound conservatism. It is an avoidance of the danger of fooling ourselves. I regard it as the greatest safeguard of busi-

ness; and let me tell you an experience to illustrate:

I began to use my system on August 2, 1897, and ran along until December 24, 1898, when I took my first inventory under the new deal. I took everything with great care; every item at what I felt was rock bottom valuation; and when I carried my final "net profit" figures into loss and gain, I had, for the sixteen months' time, a net amount of—how much, think you? It was \$185.77. Let me admit that for a time I was discouraged—absolutely flabbergasted—hardly fit to go on with the job.

But I looked back over my figures to see just where I was at, and I found that not only was my inventory priced "down to the bone," but I had taken my customers' accounts the same way, and from the two had deducted 10 per cent., or \$651.85; had deducted 20 per cent. from my F. & F. account, \$82.68; had taken my own salary at \$100 per month, \$1,653.04; and every item of direct expense and shrinkage carried forward at the maximum. These deductions totalled \$2,387.57, which grocers who do not keep books and many who do are apt to run in as "profits." Meantime, I had hunted up every bill I owed and took the total at full value—not fooling myself very much.

So I carried out my plan; and was rewarded the following inventory, September, 1900, by being able to carry to loss and gain a net profit of \$2,084.88—the smallest figure to which I could boil down my earnings.

Conclusions to be Drawn

Thus, I say to you now that it is wise for you to be very conservative in pricing your inventory; in estimating the value of your accounts receivable, take every one at rock bottom—try to place yourself as one who would purchase those accounts for cash, as going accounts, and then probably you can estimate fairly the real worth of each; and when you have so estimated, deduct 10 per cent. from the remaining total. Take everything you owe and all items of expense or known depreciation at full figures.

It is to be noted that the present is a peculiarly difficult time to price an inventory; so you must exercise unusual caution. Some advanced values are legitimate and should be taken; but always remember that a day of declines is coming, and that what you sell the goods for

is what will make the final determination of what they are worth.

Process of Journalizing

I left you last week with a description of the book of petty vouchers. Having that in shape, we are ready for the work of journalizing, and you will note that the journal described is the one book of general entry—it is cash book, day book, and journal combined.

First, note that the left-hand page is the debit page. Everything that is to be charged against any account is entered on this page.

Second, the right-hand page is the credit page. Every credit to any account is entered on the right-hand page.

Third, there can be no debit without a corresponding credit; hence, an entry on one page requires an entry on the other page to balance it. This is the safeguard and the check of the "double entry" system. Do not be afraid of this feature. It is very simple and easily understood and handled; and you get used to it very soon.

You have six columns in your journal. You skip page 1 entirely. On page 2 write in the space provided at top of each column as follows:—Col. 1, cash; col. 2, mdse; col. 3, expense; col. 4, wages; col. 5, earn.; col. 6, sunds. (meaning sundries). On page 3, being right-hand page, write on col. 1, cash; col. 2, mdse.; col. 3, discount; leave 4 and 5 blank for now; write sunds. top of col. 6.

At top of date column, on both right and left-hand pages, write 1917, and in the column, second line, write January 2nd.

Next, write mdse. in the detail column. left-hand or debit page, followed by petty vouchers. Take the total of "P.V." charged against merchandise, as described last week, and enter that in the mdse. column.

Next, take your check book for the record of bills paid by check, and enter as follows:—Below mdse. set in slightly from left margin, write name of firm paid, say, A1 Jobber & Co. Let us say there were two bills—one 30-day, less 1 per cent., \$29.60, and one 60-day, less 2 per cent., \$48. So, immediately following Jobber's name, dropping to next line, insert \$29.60—.30, carrying the 30 cents discount into the small column immediately at right of detail column. Next line write \$48.00—.96, carrying the 96 cents discount into the small column, as before. Proceed thusly with all bills paid by check. (You will note that I go

on the theory that you discount your bills. If you do not discount, just insert the face value of bills paid without deduction directly in mdse. col., as noted below).

When you have entered all bills thus discounted and paid by check, enter other bills paid by check, either not subject to discount or not discounted in similar fashion, listing each bill under the payee's name for ready reference.

Now, add up the discounts in the small column, putting the total immediately below in small, interline figures.

Next extend each net amount paid over into the column headed mdse.

Next extend the total amount of discounts, as indicated by the small figures in the small column, into the mdse. column just below the other items you have written therein.

Now, take your finely-pointed, hard pencil, and add up the items in the mdse. col. down to, but not including, discount. Say it is \$188.46. Insert the pencil figures there and let them remain.

Next move over to the right-hand page, which you date as previously indicated, and write cash in detail column, second line, followed by the words mdse. a/c.; and carry the total of \$188.46 into the cash column.

Next take the little figures of discount from foot of left-hand mdse. column, say, they total \$1.47, and carry that amount to right-hand page under discount column, dropping six or seven lines below the cash entry.

Results So Far

I shall leave you now for this week, but you will note this one point: That as far as you have gone the total of the entries on the left-hand page is the same as the total on the right-hand page. That is "balance." It is the foundation of correct accounting. Note it carefully. I shall write you the next section next week.

The Story of the Orange Tree

The Most Universal of Fruits—Found in Almost All Sections of the Globe — Some Little Known Countries of Growth—Its Age and Marvelous Productivity —How the Orange is Handled and Graded by Modern Machinery.

OF all the fruits that seek the favor of the public taste, the orange is perhaps the most universally used. This is a most fortunate provision of nature, for of all the fruits the orange is the most widespread in its zones of cultivation.

Most people look upon the orange as the product of California and Florida. Those are, of course, the oranges of which we know the most, probably also these represent the largest area in point of actual production in the world, but the orange is indigenous to almost all of the tropical and semi-tropical climates. More especially is this true of the semi-tropical lands. In this area practically everywhere oranges are grown. For instance, no one thinks of Africa as an orange country, yet oranges are grown there. This year the reported yield is nearly a million boxes, no small item in itself. Many people are familiar with the large cases of oranges that make their appearance about Christmas time, "420's and 714's" is the way they are known to the trade. These are the product of sunny Spain. Southern France has its orange groves bordering on the Mediterranean. Portugal is a heavy producer. Italy is a garden of orange trees. Only of late years have these oranges ceased to be a factor of the Canadian trade. The bitter oranges that come from Italy are still largely used.

Oranges come from the Azores, from the Canary Islands, from parts of north Africa, from the Caucasus. Everywhere that the sun's rays beat with a fair degree of persistence and more than a fair degree of heat.

First in India

They were cultivated in India from remote antiquity, and from thence



Grape Fruit Tree, St. Petersburg, Florida.

spread to western Asia and Europe. England draws her supply mostly from St. Michael, the Azores and Malta, though these are not the equal of the Mandarin orange of China or the navel of South America. Some of this latter variety, almost twice the size of an ordinary orange, reach England from Brazil. Jaffa, the Joppa of the Old Testament times, has a justly celebrated orange, while the seedless orange of Majorca, is greatly prized. The Kum-quat orange of China and Japan is an interesting variety of the species, being barely larger than a gooseberry. This fruit also flourishes in Australia.

West Indies a Factor in Orange Trade

The orange is not naturally a tropi-

cal fruit like the banana, yet it flourishes in most of the West Indian Islands, which border very closely on the equator. Cuba, Jamaica, Porto Rica, Isle of Pines oranges are well known. They are grown in profusion in Dominica, Hayti, and in British Guiana, in South America, though the products of these last three countries are not commercially known in Canada. It is hard to realize to what late date this trade belongs. A report of West Indian trade of only a very few years ago puts the exports of oranges to Canada as "nil," now the Jamaican orange is a familiar feature on the market. Many thousands of boxes are sold every season. In the beginning of the industry in that section it was the custom to ship the oranges in large hogsheads. It would be hard to imagine a method less suitable for the handling of oranges. Big and little, good and bad, they were all dumped into this hogshead till it was full. These hogsheads were, of course, sold at very cheap figures, but the retailer who ultimately received them had an unsavory task seeking for the good oranges in the mass of more or less decayed fruit, a task that was made not the more pleasant by the fact that vicious looking, if harmless, West Indian beetles delighted in these quarters, and even now and then, a not so harmless scorpion would be discovered. That system has now been changed and these oranges are shipped in boxes, graded and packed according to the best accepted methods.

Green Tinge Not a Sign of Immaturity

One peculiarity of this West Indian fruit, especially that of Jamaica, is that its skin is naturally a lemon yellow and even green. This green tinge to the skin does not necessarily mean that the

orange is immature. The orange may be thoroughly ripened and perfectly sweet and juicy and yet retain its greenish color. This peculiarity has led to a certain prejudice against the fruit by those who are not familiar with its many good qualities.

Before the Californian and Floridan orange had become the standard of the trade, the Mexican orange had an enormous sale. These oranges are still largely sold, though the better grade oranges have to a great extent usurped the place they used to hold. In fact, with the enormously increasing volume of the oranges grown in the United States, and their consequently lower prices, they have unquestionably become the bulk of the orange sales, a condition which the uncertain politics in Mexico has not helped to minimize.

California has practically two orange seasons. The well known Washington navel or seedless orange, comes on the market sometimes early in November as a rule, and continues into the early spring. It is followed by a short crop of an orange known as the "Mediterranean Sweet." Practically before these oranges are off the market, the variety known as the Valencia Late is in season, so there is never a day in the year when California is not shipping oranges. Though most people have come to look on all California oranges as seedless, this is not the case. Only the navel is seedless, though the other varieties have comparatively few seeds.

Florida has but one orange season, and it is not as long as the Californian. Florida oranges, as a rule, come on the market some time ahead of the California navel and are off the market early in March. There is then no further production of this fruit until the following October.

The orange is a fruit that needs the maximum of care. Cultivation is necessary to produce a commercial article, as the fruit degenerates rapidly. As a result, the seedling orange is probably never of any commercial advantage.

One Tree, 10,000 Oranges

The orange tree is remarkable for its productivity. A tree 20 feet high with a thirteen feet spread will produce as many as three or four thousand oranges in a season. There is at least one tree on record in Florida that during several seasons has produced 10,000 oranges. These trees attain a very considerable age. An average of from 100 to 150 years, is a fair estimate. Unlike many fruits the age of the tree does not affect the quality of the fruit. Indeed, the fruit from young trees has not quite the same quality, being pulpier and heavier skinned.

Though oranges are one of the hardi-

est of fruits, as far as their keeping qualities occur, they are very easily injured by injudicious handling. A scratch from a finger nail, a bruise in gathering, will start a rot in transit from packing house to destination, and this rotting is very contagious, and naturally militates against the advantageous sale of the fruit.

Care in Handling Oranges Before Packing

For this reason, every year new methods are being adopted to assure the proper handling of fruit. Some packing houses are instituting the use of gloves in all the handling of the orange from the tree to the packed box. This is supposed to protect them from finger nail cuts that are an ever-present source of danger to their keeping qualities. Great caution is observed to see that oranges are not cut with a long stem or sharp stem, as these will bruise or cut the fruit in packing. People have sometimes wondered as to the use of the strips of cardboard that line the end of many orange boxes, and to why the centre partition has a rounded top. These are just other steps in the process of protection and are adopted to prevent the cutting of the skin of the orange in packing.

Oranges are originally picked into what is known as field boxes, a heavy wooden box somewhat larger and longer than the ordinary orange box. These are filled just so full that they can be piled one on top of the other on a wagon. Thus they are drawn to the packing house either of a broker or are handled through a packing house run by an association of growers. As far as prices go, 75 cents per field box is considered

a very good price by the grower, though, often enough, oranges are sold for less. For instance, two years ago fancy Florida grape fruit was sold as low as 25 cents per field box and oranges not much higher.

Settled Charges Against Fruit That Keep Price Up

It must be remembered, however, that the heavy charges come after. For one thing, the modern packing plant means a fairly heavy outlay. The actual machinery of even a small modern plant will run into the thousands. The wear and tear on field boxes, which are usually supplied by the packing house, is a very considerable item. Packing is a skilled work and a good packer will make as much as a munition worker. Loading charges, freight rates and duty and icing charges are a few of the other charges that help to bring the price to the retailer to a very fair figure as compared with the 75 cents of the field box.

How An Orange is Cleaned and Graded

Roughly speaking, a field box will just pack one regular box. That statement may be misleading, for a field box will probably run in half a dozen different sizes. When a large supply of these field boxes are on hand the packing begins, the boxes are carefully dumped in a wide trough, the bottom of which is formed by a traveling belt. This draws the oranges into the washing machine. Here they are run through warm water to remove any of the grit or dirt that may cling to the skin. From this they are drawn between soft brushes that clean the skin of many little natural discolorations and brightens it and gives a gloss to the skin. Then, as a damp orange would certainly result in rapid decay, were they packed in that state, they are passed through a drying chamber, where warm air is forced on them by means of fans. From there the traveling belt brings them to the grading table, as it is called, though anything with less resemblance to a table would be hard to find. The table is perhaps 60 feet long, the centre perhaps four feet high, with a convex top a foot in width. On each side of this there are a series of rollers about three feet in length running down the full length of the table. These rollers at the start are set very near to the floor of the table, but each one as you progress is raised a small fraction higher. These rollers are continually turning. The oranges are carried by the traveling belt to this table. Here the convex top lets them roll into contact with the turning rollers, which have a slight tilt at one end. This keeps the orange moving gradually forward till it reaches the roller that is just too high from the table to catch it and there



A profitable crop scene in an orange grove, Florida.

it drops through into one of the bins that line each side of the table. All the oranges that fall into this bin must perforce be of exactly the same size to the smallest fraction of an inch. Before this bin stands the packer, his hands working so fast that it is almost impossible to follow them; yet each orange is wrapped and falls into its exact place in the box. For each size much pack in one particular way. There is no other possibility. If packed in any other way, it will either be too slack or too full. By means of knowing the pack the dealer can tell at a glance just what the size of the orange is. It is possible in this way to know that the original numbering placed on the box by the packer has not been tampered with for any reason.

Oranges are packed to stand 1½ inches above the box. When it is fully packed it goes to the cooper, who lifts it onto a press. A movement of the cooper's foot and two arms press down the ends of the cover till they touch the box ends. In this position they are nailed. There you have the packed orange box with the familiar bulge, or, as it is less euphoniously called, "belly." The packed boxes are trucked into a car, a checker calling off the sizes as they go. There they are piled on end, seven across the car, and each row is stripped with long laths that bind the boxes together, preventing breakage. On this the second row is piled. When the car is loaded and properly stripped, it is practically solid, though all through it there are

spaces for the circulation of air, and capable of standing any ordinary rough usage in transit. These cars are sold in transit, as a rule, on the basis of the size list taken at the time of loading.

This, then, is the process that oranges go through on their journey to the consumer. At least this is the method used in the best equipped sections. The Jamaica orange is still to a large extent graded by hand.

Considering all the manifold handling that an orange must undergo before it is actually packed, and the long, long journey that separates the producer and the consumer, it is a point to be marvelled at that oranges can be bought so cheaply that they are within the reach of practically everyone.

Selling Marmalade at the Right Moment

Timeliness in Advertising and Selling a Great Element of Success—How One Merchant Played on the Unspoken Needs of His Customers—Advisability of Featuring Both Marmalade Orange and Manufactured Articles.

THERE is a well-known grocer in a large town in Ontario, who makes it a part of his business policy to seize the psychological moment in selling. He doesn't put it in just those words; in fact, he doesn't waste many words on the subject at all, but he certainly does use a good deal of thought, and the timeliness of his campaigns, that are ingeniously arranged to fit in with customer's mental processes, have more than justified themselves in the splendid results that his system has obtained.

Of course, it is doubtful if this merchant would consider his methods a system at all. His line of argument is this: Just around this time of year the housewife is likely to come to the rather distressing conclusion that the supply of preserves and jams that seemed of such mammoth proportions when they were arranged in orderly rows in her fruit cellar the previous fall, have become painfully depleted, and are in great need of some outside support. Of course it doesn't take any particular brain power to discover this fact, but the solemn truth of the matter is that obvious as the matter may appear when outlined thus, not one merchant in a hundred thinks of this, or if the idea does happen to cross his mind, makes any effort to capitalize the fact. The merchant in question has built up a prosperous business by capitalizing just such hints, or possibly it would be better to call them intuitions, as this:

For instance, it is getting near marmalade season and the housekeeper is getting short of just such commodities, those facts are fairly patent to the re-

tailer because his fruit wholesaler about this time begins to bombard him with circulars in which the fact that marmalade oranges are about due, is prominently to the fore. Some merchants register a resolve to get a couple of boxes of oranges as soon as they arrive and in a more or less desultory manner they pass on the information gleaned from the wholesaler's circular to their various customers. That may be building for the future, but it gets you nothing in the present, and making things move in the present is the idea that has been behind the success of the merchant we have in mind. He reads the wholesaler's intimation and it suggests marmalade to him also, but it suggests also the fact that probably the housekeeper has also been thinking of the same thing, and that it is the psychological moment to draw this line to her attention. She has had her mind on just this line of goods, she needs something of the kind and needs only a suggestion to make her a purchaser. So this merchant has made the early weeks of January marmalade weeks. He doesn't wait for the oranges to arrive. He plays on the suggestion.

Probably fewer people are actually making marmalade every year, and yet still the association of the early part of the year and marmalade maintains its force. It is the marmalade season and the merchant who takes advantage of this psychological moment is bound to reap a harvest.

The merchant referred to uses a small counter display of different brands constantly at hand. His clerks are instructed to draw the attention of the custo-

mers to the display with some reference to it being the marmalade season. The matter is never urged unduly, and no effort other than this bare suggestion is made to encourage the sale, except, of course, the window display; that the merchant always uses as a backing for all his arguments and as a basis for them. To make a window display of soap and then feature canned goods in your selling is a very successful way of dissipating the effect of both, in the opinion of this merchant, so he uses an attractive window display as a background for the little selling suggestion. There is then no decided effort needed to bring the matter definitely to the customers' attention.

How many customers who had no intention of buying marmalade were led to do so by this means of suggestion, it is hard to estimate, but their numbers were a very decided factor. Had this campaign been timed for any other season it would in all probability lose the major part of its effect. Customers would not be thinking of these goods and their attention could only be caught with a good deal of difficulty and this would be selling under difficulties.

Timeliness is an item in advertising and selling that many retailers lose sight of altogether. There is a time when the public's attention is naturally centered on some particular thing. If that moment can be discovered it is the psychological moment to push that line.

This is the season of marmalade making. The idea is in people's minds, and the wise merchant will not fail to make

the most of it. It is a fact that, with the high cost of ingredients that have prevailed during the past few years, many people who formerly used to make their marmalade have ceased to do so. The fact also that manufactured marmalade is being manufactured at such reasonable prices and of such good quality, makes it unwise to pin all your faith

on the sale of the contents of the home-made article. It has become more and more the custom to feature the marmalade oranges and the manufactured article together. In any event, it is wise to remember that timeliness is a great factor, and to take advantage of all opportunities of advertising and sale is the part of wisdom.

brought five cents a pound to the shipper in Japan, who sent them in through a German broker in Shanghai. At the ordinary retail price of twenty cents a pound the public would have been "stung" about \$20,000 for the nuts had they not been held up by the provincial officers."

Britain's Food Dictator

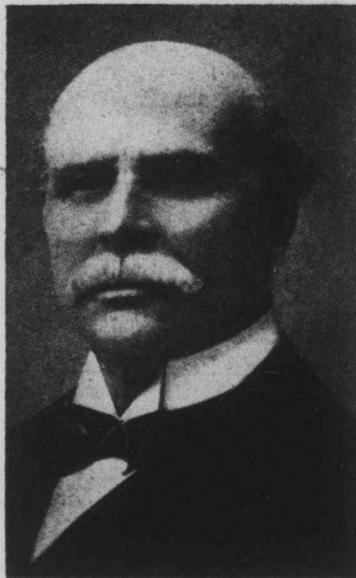
BARON Devonport who in Lloyd George's cabinet was given the responsible and arduous post of Food Controller, has been going about his work in a quiet, conscientious, and as far as can be judged thoroughly efficient manner. We hear very little of him, but we know that whole wheat bread has become a fact in Britain, thus saving a very heavy percentage of flour. We know that the prohibitions against imports of certain unnecessary lines of goods have become more stringent, that the shipping facilities may be devoted to more necessary work. We know that supreme efforts are being made to keeping up the merchantile marine that the Empire may not feel the touch of hunger. We know that there have been measures suggested bearing on the conservation of the potato supply. In all these measures, Lord Devonport's hand has remained unseen but none the less present because of its invisibility, and the Empire breathes easier for having a business man guarding the biggest interests of the biggest business the Empire has ever known.

Baron Devonport is a grocer by trade, that is he owns a network of retail stores under the name of "The International Tea Company."

Before he became a member of the Cabinet he had been Manager of the Port of London. The wisdom and far sightedness of his policy while occupying that position has been made abundantly evident in the ability of that port to handle the enormously increased burden that has developed upon it due to the world war.

A CORRECTION

In an article in last week's issue on the review of the past year's trade from the past year, the name of the president of the White Swan Spices and Cereal, Ltd., who contributed an unusually interesting and suggestive letter in connection with the discussion, was inadvertently given as A. M. Broder. The name, of course, should have been A. M. Brooke. The CANADIAN GROCER re-



BARON DEVONPORT

grets that this error occurred, and takes this opportunity of rectifying the mistake.

JAPANESE NUTS

\$20,000 Shipment Held Up at Vancouver and Are Said to Be Bad

The Vancouver *Province*, in its issue of January 2, says:—

"At present there are very large shipments of beans and grain coming in from the Orient, all of which have to be fumigated before the inspectors allow them to be distributed. One consignment, which was recently rejected, consisted of forty tons of walnuts from Japan. It was discovered that over three-quarters of the nuts were bad, and that the shipment had been previously rejected at San Francisco and Portland before they were reshipped to Vancouver. The provincial inspector will not allow them to be admitted on the ground that it would be an imposition on the public, and that even to allow them to be shelled and treated would be a temptation to purchasers to unload tons of rancid nuts on the public. There are over seven hundred sacks of nuts. The consignment

CALENDAR SUGGESTIONS FOR THE COMING YEAR

A. E. Kelly corner of Florence and Lyon Streets, Ottawa, has issued a very artistic calendar for the benefit of his customers. A hand colored photo inset in a white mount on a background of blue makes a very attractive and more than usually delicate appearance. It is a calendar that the customer is sure to keep and consequently is a first class advertising medium.

MAINE LOBSTERS ON A TRIP

An effort is being made by the United States Government to propagate lobsters in Puget Sound. It is thought that the waters of this section should be suitable to the culture of this sea food delicacy. Uncle Sam sent a straight earload of these crustaceans across the continent under cold storage. Some 6,000 of them died in transit; it seems a heavy mortality, but not so great when it is remembered that the car contained 120,000. This is an experiment that Canadians can watch with a good deal of interest, for should it prove successful in the natural course of propagation the lobsters would find their way into British Columbian waters and so become a national asset.

POTATO GROWERS MEET

The annual convention and exhibit of the New Brunswick Potato Growers' Association was held in Woodstock, N.B., on December 27 and 28, and proved extremely successful. There was a large attendance of growers and the exhibits were numerous and of good quality.

In his address to the convention, the president urged improved methods of production, particularly in cultivation and the prevention of disease. He also urged organized effort to widen the opportunities for the growers and to establish permanent markets for such products as potato starch and flour.

One of the most interesting addresses was that of J. A. Clarke, superintendent of the Dominion Experimental Station in Prince Edward Island. In the course of his address he gave a careful review of the cost of production and marketing, according to conditions existing this year and reached the comforting conclusion that, after allowing a liberal margin for every possible contingency, potato growing still is a profitable business.



CURRENT NEWS OF WEEK

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



Maritime Provinces.

T. P. Tracey, St. John, New Brunswick, for many years engaged in the grocery business in that city, is dead.

The cold snap last week held up potato shipments, and consequent scarcity resulting has made price jump on local markets twenty-five cents and half a dollar. They are expected to fall off again with the resumption of the movement from the farms.

Hon. Herbert H. Allan of Maine was in St. John last week looking for potatoes for shipment across the border, but found practically no excess stock available and left for the northern parts of the province to continue operations. He said that the potato crop in Maine this year was far below normal but the high price has made the money return about the same. The prevailing price is \$4. there.

In order to increase the output of the Annapolis valley and at the same time provide a living for returned soldiers, the amalgamated boards of trade of the district are arranging for the laying out of large numbers of twenty-acre farms. Apples will be the chief crop but other products will supply an income while the trees are reaching maturity. Arrangements are being made to assist in the financing and also to guarantee a certain amount of work to provide ready money for the few first years.

John Coholan, who died at his home in St. John this week was for many years a prominent retail grocer and had the reputation of being the first grocer to resume business after the great fire of 1877. In his earlier years he was a seafarer and had a record of having saved fifteen persons from drowning by his own efforts and also commanded a boat which saved twenty-three under great difficulties. He was made a freeman of the city in recognition of his services and bravery. In recent years he has been in the civic service.

To encourage the farmers of Charlotte County, N.B., to raise wheat more extensively, a crop to which soil and other conditions are well adapted, L. B. Moore of Moore's Mills, is planning the erection of a flour mill of a capacity of twenty-five barrels a day, at a cost of about \$10,000. The building and plant will be completed and ready for operations by the time the next crop is ready.

Until the local production is sufficient to keep the mill going at full capacity he will bring grain from the west. There is no grist mill in the county at present.

Quebec

Hulin & Williams, Butchers and Grocers, Montreal have dissolved. S. Hulin continues.

G. C. Duncan, Montreal manager for the Cowan Co. spent part of this week in Toronto on business.

H. D. Marshall, Broker, Montreal, has secured the agency of the Phoenix Packing Co., California for the sale of dried fruits etc. in Eastern Canada.

W. W. Hutchison, vice-president of the Lake of the Woods Milling Co., has arrived safely in England having sailed for the Old Land some three weeks ago. He has a son on active service.

W. J. Carney of Merrickville, Ont., one of the best known representatives of Kearney Bros., Montreal has resumed his rounds following the New Year's holidays.

Cecil T. Gordon, agent for Dominion Canners in Montreal has been absent from the city on business for the early part of this week, and is planning an extended business trip which will take him away for some six weeks.

In the course of the coming week H. D. Marshall, broker, Montreal, will be removing from his present office on St. Francois Xavier St. to larger premises in the Lake of the Woods Building, St. Sacramento and St. John Streets.

The Natley Novelty Co., has taken over the business of the Actonvale Novelty Co. of Actonvale and have opened their new plant at North Katley P.Q. where they will manufacture spiral fly catchers in wooden tubes.

Harper Gray of the firm of Gunn Langlois & Co. wholesale provision merchants, Montreal has been absent from Montreal on a business tour of Western Ontario and Toronto during last week and the beginning of this week.

The ice road across the St. Lawrence leading from Longueuil to Montreal where the ferry steamer plies in summer is now strong enough for pedestrian traffic, and a good many people have been coming across to Bon Secours Market.

W. J. Wilson, who represents Messrs. S. H. Ewing & Sons, spice merchants, Montreal, is again on his rounds

throughout Quebec Province where he is well known in trade circles, and H. H. Cossett, of the same firm, are off to Ontario after New Year's spent in Montreal.

The death occurred in Montreal, Jan. 3, of John Forgrave, who has been a familiar figure in the grain trade of Montreal for many years. For twenty years he was superintendent of the old C.P.R. Elevators, A and B and was in this position at the time of his retirement from active work some six years ago.

The holiday season brought to Messrs. Chase & Sanborne, Montreal good news of a young representative of the firm who is now on active service with Cape's Battery at the front. The young man is S. B. Baptiste whose name will be recalled by merchants of Three Rivers, Valleyfield and Joliet, Quebec where he is well known.

Zephirin Hebert, President of Hudson Hebert et Cie. led the Quebec delegation representing the Bonne Entente between Quebec and Ontario, which left Montreal for Toronto this week. Incidentally it may be noted that Zephirin Hebert is first choice in the hearts of all interested, for President of the Board of Trade of Montreal.

J. A. Paulhas of the firm of D. Hatton & Co., Fish Merchants Montreal, and Publicity Secretary of Canadian Fisheries Association has left for a fortnight's recreative vacation on the East Coast. Mr. Paulhas has borne besides the cares of business during the past fall, the severe strain of two intimate family circle bereavements rapidly following one another, and the present trip is taken in interests of his health.

Employees of the Chase and Sanborn, coffee and spice firm, in Montreal, Boston, Chicago and other points, have received a nice little "lift" in the fight against the high cost of living. The firm has decided to distribute \$25,000 in money presents among all its help receiving an annual salary of less than \$1,500. This present will amount to about ten per cent. of the yearly wage of each recipient. The gift is to be distributed as follows: One hundred dollars to every employee earning from \$1,000 to \$1,500; \$80 to those earning from \$750 to \$1,000; \$50 to all office boys and girls.

Taking the place of Hon. Martin Bur-

rell who was to have addressed the Ontario Dairymen's Convention at Napanee on Jan. 4th, Mr. A. A. Ayer, Dairy Produce Merchant of Montreal delivered a most interesting address on the productive powers of Canadian Farmers and Dairymen, and their share in winning the war.

Following publication of the address, in a talk with CANADIAN GROCER, Mr. Ayer remarked further that he had heard that the Board of Trade of Ottawa has asked the Government to forbid the exportation of butter. Pointing out that the production of butter in Canada is from 4,000,000 to 4,500,000 boxes, and that the excess of production this year in Canada was 150,000 boxes which might by intensive care in dairy production be increased to 200,000 boxes or 500,000 boxes, he asked what the Ottawa Board of Trade proposed to do with the extra quantity produced. In regard to the margarine importation proposals, Mr. Ayer added "The idea is that the importation of margarine is to reduce the price of butter, in other words the bringing in of a few hundred thousand pounds of margarine will lower the value of Canada's butter production over a million dollars perhaps. What would our bankers and the financiers of the country have to say to this reduction of the assets of the country in these war times?"

Ontario

A. Peters, grocer, Florence has sold out.

Sweet & Sons, Toronto, grocers, are discontinuing business.

Arthur L. Pagé, grocer, Sandwich, has sold to Gilbert Duchene.

Mrs. Mary T. Dubuque, Dubuque, grocer, has sold to Philip Bell.

S. L. Squire, Waterford, has sold his grocery business to H. A. Sanderson.

Thos. Clement, Warsaw, has sold the stock of his general store to Charles P. Calder and Oliver Douglas.

A. H. Brenne, London, has purchased six lots in Windsor, on which he will erect a seven-storey cigar manufacturing establishment. The business of the firm is growing to such an extent that larger premises are needed.

Jas. Costain, grocer, Brantford, formerly of Cannington, Falkland, and Glen Morris, died on January 9. Mr. Costain was justice of peace and commissioner for the High Court.

The premises of A. L. Campbell, grocer, Lindsay, was damaged by fire on December 26. Fire broke out in the rear of the grocery store, underneath a counter among paper bags, tea, tobacco, etc. The fire was checked before it spread to the upper floors but not before considerable damage was done. The dress-making establishment of Miss Moon, and the confectionary store and

dwelling of Walter McWatters were damaged by fire and water. The loss is estimated at \$3,000.

Lindsay, Ont., at the recent civic elections carried the by-law to grant a fixed assessment of \$4,000 on the new \$30,000 creamery and cold storage plant of Flavell's, Limited, to be erected to take the place of the plant destroyed by fire some time ago. The plant is to contain all the most modern improvements. It will be a four storey building 50 x 150 feet and occupies a very fine location on the main street just opposite the City Hall. It is expected that the new plant will be in operation by April 1.

Western Provinces

H. A. Davidson, Pilot Butte, Sask., has discontinued business.

R. W. Lennox, Hearne, Sask., has been succeeded by O. W. Dixon.

The Warner Meat Market, Warner, Alta., has been sold out.

Woodside, Ltd., Saskatoon, Sask., are selling their grocery business.

S. Kushner, Athabaska, Alta., has removed to Fort McMurray.

A. M. Robinson, Shoal Lake, Manitoba, has sold to Max Trester.

D. Brownstone, Rush Lake, Sask., has been succeeded by A. Loeppeke.

T. Mulligan & Co. have opened a grocery store at Medicine Hat, Alta.

D. J. Kennedy, Camrose, Alberta, has sold to Hammond and McLennan.

McLellan & Penrose, Winnipeg, grocers and meats, suffered loss by fire.

C. B. Booth, Winnipeg, Man., has sold the stock of his grocery store to N. Adilman.

H. Field, Radisson, Sask., has purchased the stock and fixtures of Johnson & Sample's store.

Western travelers of The Cowan Co., Ltd., Toronto, have been east to head office over the holidays.

W. H. Escott has announced his intention of opening branches at Vancouver and Fort William.

W. G. Kyle, Winnipeg manager of the Lowney Company, of Canada, Ltd., has been in Montreal on a visit to headquarters.

The traveling staff of the Scott, Bathgate Co., commission merchants, met at the head office, Winnipeg, for a convention last week.

Robert Gillespie, of the Robert Gillespie Co., manufacturers' agents, Winnipeg, is leaving for a two months' business trip to the Pacific Coast.

G. H. Holden, representing the Robert Gillespie Co., manufacturers' agents, Maltese Bldg., Winnipeg, is on a business trip to Chicago, Michigan, and Eastern Canada, calling upon the firm's principals, and establishing agencies in the East for some of the lines they represent.

The general store of S. Stockhammer,

Khedive, Sask., and contents, was destroyed by fire on Dec. 31. The insurance amounted to \$7,000, while the stock was valued at \$12,000.

L. C. Powell, office manager of the Donald H. Bain Company, Winnipeg, was married on Wednesday, Jan. 3, to Miss Eva Pozer. On the night prior to the marriage, the staff of the Donald H. Bain Co. presented Mr. Powell with a silver tea service, while the gift of the firm was a substantial cheque. Mr. Powell left for Montreal, and other eastern points, where the honeymoon will be spent.

Robert Morrison, Saskatoon, superintendent of elevators for the Quaker Oats Company, is dead, as the result of falling from an elevator platform at Dunfermline, on December 29. Mr. Morrison was examining a car of grain at the Quaker Oats Company's elevator, at Dunfermline, 16 miles west of Saskatoon, on the C.P.R., when he slipped from the platform on which he was standing and, his head striking the frozen ground, his skull was fractured.

RETAILERS REVIEW BUSINESS CONDITIONS

(Continued from page 17)

Outlook Bad for the Retailer—A Warning Word

McDermott and McCartney, Prescott, Ont.—"Our business this Christmas was larger than in former years, and on the year's business there was a gross increase due to higher prices. We consider that the coming year looks very bad for the retailer, a few of the reasons for this opinion might be enumerated: The increased cost of doing the same amount of business in labor, taxes, postage, war stamps on cheques and drafts, paper, twine, fuel, donations of all kinds, horse feed or gasoline. The action of several manufacturers in making the retailer stand for their ten, twenty and thirty-cent advances on their cost price, others reducing their discounts, all of which comes directly out of the retailer's net profits. The increased capital that is necessary to carry the same amount of stock and some customers' accounts—the interest on this alone will be quite an item. Then take the almost prohibitive price on several lines of goods, the retailer will have to cut his profit to almost nothing to sell some lines; in fact, we are ashamed to ask our customers the prices we are compelled to get for canned goods, soda biscuits, and some other lines. Then, Mr. Retailer, look out, you are stocking up with goods at prices that should not be in this country, and if you are very anxious to get business, you will likely load up with some mighty poor accounts. So our advice for 1917 is, look very carefully before doing the leaping."



THROUGH OTHER SPECTACLES



ADVERTISEMENTS

From *Haverhill Gazette*

If you wish to understand the living activities of men—and of women—and what the modern crowds on the modern streets are after, read the advertisements. The beginnings of homes and of new and perhaps remarkable families are to be found in the "want columns." These columns are always full of romance in the rough.

To save postage an American editor tore all the advertisements from a batch of papers before sending them to Kipling. The novelist and poet remonstrated by return mail. "Don't tear out the advertisements. I like them best. I can write the stories myself."

Think for a moment what the modern newspaper would be without its advertisements, of how much less value it would be to the historian of the future, of how much smaller value to the purchaser of to-day! Countless persons have learned to await the announcements of the sellers of what they have to offer before they think of making their regular or irregular purchases. Without these announcements they would be at a loss.

The advertisements are an index of the activities of trade. They tell its story in a sprightly and often an illustrated form and with definite detail. The man or the firm that puts the most brain in placing his advertisements, is the one that will get the best return from the labor and the expenditure. Thus, advertising has become almost a definite science, but like work in so many of the sciences it needs some of what has been called "the scientific imagination." It needs a kind of Napoleonic boldness to grasp special situations and crises, and, by a massing of forces, to turn possible defeat into sure victory.

Advertising is not only a science, it is a good deal of a knack. Why is it that you read one man's advertisement with interest and avidity, and are almost repelled by that of another? It lies in the knack of presenting the material. To be a great novelist, or a great advertiser requires genius. Somebody has said that genius is an infinite capacity for taking pains. But this is not all. It is hard work backed by a little scientific imagination and by what other ingredients of the kind one can get into it.

HOW MANY PINTS TO THE GALLON?

The *Fishing Gazette*.

Experience indicates that when oysters are sold from bulk in the ordinary oyster buckets or pails over-measure is very common, and those dealers who have watched assert that they average seven pints to the gallon, owing to the tendency of clerks, etc., to give not only a full pint, but just a little over. When the individual sales are smaller—that is, when half pints of oysters are purchased frequently, the average amounts to still more.

An astute oyster dealer in a Middle Western State has discovered that it pays to put up oysters in square, destructible containers, which are made of accurate measure, and he finds no difficulty in getting 25¢ per gallon more for oysters put up in this way than when sold in the ordinary one, three, or five-gallon tins or bulk. His argument is that in this way the consumer is assured of a satisfactory quality of oysters—in that the package bears the packer's name and guarantee. They know that the oysters are fresh and that the container is absolutely sterile and clean, inasmuch as they are destroyed when empty.

These containers also eliminate the danger of cut fingers and the ever-present fear of ptomaine poison usually connected with tin can distribution.

Furthermore, the rising cost of tin cans makes this method of distribution rather costly at present.

The Weis Fiber Container Corporation, Monroe, Mich., are selling oyster containers in sizes ranging from four ounces to quart, guaranteeing accurate measure, and a container which may be sealed absolutely airtight, so that it is leak-proof when once the cap is locked.

These containers withstand icing and even shipping to some distance. They are being used very extensively by the oyster trade in the Middle Western States and also on the West coast.

THE MAGIC STOVE

From the *New York Tribune*.

We have it on the authority of Professor Showerman, in his recent "Country Chronicle" of early Wisconsin, that as far back in the night of time as the Administration of Garfield there were sessions around the stove in the country store.

The chaffing of fourth class postmasters by their guests, now filling the land in these days of shifting temperatures, is going forward in much the same terms that the professor, as an observant ten-year-old, heard it when Garfield was President, and he records its tone with unflawed precision.

If the weather is cold the storekeeper has fired up at last; if the day is temperate, when is he ever going to? Much of this talk is as fixed as parliamentary practice and could be reduced to systematic statement in a manual.

Yet this is hardly the challenging fact about the stove. It is not of the essence of the matter that out of an eager and nipping air distant neighbors gather together to flex their fingers in the warmth and toast the soles of their boots. It is not the whole story that there is a morning session and then an evening session and that few are members of both; or that a lesser and inferior court sits at other hours of the day.

The significant fact about the stove is that the session surrounds it even when it isn't there. Even when it is stored for the summer, in cellar or attic, the several chairs, ranged below the boxes of shoes, the chairs beside the coffee mill and sugar scales, the stool backed against the pile of overalls, every one of them still faces the spot where the stove used to be. And the occupant of any such seat, with those who snatch a moment to stand, whether near the absent fuel box or leaning back against the counter, all bend their brows gravely toward the vacant site.

What is the stove, then? A symbol, as always. Ugly though it may be, expressionless, empty at times and cold, utterly withdrawn at other times from mortal sight, it yet stands, as by common consent, for the comforting brotherliness that is fundamental in even the dreariest community of men.

WHAT DO YOUR CLOTHES SUGGEST

New England Grocer and Tradesman.

One of the greatest laws in all human nature is the law of suggestion. You are attracted to a passer-by in the street. Instantly your mind associates him with something his clothes suggest — with poverty, wealth, refinement, vulgarity, often even with failure or success, with any of the thousand pursuits, passions or possessions of humanity.

A stranger steps into your office to address you. Click!—the second your eyes are fo-

cused upon him your mental camera has snapped an impression. Here, then, is a principle so tremendous that no man can afford to disdain it—whatever his place in life. You may feel that you can live down the inevitable first impression. You may feel that you can succeed despite any belying suggestion your appearance may give. And perhaps you can. But why the self-imposed handicap? Why go the way of the strongest resistance? If you really want to attain and fill the part of success the aims and attributes, the power and prosperity you cherish?

Look over your own equipment as well as your clerks'. Faces, clean, shoes polished, clothing neat as circumstances permit and a general air of cheerfulness about them? If so, your store is fortunate, for the store itself will reflect the "man behind" it.

WHY THE MERCHANT SHOULD CONCENTRATE ON TURNOVER

From *Facts and Figures*.

There is no more important factor in a community than the retail grocer, for the reason that the things he sells literally make the community. Lately he has been realizing this fact and becoming more and more alert to meet it and thus materialize his opportunities. But there yet remains a vast amount of "waking up" of retailers to be done, and it seems to us that the logical ones to accomplish it are the wholesale grocers. Certainly no one else should be more keenly interested in the retail grocer's welfare than the jobber; their interests are so intricately mixed that what affects one for good has a beneficial reaction on the other.

For a long time there prevailed among retail grocers an idea that any commodity which did not net a percentage of profit per sale greater than the overhead expense or cost of doing business, was a loss to carry. No consideration was given to the number of times an article turned over. This matter of "turnover" is now recognized as one of the most important considerations in retail merchandising. Concentration on turnover is one of the big secrets of success in retail selling.

But all stock is not equally salable. If it were, the retailer's problems would be simple, and he would need little or no help from men whose greater merchandising experience entitles them to offer expert advice. Nor would we be writing this appeal to these men to give such advice to the retailer. As it is the grocer carries comparatively large stocks and his expenses mount up quickly, due for the most part not to what he sells but to what he does not sell from that stock. Some of his goods turn over only once a year, some once every few months, some as often as once a week. Thus capital is tied up in the stocks that turn slowly, and the retailer must have some pay for its being idle so long.

The live, wide-awake retailers of to-day have been quick to realize the meaning of this factor of merchandising, and they have been quick to develop its potent possibilities, so that they have secured marvelous results.

There remain others who, for one reason or another, have not yet awakened to the necessity of operating their stores on a scientific basis, studying turnover and concentrating on it. They have not yet learned that turnover—even if it had no other advantages, gives them fresh stock and satisfied customers as a consequence. It is time to wake them up and show them the possibilities of the turnover. The jobbers are the ones to wake them and they should lose no time in doing it.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

THE demand for some lines of canned goods has been distinctly lessened owing to the high costs. Despite the fact that there is a severe shortage on most lines of canned vegetables, it is felt in some quarters that the decreased demand will have a tendency to force prices downwards. In the midst of high-priced food products, rice remains reasonably low-priced. Tapioca is much firmer in price this week. Transportation troubles, lack of cars for railways and shortage of tonnage at sea, are annoying the markets at present and are tending to keep prices at high levels. The action of the Railway Commission this week will undoubtedly help to relieve conditions. The British embargo just placed on salt fish, fish pastes, pickled onions and other lines will mean still further shortages of imported goods already short.

Business in the grocery trade has opened up exceedingly well during the first few days of the New Year. Wholesalers in certain instances speak of the trade as much beyond expectations. They had looked for a rather quiet period during the first few weeks at least. In this their expectations have thus far proved a little out of order.

The wheat market is an uncertain one and this puts flour in the same tone. Sugar held steady in price. There is a firmness in the raw sugar market and this is operating to hold prices at present levels. There are superficial indications that the yield of raw sugar in Cuba may not be quite as large as at first anticipated.

Provisions for the most part have held steady during the week. Live and dressed hogs have made considerable advances. Butter is easier in tone and has been quoted down 1c to 2c per pound. New-laid eggs are reaching the market in larger quantities and the price is down in consequence. Storage eggs, however, are becoming scarcer and the price in these is firm. Live poultry is firmer.

Dried fruits are in quiet market at present, owing to the passing of the holiday demand. Canned Hawaiian pineapple will be 35c per dozen higher this year than last year's quotations. Considerable advances have gone into effect on a number of spice lines. Teas are in a continued firm market, due to the higher prices in London. Coffee is firm and advances are looked for in this commodity. Beans are holding in firm market.

QUEBEC MARKETS

MONTREAL, Jan. 9.—With wheat firmer, and likely to go firmer still, flour is higher this week, and several other lines show advances. Lima beans are higher priced. Tapioca is up, and salt shows some advances. Some lines of provisions are easier a little, and one firm has brought down its compound lard (Fairbanks) by half a cent to level with the rest of the market. Cotton seed oil is, however, scarce and firm, and stocks of oils and tallow are running low. Molasses stocks are also low now. Canned goods are quiet; sugar is also quiescent and easier. Transportation trouble, lack of cars for railways and shortage of tonnage at sea are the overwhelming annoyances of the markets

in general at present retarding everything, and helping hold prices high. This week finds announcements of British embargoes on salt fish, fish pastes, cheese, pickled onions, sugar candies, and all vegetables except peas. These embargoes mean still further shortages of imported goods already scarce.

Windsor Salt Has Advanced a Little

SALT.—Several grades of salt have risen in price in Montreal since last report in these columns. Following new prices are out on salt now:—Windsor table salt is about 5c up on each of the following sizes of packages: 120 2½-lb. bags now \$3.70; 100 3-lb. bags, \$3.55; 60

5-lb. bags, \$3.50; 42 7-lb. bags, \$3.35; 30 10-lb. bags, \$3.25; 15 20-lb. bags, \$3.10. Windsor dairy salt is up in varying amounts, according to grade. Ordinary fine is now \$2.05 per barrel of 280 lbs.: this is an increase of 10c; "fine" is \$2.40 per barrel, an increase of 25c; dairy is \$2.65 per barrel, a 20c increase; and cheese salt is \$2.85 per barrel, a 25c increase.

Sugar Market Unchanged From Last Week

Montreal

SUGAR.—While raw Cubas show a certain slightly increased firmness this week, the market for refined sugars is still undisturbed as regards price range. No changes have been made in prices since the last decline. It is not expected locally that there will be any further decline, and the outlook as far as can be seen does not contain any indication of immediately forthcoming firmness for refined. Local demand is slightly on the increase at present, with some reasonable cause for expecting a gradual revival of activity in demand, with accompanying conditions of more active market fluctuation from time to time.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 50
Acadia Sugar Refinery, extra granulated	7 40
Wallaceburg sugar	7 40
Special icing, barrels	7 70
Yellow, No. 1	7 10
Powdered, barrels	7 60
Paris lumps, barrels	8 10
Crystal diamonds, barrels	8 10
Assorted tea cubes, boxes	8 10
For 30-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.	

Lessened Demand For Canned Goods

Montreal

CANNED GOODS.—A quiet stage has been reached in the canned goods market. For some little time since the upward rush of prices there was anxiety on the part of numbers of retailers to secure stocks in anticipation of a shortage. But now in some opinions there may be a further slight downward tendency in canned goods, for though the shortage decidedly exists, yet demand has been distinctly lessened since the high prices came under public attention. Tomatoes at 20c a can (retail), instead of the old "two for twenty-five," are less popular on the markets, and there has been a reduction in consumption of tomatoes during the reign of high prices for foods. Amongst adjustments of prices of recent occurrence may be noted

the advance in Red Spring salmon, as quoted below. Gallon apples are scarce, and now quote \$3.50 factory, and \$3.75 to \$4 from wholesaler.

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

Salmon Sockeye—	
1 lb. talls, cases 4 doz., per doz.	3 00
1/2 flats, cases 8 doz., per doz.	2 60
Chums, 1-lb. talls	1 20
Pinks, 1-lb. talls	1 45
Cohoos, 1-lb. talls	1 75
Red Springs, 1-lb. talls	2 50
Salmon, Gaspe, Niobe-Brand (case of 4 doz.), per doz.	2 25
Canned Vegetables—	
Tomatoes, 2 1/2s	1 90
Peas, standards	1 35
Corn, 2s, doz.	1 60
Corn (on cob gallon, cans), doz.	5 75
Red raspberries, 2s	2 65
Red cherries, 2s	2 45
Strawberries, 2s	2 50
Pumpkins, 2 1/2s	1 60
Pumpkins, 3s	1 75
Apples (gallon)	3 75

Evaporated Apples In Firmer Market

Montreal
DRIED FRUITS.—Evaporated apples are in very strong market at present, and higher prices may be looked for from wholesale to retail, in the opinion of large brokers. At present brokers are paying 11 1/2c per lb. for 50-lb. boxes, and 12c for 25-lb. boxes. These prices are close to the prices payable by the retailer for goods from wholesale (in fact, identical in the case of the 25-lb. boxes), so unless wholesalers absorb some of the advance, as they usually do, retailers will be paying rather more than quoted prices. Shortage of crop is the reason for the advance. Apples are selling much higher this year than formerly, and Britain is paying very high prices for them, which meant greater export. Fair stocks of Greek currants are held in New York, according to Montreal agents, but not many more can be expected from Greece, and prices are very firm. First hints of California fig prices for 1917 crop are exceedingly high, but the trees are still only in blossom, and small weight is attached to early price rumors. Portuguese and Spanish figs in 33-lb. tapnets have been arriving for some time at about 7c per lb. to the importer, and only slightly higher to the retailer. A good deal of dried fruit arrived too late for seasonable trade.

EVAPORATED FRUITS.	Per lb.
Apples, choice winter, 25-lb. boxes	0 12
Apples, choice winter, 50-lb. boxes	0 12
Apricots (old crop)	0 16
Slabs	0 18
Choice, 25's, faced, new crop	0 22
Nectarines, choice	0 11 1/4
Peaches, choice	0 10
Pears, choice	0 13 1/4

DRIED FRUITS.	Per lb.
Candied Peels—	
Citron	0 27
Lemon	0 24
Orange	0 25
Currants—	
Filiatras, fine, loose, new	0 18
Filiatras, packages, new	0 21
(In the present condition of market currant prices are considered merely nominal.)	
Dates—	
Dromedary, package stock, old, 1-lb. pkgs.	0 12
Faris, choice	0 12 1/4
Hallowee (loose)	0 12 1/2
Excelsior	0 10
Anchor	0 09

Fig—	Per lb.
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 11 1/4
1 lb. glove boxes, each	0 12
Cal. bricks, 10 oz.	0 09 1/4
Cal. bricks, 16 oz.	0 10
Cal. layers	0 10
Cal. fancy, table, 10 lbs.	1 80
Figs—	
Spanish (new), mats, per mat.	2 40
Prunes, California New Crop—	
30 to 40, in 25-lb. boxes, faced	0 13
40 to 50, in 25-lb. boxes, faced	0 12
50 to 70, in 25-lb. boxes, faced	0 11
70 to 80, in 25-lb. boxes, faced	0 10 1/4
80 to 100, in 25-lb. boxes, faced	0 10

Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$2.00; 4-crown cluster	3 75
Muscadels (loose), 2 crown	0 10 1/4
Muscadels, loose, 3-crown, lb.	0 12 1/4
Muscadels, 4-crown, lb.	0 13
Cal. seedless, 16 oz.	0 12 1/4
Fancy seeded, 16 oz. pkgs.	0 11 1/4
Choice seeded, 16 oz. pkgs.	0 10 1/4
Valencias, selected	0 11 1/4
Valencias, 4-crown layers	0 12
Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.	

Molasses Deadlock Still Continuing

Montreal
MOLASSES AND SYRUPS.—As pointed out last week, the situation as regards molasses is not altogether free from complication. Growers in Barbadoes are holding out for a new shipping agreement with their Montreal customers, whereby the customers are to assume war risk and also risk of any additional charges for freight which may be imposed between date of ordering and date of shipment. Buyers in Montreal are holding off from ordering new season's crop on these terms. War risk at time of writing figures out to about 2 or 3 per cent. Growers are putting the prices for new season's crop at 0.58c per gallon, January shipment; 0.55c per gallon, March shipment; and 0.53c per gallon, April and May shipment, buyers to assume extra freight, if any, and war risk. These prices in the opinion of leading Montreal importers are high, the opinion being based on the parity of sugar. The raw sugar market, it is felt, does not warrant the prices asked for new crop molasses. Two firms—one in Montreal, it is said, and one in Halifax—are declared to be doing business on the old basis; the Halifax firm believed to be able to do its own shipping independent of the steamers, and so able to underbid the market. Stocks of molasses in Montreal are very low, and by February 1 will be almost out, according to experienced opinion. Small shipments will be coming in at high prices to carry over until new crop can arrive in any quantity, but the present deadlock is retarding matters. As regards corn syrups, the market keeps very firm, with prices unchanged. Maple syrup is exceedingly scarce, and increased production in the coming season is hoped for.

	Fancy.	Choice.
Barbadoes Molasses—		
Punchons	0 65	0 60
Barrels	0 68	0 63
Half barrels	0 70	0 65
For outside territories prices range about 3c lower. Carload lots of 20 punchons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Perfect seal jars, 3 lbs., 1 doz. in case, case	3 25	
2 lb. tins, 2 doz. in case, case	3 25	

5 lb. tins, 1 doz. in case, case	3 65
10 lb. tins, 1/2 doz. in case, case	3 55
20 lb. tins, 1/4 doz. in case, case	3 50
Barrels, about 700 lbs.	0 08 1/4
Half barrels, about 350 lbs.	0 08 1/4
Quarter barrels, about 175 lbs.	0 08
2 gallon wooden pails, 25 lbs. each, per pail	1 70
3 gallon wooden pails, 33 1/2 lbs. each, per pail	2 40
5 gallon wooden pails, 65 lbs. each, per pail	3 70
Lily White—	
2 lb. tins, 2 doz. in case, per case	3 75
5 lb. tins, 1 doz. in case, per case	4 15
10 lb. tins, 1/2 doz. in case, per case	4 05
20 lb. tins, 1/4 doz. in case, per case	4 00

New Crop Grenobles And Bordeaux Shelled

Montreal
NUTS.—Holiday demand for nuts is over, but the market keeps very firm, and wholesalers are pausing to size up things before doing any extensive buying. Some fairly considerable consignments of 1916 crop new Bordeaux shelled walnuts are arriving just now. They will sell at prices as quoted below, or a shade firmer if demand improves. With the shelled walnuts arrive some new Grenobles, which are likely to sell at higher prices to the retailer than those quoted below, for they are costing the importer almost as much. About 19c to 20c per lb. will probably be their value from wholesale to retail trade. Peanuts are a shade higher this week for quality "G"; only a quarter of a cent increase, however; and Spanish No. 1's are easier. All nut stocks in Montreal are reduced now, and replenishing has hardly well begun.

Almonds (Tara), per lb.	0 21	0 22
Almonds (shelled)	0 39	0 40
Brazil nuts (1916 crop), per lb.	0 22	0 23
Filberts (Sicily), per lb.	0 18 1/4	0 19
Hickory nuts (large and small), per lb.	0 09	0 09
Peanuts (coon), per lb.	0 09	0 10
Peanuts (Jumbo), per lb.	0 13	
Pecans (new Jumbo), per lb.	0 21	
Pecans, New Orleans, No. 2	0 21	0 26
Pecans, "paper shell," extra large Jumbo	0 40	
Walnuts (Grenoble)	0 18 1/4	0 19
Walnuts (shelled)	0 45	0 46

Lima Beans Higher Because Very Scarce

Montreal.
BEANS.—Lima beans will be found much firmer this week, as compared with quotations of previous weeks in this column. These are undoubtedly very scarce. One leading wholesaler in Montreal, some of whose friends call him "lucky," some "plucky," while some believe him both lucky and plucky, secured a carload of Limas some little time ago when the market was not particularly promising. He has this week disposed of some of them in separate lots to other jobbers at exceedingly good profits, for these beans are very much in demand. For other beans the market rules as last week, and peas and barley are both very firm priced. More beans may be on the market by March. Canadian beans are still available, but at top prices.

Beans—		
Canadian 3-lb. pickers, per bushel	6 75	7 20
Canadian hand-picked		7 80
Canadian, 5-lb. pickers	6 90	6 90
Yellow Eyes	6 90	7 20
Lima, per lb.		0 10
Peas, white soup, per bushel	3 60	3 75
Peas, split, new crop, per bag 98 lbs.	6 75	7 00
Barley (pot), per bag 98 lbs.	5 75	
Barley, pearl, per bag 98 lbs.	6 50	

Tapioca Goes Up One Cent A Pound

Montreal

RICE AND TAPIOCA.—In the midst of high-priced foodstuffs rice keeps reasonably low-priced, and wholesalers, while expressing surprise, agree that retailers cannot do better than point the fact out to their customers, and so aid the nation to economize. Tapioca, which has been threatening to increase in price for many a day, as predicted several times recently in CANADIAN GROCER, is this week noticeably firmer, and there is not only a distinct shortage, but a very distinct difficulty looming in the distance. For tapioca has to come from Singapore to Canada via Great Britain, and food conditions in Great Britain might warrant something like the detention of this foodstuff on the other side of the Atlantic. In any case, the shortage of ships is a serious matter for tapioca cargoes, and the price is up a cent a pound.

Rangoon rice, per 100 lbs.	4 30
"Texas" Carolina, per 100 lbs.	7 00
Real Carolina, per 100 lbs.	8 00
Patna (fancy)	7 50
Patna (good)	6 50
Siam, No. 2	4 50
Siam (fancy)	5 75
Tapioca, per lb.	0 10 0 10 1/4

Cocoa Market Shows No Event of Note

Montreal

COCOA.—Cocoa and chocolate are in quiet steady market at present. One of the great principal periods of marketing of the raw product at Amsterdam and London is over, and the next will not arrive for some months. Prices for cocoa have not shown any considerable change for a very considerable time, and are in the opinion of market experts in this line not likely to show much change in the immediate future. Meantime the winter demand keeps continually good, and consumption of cocoa and chocolate is undoubtedly on the increase.

Cocoa—	
1 lb. tins, per doz.	4 60
1/2 lb. tins, per doz.	2 40
1/4 lb. tins, per doz.	1 25
"10-cent" tins, per doz.	0 90

Quiet Steadiness Characterizes Tea

Montreal

TEA.—In the tea market there is not a single note of difference from general conditions as pointed out during the last week of the Old Year and first week of the New. The market is firm, and with freight rates and insurances on the climb, there will be firmer prices for teas probably before there are any slacker markets. But meantime no immediate change in prices is predicted, and with the markets only just recovering normal activity following holidays the general tone is rather towards steadiness at present prices. Local trade is

good, and travellers are out in the province again where demand is picking up.

Pekoe Souchong, per lb.	0 25	0 26
Pekoes, per lb.	0 28	0 30
Orange Pekoes	0 30	0 35

Coffee Market Continues Firm, But Quiet

Montreal—

COFFEE.—There is little of interesting event in the coffee market at present, though consumption of coffee is evidently normal and probably a little on the increase. At present coffee prices even though advanced by a cent a pound owing to the gradual accumulation of firming causes, are really remarkably low, and the recent advance of one cent per pound due largely to cost of packing materials is undoubtedly modest. As a matter of fact the actual advance on material for cans alone is one and a third cents per pound, and there are good and sufficient reasons for a further advance yet on coffees though it is not likely that the step will be taken. Wholesalers are at present carrying a fair share of the burdens incumbent on the selling of coffee, and retailers are having their share also. The consumer at present is getting cheap coffee in the midst of generally high priced commodities.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19 1/2	0 21
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24

Montreal

Spices Distinctly in for Firmness

Montreal

SPICES.—In all lines the tone is entirely firm, and the outlook is for greater firmness in the future. Supplies are by no means large, and chances of increasing them are for less certain than in pre-war days. The markets feel the effects of increased war risk rates and higher freights, and all goods arriving from overseas are certainly in for firmer prices. There is a rise in foenugreek this week amongst the seeds and herbs, and mustards look like firmer prices also. Peppers were firm but quiet during the week, with outlook for greater firmness. Cloves are firmer, and in reduced spot stocks. Nutmegs are in limited supply but quiet market. There seems likely to be a scarcity of gingers according to market conditions at present, and prices for these are firm.

	5 and 10-lb. boxes.	1/2-lb. pkgs. dozen.	1/4-lb. tins lbs.
Allspice	0 16	0 19	0 23
Cassia	0 25	0 27	0 37
Cayenne pepper	0 28	0 30	0 35
Cloves	0 30-0 32	0 30	0 39
Cream tartar—45 to 50c.			
Ginger, Cochis	0 25	0 28	0 31
Ginger, Jamaica	0 28	0 30	0 35
Mace	0 80	0 85	1 00
Nutmegs	0 45-0 45	0 57-0 55	0 60
Peppers, black	0 30	1 17-1 22	0 40
Peppers, white	0 37	1 17-1 22	0 39
Pastry spice	0 22	0 25-1 20	0 29

Pickling spice	0 18-0 22	
Turmeric	0 21-0 23	
Lower prices for pails, boxes or bailers when delivery can be secured.		
Cardamom seed, per lb., bulk	2 00	2 50
Carraway, Dutch		0 41
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Shredded coconut, in pails	0 21	0 23
Cinnamon, per lb., 35c.		
Pimento, whole		12-15

Oranges Are Lower Vegetables Higher

Montreal

FRUIT AND VEGETABLES.—All root vegetables advanced by 25 cents a bag this week, and oranges and lemons show somewhat easier prices. These are the main features of the fruit and vegetable market in Montreal at time of writing. The reason for the appearance of a very low priced line of oranges in our quotations for this week is attributed to the arrival of several carloads in frosted condition which have still been marketable for the cheaper trade. Hot-house tomatoes are yet higher in price being now 33 cents a pound. A costlier quality of parsley has reached the market selling at 75 cents a dozen. The 40 cent line is still selling also. Cabbage has gone up 50 cents a barrel. There has been no advance in onions, and apples keep priced as they have been for some time with steady but not active demand experienced.

Oranges, Navels, per box	1 90	3 00
Oranges (Floridas)		3 00
Lemons	2 50	3 50
	No. 1	No. 2
Wealthy Apples	4 50	3 00
McIntosh Red, per bbl.	7 00	
Fameuse, per bbl.	7 00	
Spies	6 50	5 00
Baldwins	5 00	4 50
Kings	5 00	4 50

Brussels Sprouts (quarts)	0 15	0 20
Cauliflower, per doz. bunches		2 50
Celery (California) crate		8 50
Onions, red, per bag (75 lbs.)		2 75
Onions, Spanish, per crate		6 00
Potatoes, per bag (50 lbs.)	1 30	2 00
Carrots, per bag		1 00
Beets, per bag		1 25
Parsnips		1 25
Lettuce, Head, doz.		1 25
Lettuce, Curly, (boxes 1/2 doz.)		2 50
Lettuce, Romaine, doz.		1 00
Lettuce (Boston), per box of 2 doz.		2 00
Tomatoes, hothouse, lb.		0 25
Horse Radish, per lb.		0 33
Cabbage, (barrel)		4 00
Cranberries (Cape Cod), barrel	10 00	11 00
Beans, U.S. wax, basket		4 00
Beans, U.S. green, basket		3 50
Leeks, per doz. bunches	1 50	2 00
Parsley, doz.	0 40	0 75
Mint, doz.		0 50
Watercress, doz.		0 90

Lobsters Lower: Pickled Salmon Up

Montreal

FISH.—Fish prices continue very high, and on account of this it may be, demand has been rather lighter than usual, and the markets quiet. In all lines of fresh fish which are available at all at this season prices rule firm. Fresh haddock are coming in, in fair supply but at very high prices as compared with former experience. Halibut is scarce and high priced at the Pacific Coast ports. The holiday demand for oysters and lobsters is over and request

for these lines has reverted to normal. Lobster prices are rather lower this week having gone back to 40 cents per lb. Oysters are at prices as last week. One important line of pickled fish—Labrador Salmon, has advanced by \$2.00 per barrel, the price being now \$20.00 per barrel.

SMOKED FISH		
Haddies	0 11	0 12
Haddies, fillet		0 15
Digby herring, per bundle of 5 boxes		1 00
Smoked boneless herring, 10-lb. box		1 40
SALTED AND PICKLED FISH		
Herring (Labrador), per lb.		8 50
Salmon (Labrador), per bbl.		20 00
Salmon (B. C. Red)		16 00
Sea Trout, red and pale per bbl.		15 00
Green Cod, No. 1, per bbl.		14 00
Mackerel, No. 1, per bbl.		21 00
Codfish (Skinless), (100-lb. box)		9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.		0 10
Codfish, Shredded, 12 lb. box		1 00
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 40

Prawns, Imperial gal.		2 50
Shrimps, Imperial gal.		2 50
Scallops		3 00
FRESH FROZEN SEA FISH.		
Hallbut	18	-20
Haddock, fancy, express, lb.		8
Mackerel (med.), each		20
Mackerel (large), each		25
Cod, steak, fancy, express, lb.		10
Salmon, Western	16	-18
Salmon, Gaspe	18	-20
FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 11
Perch	0 10	0 11
Whitefish, lb.	0 12	0 13
Lake trout	0 14	0 15
Eels, lb.		0 10
Dore	0 12	0 13
Smelts	0 10	0 15
OYSTERS—		
Selected, gal.		2 00
Ordinary, gal.		1 50
Malpeque oysters (choice) per bbl.		13 00
Malpeque Shell Oysters (ordinary), bbl.		10 00
Cape Cod shell oysters, per bbl.		12 00
Clams (med.) per bbl.		8 00
FRESH FISH.		
Haddock	0 08	0 09
Steak Cod	0 09	0 10
Market Cod	0 07	0 08
Carp	0 10	0 11

ONTARIO MARKETS

TORONTO, Jan. 11.—Business has opened up exceptionally well in the grocery trade at the beginning of the New Year. Wholesalers assert that it is astonishing to note the swing with which orders came in during the first few days. The week has witnessed some declines, with a number of advances. Flour went still higher and in small lots for the Manitoba brand again stretched over the \$10 mark. Ontario winter wheat flour also went higher during the week by 20c per barrel. Sugar is holding steady but the demand is quiet. Wholesalers are evidently waiting for stronger evidence that the turn off the market has come. In the meantime business in this commodity is on a hand-to-mouth basis. Butter and eggs registered declines during the week. Cheese, however, held in firm tone. Graham flour, whole wheat flour and wheatlets went higher in sympathy with the advance in flour. Live poultry is in little better demand by the commission men and they have consequently been offering slightly higher prices. Molasses is in firm market with a better demand noticeable. Certain mustards, flavoring extracts and jams have increased in price during the week. In canned fruits Hawaiian pineapple will be higher. Spices have gone up in price in a number of instances. Tea is also firm in price due to the higher prices on the London market. Advances in coffee are expected in the near future.

Sugar Holds Steady: Raws Are Again Up

Toronto
SUGAR.—Raw sugar during the week in New York advanced twelve points from 5.27c per pound, duty paid, to 5.39c per pound. Refined sugar in the New York market held steady. The Canadian market in the face of the firm position of raws held steady during

the week. Harvesting of the new cane crop in Cuba is well under way. There are now 90 centrals grinding on the Island at last report as compared with 123 last year. Preliminary reports assert the crop might not be quite as large on the Island as at first expected. Heavy rains during the growing season are stated to have caused the canes to become watery through rapid growth with a consequent lower sugar content. There have been no definite statements as to this condition as yet and they are awaited with interest. From the position of raws at the present time there is no indication of a further downward movement in Canadian refined. Business in sugar is quiet at the present time, being of a hand-to-mouth nature. There is a slight improvement noticeable, however.

Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 58
Acadia Sugar Refinery, extra granulated	7 48
Dominion Sugar Refinery, extra granulated	7 48
Yellow, No. 1	7 18
Special icing, barrels	7 78
Powdered, barrels	7 68
Paris lumps, barrels	8 18
Assorted tea cubes, boxes	8 18
In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs. 2c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. Second grade granulated is sold by Atlantic and St. Lawrence at 10c under extra granulated.	

Mustard, Flavoring Extract and Jam Up

MUSTARD, EXTRACTS, JAM.—Several manufacturers of flavoring extracts have increased the price of their 2-ounce size of extracts which now makes the selling price 85c per dozen as compared with 75c formerly. Jell-o has also increased in price from 90c to 95c. Jelly powders are all firm in price. Beasley jams in No. 2's have increased in price 20c per dozen. This advance has been occasioned, it is stated, through the considerably higher price that it

has been necessary to pay for tins. Other jam lists have also been increased. No. 2's have advanced from \$2.75 to \$3 per dozen for the pure fruit and apple jams, while 4's have been increased 5c per tin and are now selling at 50c. No. 5's are quoted at 63c per tin as compared with 56c formerly. Thirty-pound pails have advanced from 10½c per pound formerly to 11½c per pound at the present time. Baking powders in the Loyal Canadian brand have been advanced quite generally. The 8-oz. size has been increased from 80c to 95c per dozen, the 12-oz. from \$1.10 to \$1.25, the 16-oz. from \$1.30 to \$1.50 and the 5-lb. tins from \$6 to \$6.75 per dozen. Queen's Favorite baking powder in 1-lb. tins is now selling at \$1.35 as compared with \$1.20 formerly while the 5-lb. tins are quoted at \$6.25 as compared with \$5.50. White Swan French mustard in the 8-oz. size has been increased 5c per dozen to 95c.

Molasses Production Started in Barbadoes

Toronto
MOLASSES AND SYRUPS.—The molasses campaign is now on in the Barbadoes which is earlier than usual. February being about the time that production gets under way. Reports from that quarter state that it is anticipated the greater part of the cane crop will be turned into sugar rather than into molasses owing to the high price of sugar. Recent quotations on that commodity would indicate that no lower prices can be expected. New Orleans molasses is also in a firm position. Locally there has been a better demand. Syrups are holding in steady market.

Corn Syrups—	
Barrels, per lb.	0 04½
Cases, 2-lb. tins, 2 doz. in case	3 25
Cases, 5-lb. tins, 1 doz. in case	3 05
Half barrels, ¼ over bbls.; ¼ bbls., ¼ over bbls.	
Cane Syrups—	
Barrels, lb. 5¼c; ¼ bbls.	0 00½
Cases, 2 lb. tins, 2 doz. in case	4 80
Molasses—	
Fancy Barbadoes, gal.	0 75
West India, gal.	0 42
New Orleans, gal.	0 44

Hawaiian Pineapple Has Advanced 35 Cents

Toronto
CANNED GOODS.—The winter pack of Hawaiian canned pineapple has opened 35c per dozen higher than they were quoted to the importer last year. This will mean that the price will be at least this much in advance on the 2-lb. talls of this fruit. There has been a scarcity in the crop of pineapples in Hawaii, the decrease being in the neighborhood of one million cases. Canned goods of other descriptions held steady during the week. Demand is not heavy. Salmon is going into consumption in fairly good quantities for the brands that are obtainable. Demand for tomatoes is small at present and the market is dull.

Comparatively light stocks in these goods is operating to hold the market steady, otherwise lower prices could be looked for. It would not come as a surprise if some of the dealers would get tired holding for present quotations and decide to clear out at lower prices.

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

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	3 00	
1/2 flats, cases 8 doz., per doz.	2 00	
Alaska reds, 1-lb. talls	2 75	2 90
Alaska pinks, 1-lb. talls	2 40	
Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 75	1 80
Pinks, 1/2-lb. talls		1 00
Cohoos, 1-lb. talls		2 50
Red Springs, 1-lb. talls		2 00
Canned Vegetables—		
Tomatoes, 2 1/2s	2 25	2 40
Peas, standards		1 35
Corn, 2s, doz.	1 50	1 60
Red raspberries, 2s		2 65
Red cherries, 2s		2 45
Strawberries, 2s		2 50
Pumpkins, 2 1/2s	1 75	1 80

Spanish Table Figs Will Soon be in Market

Toronto
DRIED FRUITS.—It is expected some Spanish table figs will be in the market in the near future. These are the first of this variety to be brought forward. The common cooking figs from Spain have been in the market heretofore but the table variety have not been sampled as yet. Further shipments of Australian currants are also on the way. These goods have found a good market this season, the present being the first season they have been sold in this market. Prunes are in firm market, particularly at the Coast. Locally they are not in very heavy supply. A few of the Muscatel seeded and seedless raisins offered by the California Raisin Association during the latter part of December have found their way into wholesalers' hands. Shipments of dried fruits from California and the Coast have been held up in many instances. The market for dried fruits of all kinds is quiet following the holiday demand.

Apples, evaporated, per lb.	0 11 1/2	0 12
Apricots, choice, 25's, faced	0 19 1/2	0 23
Candied Peels—		
Lemon	0 23	0 24
Orange	0 23	0 25
Citron	0 26	0 28
Currants—		
Filiatras, per lb.	0 20	0 22
Patras, per lb.	0 21	0 23
Vostizas, choice		0 24
Cleaned, 1/2 cent more.		
Australians, lb.		0 22
Dates—		
Excelsior, packages, 3 doz. in case	3 10	3 20
Dromedary dates, 3 doz. in case		3 85
Hallowee, per lb.	0 11	0 12
Figs—		
Taps, lb.	0 06 1/2	0 07 1/2
Malagas, lb.		0 10
Prunes—		
30-40s, per lb., 25's, faced	0 13	0 14 1/2
40-50s, per lb., 25's, faced	0 12 1/2	0 13 1/2
50-60s, per lb., 25's, faced	0 12	0 12 1/2
60-70s, per lb., 25's, faced	0 11 1/2	0 12
Peaches—		
Choice, 50-lb. boxes	0 11	0 12
Strs., 50-lb. boxes	0 10 1/2	0 11 1/2
Fancy, 25 lbs., faced	0 13	0 14
Raisins—		
Valencia, Cal.		0 10 1/2
Seedless, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12	0 13 1/2
Seedless, 16-oz. packets	0 15	0 16

Cassia, Pickling Spice, Peppers and Carraway Up

Toronto
SPICES.—As intimated in CANADIAN GROCER for some weeks past there has been a revision upward in many lines of spices. Cassia is now quoted at 35c per pound as compared with 32c formerly. Pickling spice is now quoted at 25c, an advance of 3c per pound. White pepper is quoted up to 42c, an advance of 2c per pound, while black pepper has been advanced to 35c per pound, representing an advance of 3c. Mustard seed has advanced in price 2c per pound and is now quoted at 30c. Coriander seed has also been increased 2c per pound to 25c. The biggest increase has been in carraway seed where the price has been increased from the former one of 50c to 57c and is now quoted at 75c per pound. All package spices have been marked upward quite generally from 5 per cent. to 10 per cent. on account of the increased cost of cans.

	Per lb.
Allspice	0 18
Cassia	0 35
Cinnamon	0 50
Cayenne	0 35
Cloves	0 50
Ginger	0 30
Mace	0 90
Pastry	0 30
Pickling spice	0 25
Peppers, white	0 42
Pepper, black	0 35
Nutmegs, selects, whole	0 40
Mustard seed, whole	0 30
Celery seed, whole	0 40
Coriander, whole	0 25
Carraway seed, whole	0 75
Cream of Tartar—	
French, pure	0 48
American, high test	0 52

Teas Have Advanced Another Half Cent

Toronto
TEAS.—Advices from London were received by local tea merchants to the effect that Indian teas in all grades had advanced one-half cent per pound. Last week there was recorded also an advance of 1/2c per pound in both Indians and Ceylons. There is a continued firmness in the market due to the freight situation and to high insurance rates. Supplies for requirements are comparatively small. The demand has been good and all things considered tea is in a very strong market. Cable advices state the tea auctions at Colombo and Calcutta have been closed through disorganization. Details have not yet been received and are awaited with interest.

	Per lb.
Pekoe Souchongs	0 25
Pekoes	0 28
Orange Pekoes	0 30
Broken Pekoes	0 32
Broken Orange Pekoes	0 34

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

Advances in Coffee Are Expected Soon

Toronto
COFFEE.—Local wholesalers anticipate that an advance in coffee will be

necessary in the near future owing to the condition of the primary markets. This is pointed to as a condition that is very likely to come about even if the war does not end. Freights are higher at the present time than they were six months ago while coffee has remained quite stationary in price for months past. One firm intimated there was a strong probability they would advance their prices quite generally 1c per pound in the near future. Demand for coffee continues fairly good. In the tin coffees prices hold firm at the advance of 1c per pound recorded in CANADIAN GROCER last week in Seal brand.

Bogotas, lb.	0 27	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Mocha, lb.	0 33	0 36
Kio, lb.	0 20	0 21
Sanjos, Bourbon, lb.	0 26	0 28
Chicory, lb.	0 14	0 17

Shelled Walnuts In Very Firm Market

Toronto
NUTS.—There is a firmness in the market for shelled walnuts due largely to the fact that importers have not been able to get their supplies through from France. There has been a consequent advance of 2c per pound and are now quoted up to 48c to 50c per pound. Most nut lines are quiet at the present time. Stocks were pretty well cleaned up for the holiday trade and not many additional cargoes are coming forward for distribution. Demand, however, at this season of the year is light.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 22
Walnuts, Marbots	0 16 1/2	0 17 1/2
Walnuts, Bordeaux	0 18	0 19
Grenobles, lb.	0 18 1/2	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, lb.	0 12	0 14
Brazil nuts, lb.	0 20	0 22
Cocoanuts, per sack 100		7 00
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 48	0 50
Brazil nuts, lb.		0 70
Pecans, lb.		0 85

Rice Market Held Steady During Week

Toronto
RICE AND TAPIOCA.—There is a continued steadiness in the rice market, with Japans and Siams in a firm tone due to the possibility of higher freight rates. There is also a shortage in Japan rices this year as compared with last year. Southern rices also continue in a firm market. The demand for all rices continues good. Some stocks of Singapore tapioca are on the way and are due to arrive in the near future. There is little improvement in the situation respecting tapioca supplies.

Rangoon R. per 100 lbs.	4 50	4 75
Peking rice, 100 lbs.	5 00	5 50
Texas Japans, 100 lbs.	5 00	5 50
Carolina rice, 100 lbs.	7 00	7 50
Java	6 50	7 00
Patna	5 00	5 50
Slam, 100 lbs.	4 75	5 00
Japans, 100 lbs.	6 00	6 50
Tapioca, per lb.	0 09 1/2	0 10 1/2

Small Lots of Ontario Beans Being Offered

Toronto
BEANS.—Wholesalers report there has been a disposition for farmers to offer small lots of Ontario white beans at outside points with the price named from \$6 to \$6.40 per bushel. It is presumed there are no large stocks of beans still being held. Some of the principal bean countries at any rate in Ontario have been pretty well sold out. The market for beans has held steady and firm during the week. Lima beans are quoted as low as 10c in certain instances. There has been a hold-up in shipments of these at American points in their transit from California and some dealers have been ready to sell at slightly easier prices when the beans arrived.

Ontario, 1-lb. to 2-lb. pickers, bush.....	6 50	7 00
Rangoon, per bushel	5 90	6 00
Japanese, per bushel	5 00	6 00
Limas, per pound	0 10	0 11

Package Cereals Are Holding in Firm Market

Toronto
PACKAGES.—There is a steadiness, together with a firmness in the market for package cereals. A representative of the Shredded Wheat Company has stated that his company has supplies of grain sufficient to see them through year 1917 and that at a recent convention of the company officials at Niagara Falls, it was decided not to rise the price of their product. The representative stated with positiveness that the price would certainly remain where it is until at least August of this year. Starch products are all in firm market owing to the difficulty of getting supplies of corn from the United States. An embargo has been in effect on this commodity and this has curtailed supplies. However, the winter season is not the big consuming season. Prices remain unchanged.

Cornflakes, per case	2 50	2 95
Rolled oats, round, case	4 00	4 50
Rolled oats, square case	4 75	4 85
Shredded wheat, case	3 60	3 60
Cornstarch, No. 1, pound cartons.....	0 08½	0 07½
No. 2, pound cartons	0 07½	0 07½
Starch, 5-lb. packages, per lb.	0 07	0 10
In 1-lb. cartons	0 08½	0 08½

Frozen Lake Trout And Steak Cod Are Up

Toronto
FISH AND OYSTERS.—There has been a scarcity of fancy steak cod during the week and in consequence prices have advanced 1c per pound. Lake trout is also firmer in price by a half cent, the selling price now being 13c per pound. Ciscoes have also advanced 1c per pound and are now selling at 14c. Reports from the Eastern provinces state the fishermen in certain instances have made good clean-ups during the year. In the case of the sardine fishermen it is stated some of the weirmen have cleared as high as \$10,000 to \$18,000 during the season.

Others, however, of these fishermen have done little more than meet expenses. The recent decision of the British War office to use a fish diet twice a week for British soldiers in England will no doubt have the effect of putting a firmness in the market for nearly all fish products.

SMOKED FISH.		
Ciscoes, per lb.	0 14	
Haddies, per lb., new cured	0 12	
Haddies, fillets, per lb.	0 13	0 14
Kipper herring, per box	1 60	
Digby herring, bundle of five boxes.....	1 00	1 25
Smoked boneless herring, 10-lb. box.....	1 60	
PICKLED AND DRIED FISH.		
Labrador herring, keg	4 00	
Labrador herring, barrel	7 75	
Salt mackerel, kits	2 25	
Quail on toast, lb.	0 09½	
FRESH SEA FISH.		
Crabs, per dozen	2 50	
Halibut, frozen	0 15	0 15½
Coho salmon (red), frozen	0 13½	0 14
Qualla salmon (pink), frozen	0 08	0 09
Haddock, fancy, express, lb.	0 08	0 09
Steak cod, fancy, express, lb.	0 10	0 11
Flounders, Maritimes	0 09	
New York	0 10	
Mackerel, frozen, lb.	0 10	
FRESH LAKE FISH.		
Pike, lb.	0 07	0 07½
Whitefish, lb., frozen	0 11½	0 12
Herrings, frozen, Lake Superior	0 04	
Lake trout, frozen, lb.	0 12	0 12½
Smelts, No. 1, lb.	0 12½	
Oysters—		
Standards, gal.	1 80	2 30
Selects, gal.	2 50	2 65
Shell, per barrel	8 50	
Shrimps—		
Wine gallon cans	1 40	
No. 3	2 70	
No. 3	5 20	
Winkles, per bag	1 75	

Messina Lemons Are Easier; Oranges Firm

Toronto
FRUIT.—Messina lemons are quoted easier in price by 25c, the range now being from \$3.50 to \$3.75 a case. California lemons on the other hand are quoted \$4 to \$4.50 per case. California navel oranges are firmer and are quoted up to \$3.25 per case, which represents an advance of 25c for the best grades. Jamaica oranges are off the market. American apples are slightly lower in price, being quoted the same as the British Columbia boxed apples at \$2.25 to \$2.50. Strawberries are down in price, being quoted from 50c to 65c per quart. This represents a decline of 25c. Bananas are quoted from \$2 to \$2.50 per bunch. Fruit supplies are not heavy at this time of the year except in the citrus fruits.

Apples—		
Barrel	3 25	6 00
Spys, No. 1	6 00	7 00
Spys, No. 2	5 50	

Boxes, American	2 25	2 50
Boxes, B.C.	2 25	2 50
Bananas, bunch	2 00	2 50
Cranberries, bbl.	11 00	
Boxes, 28-qt.	4 00	
Oranges—		
Floridas, case	3 25	
Cal. Navels	2 50	3 25
Mexican, case	2 75	
Tangerines, Florida, case	2 75	
Tangerines, Florida, small case.....	1 00	
Grapes—		
Spanish Almeria, small bbl., 40 lbs.	7 00	8 00
Grapefruit, Florida, case	3 50	4 00
Grapefruit, Jamaica, case	3 00	
Grapefruit, Cuban, case	3 00	
Porto Rican, case	3 00	
Lemons, Cal., case	4 00	4 50
Messinas, case	3 50	3 75
Pineapples, Porto Rican	4 50	5 00
Cuban, case	4 00	4 25
Strawberries, 1-qt.	0 50	0 65

Potatoes Are Higher; Cabbage Very Scarce

Toronto
VEGETABLES.—New Brunswick potatoes are quoted 10c per bag higher and are now selling at \$2.35. California artichokes are quoted 25c per dozen lower in price. Ontario potatoes are also firmer by 10c per bag. Cabbage is scarce and high priced. About the only kind available at present is some American which would have to sell around \$4.50 per barrel. Wholesalers are not bringing it in on account of high price and as a consequence the market is about bare of cabbage. California celery is higher by 50c per case. British Columbia onions are 50c down, while green bunch onions are quoted up 15c per dozen. Parsnips are firmer selling at \$1.60 to \$1.75 per bag as compared with \$1.50 last week.

Artichokes, Cal. French, doz.	1 00	
Beans, green string, hamper	6 50	
Beets, bag	1 35	1 60
Brussel sprouts, imported, quart	0 15	0 25
Cucumbers, hothouse, doz.	2 25	2 50
Cauliflower, Cal., 12 in box.....	1 40	
Carrots, bag	0 35	0 40
Basket, 11-qt.	1 50	
New, hamper	5 00	
Celery, Canadian, case	7 50	
California, case	0 25	0 30
Eggplant, each	0 25	0 30
Lettuce, per doz. bunches	3 00	3 60
Florida head lettuce, hamper	2 00	2 25
Mushrooms, 4 lbs.	0 50	0 65
Onions—		
Spanish, crate 120 lbs.	5 25	5 50
Spanish, half cases	3 75	
Spanish, small crate	1 75	
B.C. onions, 100-lb. sack	3 50	
Green, per bunch	0 50	0 65
Potatoes—		
N. Brunswick, Delawares, 90-lb. sacks	2 15	2 25
Sweet, New Jersey, hamper	2 15	2 25
Ontario, 90-lb. bags	2 15	2 25
B.C., 90-lb.	2 10	
Parsnips, bag	1 60	
Watercress, 11-qt.	0 25	0 30
Parsley, 11-qt.	0 75	
Turnips, yellow	0 75	0 85

MANITOBA MARKETS

WINNIPEG, Jan. 10.—There is quietness in the market, both for the broker and the jobber. Most people are busy closing up their books for the year, and things will not resume normal until the second half of the month. The tendency for most products is upward still, the most important exception being sugar, which is still weak. Flour took another jump of 30c last week, and one miller advanced rolled

oats in '80's to \$3.20; it was expected that the others would follow. Flour business is quiet. Feeds hold firm, bran bringing \$28, and shorts and middlings \$30. The following are some of the new prices announced this week: Robertson's marmalade—1's, \$2.40 per doz.; 2's, \$4.40 per doz. Fard dates are now \$2 per box. Osprey sardines are now \$8.50 per case of 100 ¼'s; Holbrook's Worcester sauce has jumped to \$2.25 per doz.

All Campbell's soups have advanced to \$1.50 per doz.

All goods in tin containers are liable to advance on account of the high price and difficulty securing containers. Dealers may wonder why there has been such an advance in some makes of jam in 4-lb. cans; the chief reason is the high cost of cans, which are up about two cents each. The same applies to molasses in tins, and everything else.

Sugar Still Inclines Towards Weakness

Winnipeg
SUGAR.—The B. C. Sugar Refinery have re-arranged their quotations, and the trade should take note of the new differential below. The price of \$8.20 for standard granulated still holds good. The raw market is inclined to be weak, and this will result in hand-to-mouth buying. Stocks in country stores must be getting rather low.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	8 20
Extra ground or icing, boxes	9 05
Extra ground or icing, bbls.	8 75
Powdered, boxes	8 25
Powdered, bbls.	8 65
Hard lump (100-lb. case)	9 15
Montreal yellow, bags	7 80
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 25
Halves, 50 lbs., per cwt.	8 35
Bales, 25 lbs., per cwt.	8 35
Powdered, 50s	8 90
Powdered, 25s	9 15
Icing, barrels	8 90
Icing, 50s	9 10
Cut loaf, barrels	9 10
Cut loaf, 50s	9 30
Cut loaf, 25s	9 55
Sugar, British Columbia—	
Extra granulated sugar	8 20
Bar sugar, bbls.	8 25
Bar sugar, boxes, 25s	8 65
Icing sugar, bbls.	8 35
Icing sugar, boxes, 50s	8 55
H. P. lumps, 50-lb. cases	9 05
H. P. lumps, 25-lb. boxes	9 30
Yellow, in bags	7 75

Molasses in Demand Syrup Prices Unchanged

Winnipeg
SYRUPS.—There is no change in cane or corn prices, nor is there expected to be any for some time, as brokers claim that present prices were named when sugar was on a lower basis, and the sugar market will have to go considerably lower before a decline may be expected. Representatives of New Orleans molasses houses report the withdrawal of prices, and little disposition of American houses to do business on account of the high prices prevailing. They claim to have all the business they can handle. Cannery of Barbadoes molasses report no advance, but draw attention to the high price of containers, which are very hard to procure.

Evaporated Apples Advance in Price

Winnipeg
DRIED FRUITS.—The day of 8½c evaporated apples is gone; old pack is pretty well cleaned up, and as the cost to the jobber in car lots is now 11½c,

there will be higher prices on this commodity. Jobbers are buying freely. Everything in California is firm.

Dried Fruits—		
Apples, evap., new, 50-lb. boxes, lb.	0 11½	
Apricots—		
Choice	0 20	
Choice, 10's	0 20½	
Peaches—		
Choice, 25-lb. boxes	0 10	
Choice, 10-lb. boxes	0 10½	
Currants—		
Fresh cleaned, Australian, lb.	0 19	
Amalias, Greek, wet cleaned	0 18	0 18½
Dates—		
Hallowees, new, bulk, lb.	0 12	
Fards, box, new, 12 lbs.	2 00	
Raisins, California—		
16 oz. fancy, seeded	0 11½	
16 oz. choice, seeded	0 11	
12 oz. fancy, seeded	0 09½	
12 oz. choice, seeded	0 08½	
Raisins, Muscatels—		
3 crown, loose, 25's	0 10	
3 crown, loose, 50's	0 10½	
Raisins, Cal. Valencias—		
3 crown, loose, 25's	0 09	
3 crown, loose, 50's	0 08½	
Figs, cooking, lb.	0 09	
Prunes—		
50 to 100, 25s	0 08½	
40 to 50, 25s	0 11½	
Peels—		
Orange, lb.	0 22	
Lemon, lb.	0 21	
Citron, lb.	0 25	

Jobbers Advance Quotations on Beans

Winnipeg
DRIED VEGETABLES.—It was expected that white beans would go up sooner or later. Jobbers are putting their quotations now more in accord with prices in the primary market. There will be very few more Japanese beans sold for \$5. A local jobber who was selling a week ago at \$5.10 is now asking \$5.50. The price will be \$6.00 before long unless the market in Japan eases off. Local brokers are doing a good business with Eastern houses in Oriental beans. Split peas are still very firm, but it is doubtful if they will go higher than \$7 per sack.

Beans—		
Japanese, white beans, bushel	5 50	5 75
Manchurian, bushel	4 25	4 65
California Lima Beans—		
80-lb. sacks	0 09½	0 09½
Barley—		
Pot, per sack, 95 lbs.	4 40	4 70
Pearl, per sack, 95 lbs.	6 00	6 80
Peas—		
Split peas, stk., 95 lbs.	6 60	7 00
Whole peas, bushel	4 00	

SPICES.—New prices have gone into effect on Gillett's cream of tartar—¼'s in packets, \$1.95 per doz.; ½'s, \$3.80; ½-lb. tins, \$4.65; 5-lb. tins, 67½c lb.; 10-lb. tons, 62c; 25-lb. pails, 62c; 100-lb. kegs, 57½c.

COFFEE.—The market on all lines of green coffee is reported a little firmer.

SALT.—The Canadian Salt Co. announced advances this week, which was expected on account of labor troubles and other factors tending to make the cost of production higher. The advances are as follows: Table, 30c bbl.; common fine, 20c; common coarse, 20c; duck salt, 50's, 1c; jute salt, 50's, 2c; rock and ice cream salt, 2c. New prices are as follows on basis ex warehouse Winnipeg: Table salt, bbls., 11 bags, \$4; table, 60 bags, \$3.95; common fine bbls., \$2.40;

duck salt, 50's, 62c sack; jute salt, 50's, 48c.

CANNED GOODS.—There is not likely to be any development for the next two weeks until the canners have taken stock of what they have.

Oranges and Lemons Are Good Sellers

Winnipeg
FRUIT AND VEGETABLES.—Prices vary considerably on oranges and lemons, which are the most important lines on the market; they are the best sellers, with apples. Some are selling navel at \$3.50 per case, and some at \$3.75, Floridas are bringing \$3.00. Japanese oranges are off the market, so are Emperor grapes. There has been a decline in strawberries, which can now be procured for 60c per box. Sweet potatoes are quoted \$5.00 per hamper and 6c per lb. Prices on various houses differ as regards cauliflowers, the range running from \$4.00 to \$4.50 per case. Head lettuce prices vary from \$3.50 to \$4.50. California stuff is coming in slowly on account of rains there, and the market on vegetables is very firm. Lemons are selling at \$5.00-\$5.50.

Artichokes, doz.	1 00
Manitoba potatoes, 10-bushel lots	1 00
Manitoba potatoes, carlots, bush., f.o.b.	
Winnipeg	0 90
Celery, Cal., doz.	1 50
Carrots, bushel	0 75
Turnips, bushel	0 60
Onions, per cwt.	3 80
Cabbage, per cwt.	2 90
Cauliflower, Cal., crate	4 00
Head lettuce, Cal., crate	3 50
Imported mushrooms	0 80
Sweet potatoes, hamper	5 00
Fruits—	
Oranges, navels, case	3 50
Oranges, Florida, box	3 00
Lemons	5 00
Grape fruit	4 00
Malaga grapes, kegs	7 00
Ontario Greenings	10 30
Ontario apples, No. 2	5 50
Ontario apples, No. 3	4 00
Jonathans, Washington, box	1 75
Wine Saps, box	2 00
Rome Beauties, box	2 00
B.C. McIntosh Reds, No. 1	2 25
Cranberries, bbls.	11 00
Melons, Casaba, each	0 40
Pears, Winter Nellis, box	4 00
Pears, D'Anjou, box	4 50
Strawberries, box	0 60

Frozen Fish Late Finnan Haddie 13½c

Winnipeg
FISH AND POULTRY.—Fresh lake trout finished this week. Smoked gold eyes are off the market, and may be for some time yet. Finnan Haddie, which is very scarce, can be bought for 13½c frozen Atlantic fish has not arrived yet, but the fish trade are living in hopes. This fish usually arrived in December. Salt herring is being quoted \$5.50 per bbl., and \$1.50 for 20 lb. pails. Poultry is very quiet this week, as there is little coming in.

Oysters, Imperial gallon	3 00
Whitefish	0 00
Salmon, frozen	0 15
Halibut, frozen	0 14
Cod, frozen	0 10
Kippers, boxes	7 00
Bloaters, boxes	2 00
Mackerel, 10-lb. kits	3 50
Finnan haddie, lb.	0 13½
Salt herrings, bbl.	5 50
Salt herrings, 20-lb. pails	1 50

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Alta., Jan. 10.—Flour prices locally are very unsettled. Robin Hood is \$4.95 sack; Purity, Quaker, Royal Household and Five Roses are quoted at \$4.85 sack. Sugar is weaker and is quoted on a basis of \$8.75. Butter has advanced 2c lb. and is quoted at 47c. Crisco has advanced to \$7.70 case. Evaporated apples are quoted at 12c..

EDMONTON:	
Beans, small white, Japan, lb.	0 10 0 11
Flour, No. 1 patents, 98s, barrel	9 90
Molasses, extra fancy, gal.	0 77
Rolled oats, 80s, basis	3 70
Rice, Siam, lb.	0 04 1/2
Sago and Tapioca, lb.	0 09
Sugar, pure cane, granulated, cwt.	8 75
Cheese, No. 1, Ontario, large	0 25
Butter, creamery, lb.	0 47
Lard, pure, 3s, per case	13 20
Bacon, smoked backs, lb.	0 25
Bacon, smoked sides, lb.	0 26 1/2
Eggs, No. 1	0 42
Eggs, storage, case	11 80
Tomatoes, 3s, standard case	4 50
Corn, 2s, standard case	3 20
Peas, 2s, standard case	2 90
Apples, gala, Ontario, case	2 50
Strawberries, 2s, Ontario, case	5 00
Raspberries, 2s, Ontario, case	5 00
Peaches, 2s, Ontario, case	4 15
Salmon, finest sockeye, tall, case	13 50
Salmon, pink, tall, case	5 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Jan. 10.—There is now a new spread between hundreds and bales of sugar. Bales are now quoted fifteen cents higher than hundreds as against ten cents previously. Rolled oats eighties, are quoted at three forty. Salt has advanced from ten to thirty cents a barrel. Campbells soups, Red Rose tea, asparagus, domestic sardines, are some of the lines which have made small advances this week. Asheroft white beans are offered at nine cents. All prunes from forty-fifties to eighty-nineties, advanced half cent. It looks if canned corn is to be cheaper a cut of forty cents case being offered by some houses.

CALGARY:	
Beans, small white Japan, lb.	0 08 1/2 0 10
Flour, No. 1 patents, 98s	4 90
Molasses, extra fancy, gal.	0 77
Rolled oats, 80s	3 40
Rice, Siam, cwt.	4 75
Sago and Tapioca, lb.	0 09
Sugar, pure cane, granulated, cwt.	8 75
Cheese, No. 1 Ontario, large	0 25 1/2
Butter, creamery, lb.	0 44
Lard, pure, 3s, per case	13 20
Bacon, smoked backs, lb.	0 25
Bacon, smoked sides, lb.	0 25

Eggs, new-laid, doz.	0 45
Eggs, storage, case	9 75 10 50
Tomatoes, 2 1/2s, standard case	4 50 4 75
Corn, 3s, standard case	3 50 3 90
Peas, 2s, standard case	2 95
Apples, gala, Ontario, case	2 50
Strawberries, 2s, Ontario, case	5 25
Raspberries, 2s, Ontario, case	5 50
Peaches, 2s, Ontario, case	4 25
Salmon, finest sockeye, tall, case	12 00
Salmon, pink, tall, case	5 00 5 50

Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Sask., Jan. 10.—Wholesalers state business is picking up nicely after the slump following Christmas trade. Very few market changes are reported this week. The fruit and vegetable market is very quiet. The only advance in any commodity reported within the past few days is a jump of ten cents per barrel in flour bringing the price up to \$10.00 for number one patents 98 S. Cotaline is down one half cent quotation being 18 and 18 1/4. Dried fruits are a shade lower the produce market remains firm the same quotations as last week.

REGINA—	
Beans, small white Japan, bush.	5 10
Flour, No. 1 patents, 98s, per bbl.	10 00
Molasses, extra fancy, gal.	0 71
Rolled oats, basis	3 70
Rice, Siam, cwt.	4 35
Sago and tapioca, lb.	0 08 1/2
Sugar, pure cane, granulated, cwt.	8 44
Cheese, No. 1, Ontario, large	0 27
Butter, creamery, lb.	0 45
Lard, pure, 3s, per case	13 50
Bacon, smoked backs, lb.	0 25
Bacon, smoked sides, lb.	0 30
Eggs, new-laid	0 60
Eggs, storage, No. 2	0 40
Tomatoes, 3s, standard, case	4 35
Corn, 2s, standard, case	3 05
Peas, 2s, standard, case	2 10
Apples, gala, Ontario	2 50
Strawberries, 2s, Ontario, case	5 00
Raspberries, 2s, Ontario, case	5 25
Peaches, 2s, Ontario, case	3 95
Salmon, finest sockeye, tall, case	12 00
Salmon, pink, tall, case	5 60 6 75
Pork, American clear, per bbl.	40 75 41 00
Bacon, breakfast	0 27 0 29
Bacon, roll	0 23 0 24
Eggs, new-laid	0 50
Eggs, storage	0 40 0 42

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Jan. 10.—The markets have been quiet during the past week. There has been a net advance of 50c in Manitoba flour, making the price \$10.90 per barrel. Potatoes have advanced to \$3.75. Dealers here expect further advances in potato prices.

Fish prices in St. John are higher today than at any time in the recollection

of dealers. The situation is said to be due partly to the fact that the Upper Nova Scotian catches and those near the entrance to St. Lawrence are being put in cold storage. This is being done under Government supervision to ensure steady shipments to Great Britain, not only as supplies for the Canadian soldiers overseas, but also for the benefit of the English market, which is feeling the reduction of the North Sea fisheries.

During the week haddies have jumped from 10c to 12c a pound, wholesale. Gaspareaux are now on the market, but are commanding 10c each, wholesale; while later they will be bought at 50c a hundred. Pickled herring are \$4 per half-barrel; mackerel from 18c to 25c each, wholesale; frozen salmon, 20c, and frozen shad, 10c a pound. Smelts are coming in at 12c a pound to the dealer.

The high price of fish has made the St. John harbor fishery lots exceptionally valuable, and the returns to the city from the sale this week is a record-breaking figure. A total of \$8,314.50 was received, while last year the total was only \$5,251, and that was greatly in excess of recent years' returns.

Lobster fisheries in the Bay of Fundy received a serious set-back when thousands of dollars worth of traps and gear was destroyed in the last big gale, 800 traps being destroyed on the back of Campobello Island alone. The total loss to the fishmen is estimated by the Government inspector at about 50 per cent. of their entire investment. The lobsters had been of average size and numbers, but bad weather has prevented successful fishing, with consequent adverse effect on the supply for the market.

There has been a big fall run of winter herring at Grand Manan this season, and this has helped supply the shortage in fish supplies.

ST. JOHN, N.B.:	
Flour, No. 1 patents, bbls, Manitoba	10 90
Ontario	9 95
Cornmeal, gran. bbls.	7 50
Cornmeal, ordinary, bags	2 80
Flour, buckwheat, 100-lb. bag	5 75 6 00
Molasses, extra fancy, gal.	0 62 0 63
Rolled oats, bbl.	8 50
Beans, white, bush.	7 00
Beans, yellow-eyed	7 00
Rice, Siam, cwt.	5 00 5 25
Sago and Tapioca, lb.	0 10 0 11
Sugar—	
Standard granulated, cwt.	7 65 7 70
United Empire	7 55 7 60
Bright yellow	7 45 7 50
No. 1 yellow	7 25 7 30
Paris lumps	9 00 9 25
Cheese, N.B., twins	0 25 0 25 1/2
Eggs, new laid	0 50 0 60
Eggs, case	0 40 0 50
Roll bacon	0 26
Breakfast bacon	0 26 0 30
Butter, dairy, per lb.	0 40 0 45
Lard, pure, lb.	0 22 1/2 0 22 1/2
Lard, compound	0 18 0 18 1/2

(Continued on page 40)



FLOUR AND CEREALS



Flour Market Firm Feeds Very Firm

Montreal

FLOUR AND FEEDS.—The market for flour is firmer again this week, and the outlook steadily towards greater firmness. Business is not particularly brisk just at present in flour, and will be quiet in Quebec Province as usual until after the 15th of the month when holidays are really over for good and all until Spring arrives. Smaller orders are however being handled quite sufficiently to keep the markets alive, and there is satisfaction generally in the situation. Only the question of transportation of wheat etc. from the North West grows worse, and the proposals to reduce passenger traffic until foodstuffs get railway room is regarded favorably by merchants. Feeds are tremendously high, and at a big premium if available on spot. Oats for instance are worth five cents a bushel more in Montreal than in Winnipeg, and buyers are very doubtful when ordering future deliveries.

Some deliveries "guaranteed" for early in December are still far from through to Montreal. Oats, bran, corn and shorts are all held up by embargoes and shortage of cars at Detroit and Winnipeg. The situation as to feeds is such that now no straight car of feeds can be obtained short of a heavy premium, and not less than 100 bags of flour to a car with not more than 200 bags of feed is the most recent regulation issued by one large milling firm.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	10 00	10 20
Second patents	9 50	9 70
Strong bakers	9 30	9 50
Winter Wheat Flour—		
Fancy patents	9 75	10 00
90 per cent. in wood	9 00	9 50
90 per cent. in bags	4 25	4 35
Bran, per ton	32 00	33 00
Shorts	35 00	37 00
Special middlings	40 00	41 00
Feed flour	49 00	50 00
Feed oats, per bushel		0 73

CEREALS FIRMER PACKAGE GOODS UP.

Montreal

CEREALS.—The market for cereals in similar tone with the wheat and flour market is very firm at present. As noted in Toronto markets report in CANADIAN GROCER last week Tillson's Rolled Oats are now at \$4.75 a case an advance of 25 cents. Another important

package oats is rumored likely to advance also before long. All lines included under cereal quotations are inclined to greater firmness at present, and all are in demand, especially package cereals.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.		5 75
Buckwheat grits, 98 lbs.		4 50
Corn flour, 98 lbs.		3 30
Cornmeal, yellow, 98 lbs.		3 40
Graham flour, 98 lbs.		4 75
Hominy, granulated, 98 lbs.	4 50	4 75
Hominy, pearl, 98 lbs.	4 50	4 75
Oatmeal, standard, 98 lbs.		4 25
Oatmeal, granulated, 98 lbs.		4 25
Peas, Canadian, boiling, bush.		3 75
Rolled oats, 90-lb. bags		3 95
Rolled wheat, 100-lb. bbls.		5 50
Rye flour, 98 lbs.		4 00
Whole wheat flour, 98 lbs.		4 75
Wheatlets, 98 lbs.		5 00

Flour Is Now Up To \$9.90 Barrel

With Wheat in an Uncertain Market,
Future of Flour is Difficult
to Make Out

Toronto

FLOUR.—As stated in CANADIAN GROCER last week, the position of flour in the face of the wheat market was a strong one. A further advance of 20c per barrel was made effective on Thursday of last week, which at the time of writing makes the selling price of Manitoba first patents \$9.90 in car lots and \$10.10 in small lots. There was a fluctuating market in wheat during the week. On Wednesday of last week cash wheat at Winnipeg closed at \$1.83 $\frac{7}{8}$, and on Thursday declined $\frac{1}{2}$ c. Friday it dropped still lower by 3 $\frac{1}{2}$ c per bushel, when the selling price was \$1.79 $\frac{3}{4}$. Saturday there was a rally and it went up $\frac{4}{8}$ c to \$1.83 $\frac{7}{8}$. On Monday there was still greater firmness, and an advance of 5 $\frac{1}{8}$ c was recorded, at which the high point for the week was reached at \$1.89 $\frac{3}{4}$. On Tuesday there was a slight slump again to \$1.85 $\frac{3}{4}$. These movements of the grain are sufficient to indicate the flightiness of the wheat market. Under such a condition millers hardly know where they are at from day to day. It is a very uncertain market. Under such conditions the wheat is never allowed to get very much of a lead either up or down before the price of flour is changed. There is an underlying tone of firmness in the wheat market, due to the shortage of the world's supply. But war news from day to day has the effect of upsetting the market with each new rumor that blows across. Ontario wheat flour

also advanced 20c during the week, and is now selling at \$8.90 in car lots and \$9.10 in small lots for high patents, with second patents at \$8.50 in car lots and \$8.70 in small lots. Demand for both Ontario and Manitoba flour is quiet at present. Some export business is going on, however.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	9 90	10 10
Second patents	9 40	9 60
Strong bakers	9 20	9 40
Ontario Winter Wheat Flour—		
High patents	8 90	9 10
Second patents	8 50	8 70

GRAHAM FLOUR AND WHOLE WHEAT FLOUR UP

Toronto

CEREALS.—In sympathy with the higher price for wheat and flour the prices of Graham flour, whole wheat flour, and wheatlets have advanced during the week. Graham flour is now selling at \$4.65 to \$4.75 per 98 pounds, whole wheat flour at the same price as Graham flour, and wheatlets at \$4.90 to \$5. Yellow cornmeal is down in price in certain instances, due to competition. There is no weakening, however, in the market for corn products. There has been a fairly good demand for cereals. Rolled oats are in firm market, but an advance is not looked for unless the grain goes higher than it is at present.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.		5 00
Beans, prime		6 50
Buckwheat grits, 98 lbs.		4 50
Corn flour, 98 lbs.		3 25
Cornmeal, yellow, 98 lbs.		3 10
Graham flour, 98 lbs.		4 65
Hominy, granulated, 98 lbs.		3 25
Hominy, pearl, 98 lbs.		3 00
Oatmeal, standard, 98 lbs.		4 00
Oatmeal, granulated, 98 lbs.		4 00
Peas, Canadian, boiling, bush.		3 25
Rolled oats, 90-lb. bags		3 65
Rolled wheat, 100-lb. bbls.		5 50
Rye flour, 98 lbs.		4 00
Whole wheat flour, 98 lbs.		4 65
Wheatlets, 98 lbs.		4 90

HEAVY DEMAND FOR SHORTS STILL KEEPS UP

Toronto

FEEDS.—There is a continued heavy demand for shorts, being the heaviest in fact of all the mill feeds. Bran is also in fair demand. Prices during the week have held steady. Oats are unchanged from the quotations of last week. Farmers have disposed of much of their stock in the shape of hogs, but there is still a big consumption.

	Car lots	Small lots
Mill Feeds—		
Bran	33 00	35 00
Shorts	36 00	38 00
Special middlings	41 00	43 00
Feed flour	50 00	52 00
Ontario oats, outside points	0 64	0 66

(Continued on page 42)

Unvarying Satisfaction



is the real result obtained through selling

Tillson's (fine cut) Oatmeal, Tillson's Rolled Oats (a food not a fad), Tillson's Scotch Health Bran, Rainbow Flour (for bread), Gold Seal Flour (for pastry).

The sequel is:

Repeat business—more steady profits. Send for our free window display which has helped hundreds of Canada's best grocers to start the cereal trade coming their way.



Mail Your Request To-day.

CANADIAN CEREAL AND FLOUR MILLS CO., LIMITED

TORONTO, ONTARIO

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



Sow These Seeds of Profit

HERE is a new thought for you who are thinking of putting seeds in stock to sell your local gardeners. If you sell garden seeds that come up grudgingly and produce sparingly, your customer loses his investment and all the satisfaction that goes with it.

To sell him seeds that produce a bountiful harvest is to help him save money.

The more he saves through his garden the more money he will have to spend for sugar and flour and butter and lard *in your store*. This is good business.

FERRY'S SEEDS

are *good* seeds. Each kind is grown for D. M. Ferry & Co. in that particular place where that particular kind of flower or vegetable attains its greatest perfection.

Each year these seed crops are sent to Ferry's greenhouses, where they are tested for germination, the ability to grow, and then in the trial gardens, where the plants and produce are watched, measured and weighed to see if they have the quality we expect them to develop.

You know what pedigree adds to the value of animals. Ferry's Seeds are pedigreed seeds.

Put the Ferry display case on your counter and sow these seeds of profit among your customers. Write for our proposition.

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

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



PRODUCE AND PROVISIONS



Hogs Firmer With A Firmer Outlook

Montreal—**PROVISIONS.**—Arrivals of live hogs and country dressed have been lighter. Demand keeps good, and prices have firmed up a little. Live off cars, hogs were fetching \$13.75 per 100 lbs. Abattoir fresh killed ran \$2 higher per hundred than last week, being quoted at \$19-\$19.50 per 100 lbs. Country dressed ranged from \$17.50 to \$18.75. Demand for smoked meats and all lines of provisions is reported fair following the holidays, and prices are unaltered from last week's quotations. The outlook is for greater firmness in provision lines.

Hams—			
Medium, per lb.	0 26	0 26½	
Large, per lb.	0 24	0 24½	
Bacon—			
Plain	0 25	0 26	
Boneless, per lb.	0 29	0 30	
Bacon—			
Breakfast, per lb.	0 28	0 29	
Roll, per lb.	0 20	0 21	
Pickled meats— 1c less than smoked.			
Dry Salt Meats—			
Long clear bacon, ton lots	0 18	0 19	
Long clear bacon, small lots	0 18½	0 19½	
Fat backs, lb.	0 17	0 18	
Cooked Meats—			
Hams, boiled, per lb.	0 37	0 38	
Hams, roast, per lb.	0 36	0 37	
Shoulders, boiled, per lb.	0 30½	0 31½	
Shoulders o, rast, per lb.	0 31	0 31½	
Lard, Pure—			
Tierces, 400 lbs., per lb.	0 21½	0 21¾	
Tubs, 50 lbs.	0 21½	0 22	
Pails	0 22	0 22½	
Bricks, 1 lb., per lb.	0 23	0 23½	
Lard, Compound—			
Tierces, 400 lbs., per lb.	0 17	0 17½	
Tubs, 50 lbs.	0 17½	0 17¾	
Pails, 30 lbs., per lb.	0 18½	0 18¾	
Bricks, 1 lb., per lb.	0 18½	0 18¾	

POULTRY PRICES NOT UP EXCEPT FOR TURKEYS

Montreal—**POULTRY.**—Turkeys, old and young, were firmer in price this week, but for all other poultry the prices quoted last week maintain. Supplies are quite reasonably plentiful, and demand has been seasonable and good. Dressed poultry is still the mainstay of the market, produce in this line being brought into the city, as the weather conditions are too severe for the bringing in of live birds.

Poultry (dressed)—		
Chickens, milk-fed, crate, fattened, lb.	0 21	0 23
Old roosters	0 15	0 15
Roasting chickens	0 20	0 21
Young ducks	0 18	0 19
Turkeys (old toms, dressed, lb.)	0 30	0 30
Turkeys (young)	0 32	0 32

EGGS FROM STORAGE DECLINED SLIGHTLY

Montreal—**EGGS.**—There is a shade further decline in prices of storage eggs this week. Selects and No. 1's are down a cent per

dozen each line. New-laid keep quite firm still, and there is a marked tendency on the part of the public, even the well-to-do public, to economize in eggs. Opinions of the wholesale trade are that eggs must keep firm for some time yet, perhaps very firm before the new season's arrivals come in. During the period of 1916, from May 1st to end of the year, 625,725 cases of eggs arrived in Montreal as compared with 513,731 cases for the same period of the previous year. For the first week of 1917 there arrived only 1,007 cases of eggs as compared with 3,659 cases for the first week of 1916.

Eggs—			
New laid	0 60	0 70	
Selects	0 41	0 42	
No. 1/	0 37	0 38	

BUTTER PRICES SHOW ONE CENT DECLINE

Montreal—**BUTTER.**—A decline of 1c per pound on all lines of butter quoted below is the feature of this department of the market this week. This decline is unaccountable, for there is so little butter in storage in Montreal at present as compared with conditions last year, that really some doubt exists in the minds of considerable dealers as to whether supplies will be sufficient to carry the trade until new butter arrives in April. There is very little exportation now. Some butter is still coming in, but it is "fodder" quality, and may account for the reduction in price as regards fresh made at all events. Into Montreal during the period May 1st to Dec. 30, 1916, there arrived 491,169 boxes of butter as compared with 391,058 boxes for the corresponding period of the previous year. For the first week of the New Year 1,758 boxes arrived, as compared with 1,002 boxes for the first week of 1916.

Butter—		
Creamery, prints (storage)	0 44½	
Creamery, prints (fresh made)	0 42½	
Creamery, solids (fresh made)	0 42	
Dairy prints, choice, lb.	0 38	0 41
Dairy prints, lbs., in tubs	0 37	0 39

CHEESE FOR LOCAL TRADE NOT PLENTIFUL

Montreal—**CHEESE.**—Stocks of cheese available for local trade are now very small, and of the 64,000 boxes or over held in storage, the greater portion is Government-owned awaiting shipment to the troops. Some winter-made cheese is coming in still, and fetching fairly high prices (from 22c to 23c). Production has been big during the year just ended. In the period, May 1st to Dec. 30th, 2,212,555

boxes came into Montreal. For the same period of the previous year there came in only 1,983,722 boxes. The first week of 1917 shows arrivals of 3,994 boxes, as compared with 5,191 boxes in the first week of 1916. That better cheese was made by the dairymen of Canada in 1917 than in 1916 is the expressed opinion of one leading merchant of dairy products in Montreal who has had a lifelong experience of the business.

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

HONEY IN STEADY, UNEVENTFUL MARKET

Montreal—**HONEY.**—Market conditions as regards honey are much as they were at the time of last report. Conditions are quiet, with supplies sufficient for needs, and demand steady, but not active. Prices are as previously quoted. Should an increased demand for Quebec honey set in from Ontario there will be a firming tendency, but meantime this has not developed.

Honey—			
Buckwheat, 5-10 lb. tins, per lb.	0 10	0 10½	
Buckwheat, 60-lb. tins, per lb.	0 09½	0 10	
Clover, 5-10 lb. tins, per lb.	0 13	0 14	
Clover, 60-lb. tins	0 11½	0 12	
Comb, per section	0 15	0 16	

Dressed Hogs Are Up \$1.50 Hundred

Dealers Look for Firm Prices in All Hogs Owing to Diminishing Supplies

Toronto—**PROVISIONS.**—There was a big jump upward in both live and dressed hogs during the week. Dressed have advanced from \$1.25 to \$1.50 per hundred, and are now selling at \$18.50 to \$18.75. Live hogs off cars are selling at \$12.85 to \$13 per hundred, which represents an advance of 65c to 75c. Fed and watered hogs are quoted at \$12.60 to \$12.65. There are no f.o.b. prices being quoted this week, dealers preferring to confine their buyings to deliveries at the yards. There have been light deliveries of hogs during the week, and the demand has been fairly heavy. Stock men look for a firm market between now and March, due to the fact that farmers have turned in the greater part of their stock. Some of them even disposed of their brood sows, and this will tend to make a scarc-

ity of hogs during the year. There is a firmness in boneless backs, which have advanced 1c per pound. Lard prices held steady during the week, together with all other kinds of cooked meats.

Hams—		
Medium, per lb.	0 24	0 25
Large, per lb.	0 23	0 23½
Backs—		
Plain	0 25	0 27
Boneless, per lb.	0 28	0 30
Bacon—		
Breakfast, per lb.	0 20	0 20
Roll, per lb.	0 19	0 20
Willshire bacon, per lb.	0 23	0 23
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 17½	0 18
Long clear bacon, small lots	0 18½	0 19
Fat backs, lb.	0 18½	0 19½
Cooked Meats—		
Hams, boiled, per lb.	0 34	0 36
Hams, roast, per lb.	0 34	0 36
Shoulders, boiled, per lb.	0 29	0 30
Shoulders, roast, per lb.	0 29	0 30
Lard—		
Pure tierces, 400 lbs., per lb.	0 21¼	0 21¾
Compound, tierces, 400 lbs., per lb.	0 16¾	0 17¼
In 50-lb. tubs, ¼ higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	18 50	18 75
Live, off cars	12 85	13 00
Live, fed and watered	12 60	12 65
Live, f.o.b.		

BUTTER GOES DOWN

1c to 2c PER POUND

Toronto
BUTTER.—Sentiment in the butter market has operated to send butter downward in price to the extent of 1c to 2c per pound. In certain instances it even declined as much as 4c per pound, as in the case of dairy prints. People have decided to get along with less butter, and this sentiment has rolled up in a ground swell that has meant a general decrease in consumption. Creamery prints that were formerly selling for 46c to 48c are now quoted at 45c to 47c. Creamery solids that last week were quoted at 45c per pound are now selling at 43c to 44c. The biggest decline, however, has been in dairy prints. Last week the choice variety of this butter was quoted at 42c to 43c, while this week they are quoted at 38c to 40c. There has been a corresponding decrease in the ordinary dairy print, which are now quoted at 36c to 37c. Bakers' butter has declined 3c per pound.

Creamery prints, fresh made	0 45	0 48
Creamery solids	0 43	0 44
Dairy prints, choice, lb.	0 38	0 40
Dairy prints, lb.	0 36	0 37
Bakers'	0 34	0 35

NEW-LAIDS COMING

FREELY: PRICE DOWN

Toronto
EGGS.—New-laid eggs are reaching the market in considerable quantities. With the milder days that have prevailed recently there has been an inducement for the hens to get to work. New-laid in consequence have declined 5c per dozen during the week. Storage eggs, on the other hand, are firmer, and have advanced 1c per dozen. There is a shortage of this variety, and larger quantities are now being brought from the Chicago district. It is expected with the approach of spring that new-laid will continue to be easier in price.

Eggs—		
New laid, cartons	0 50	0 55
No. 1 storage, ex-cartons	0 40	0 41
Selects, extra	0 42	0 44

CHEESE FIRM, BUT

DEMAND IS LIGHT

Toronto
CHEESE.—There is a continued firmness in the cheese market, even in the face of a light demand locally. However, there is a continued flow of cheese into export channels, and this is the big factor in the market. There is small prospect of easier prices until the soldiers are on the march homeward. The factories have given up operating for the winter, and this is throwing more of the milk into butter channels and causing an easier tone in that commodity.

Cheese—		
New, large	0 25	0 26
Per lb.		
Twins are ¼c higher than new large; triplets ½c higher than new large, and Stilton 2c above new large.		

POULTRY SHOWS A

FIRMER TENDENCY

Toronto
POULTRY.—Although there is considerable poultry in storage yet as a result of the quantities that reached the market during the holiday season, coupled with the decreased consumption, there is a firmness in the market for live and dressed poultry. At the present time poultry is not coming freely. Commission men have advanced the price for live chickens, hens, ducks and geese 1c per pound. Dressed poultry holds at the same quotations as last week. Some of the commission men have feeding rooms, where they put some extra flesh on chickens that reach the market in poor condition.

	Live	Dressed
Spring chickens	0 15	0 17
Hens, over 4 lbs.	0 15	0 16
Hens, under 4 lbs.	0 12	0 13
Old roosters	0 12	0 14
Young ducks	0 15	0 18
Old ducks	0 12	0 15
Geese	0 13	0 16
Young turkeys (3 and 9 lbs. each)	0 22	0 26
Young turkeys (over 9 lbs. each)	0 23	0 27
Old Tom or hen turkeys	0 20	0 24

Prices are those paid at Toronto by commission men.

MORE QUEBEC HONEY

COMING TO ONTARIO NOW

Toronto
HONEY.—Quebec is being drawn upon more heavily as a source of honey supply, and commission men report the quality of the honey reaching this market from that source is excellent in quality. In former years there had been some difficulty in getting first-class honey through the mixture of buckwheat honey with white honey. Beekeepers in that province are apparently taking better care of their honey. Supplies from Ontario points are apparently about all marketed. There is a fair demand for the commodity. Prices held steady during the week.

Honey—		
Clover, 5 and 10-lb. tins	0 13¼	0 14¼
60-lb. tins	0 12½	0 13
Comb, No. 1, doz.	2 40	2 75
Buckwheat, 60-lb. tins	0 09	0 10½

HOGS SHOULD DECLINE

ADVANCED LAST WEEK

Winnipeg
PRODUCE AND PROVISIONS.—As usual, live hogs have been light during

the holidays, and for some time following; also there was a keen demand. The market has been showing a gradual advance, and reached the 12c mark last week. Heavier runs are anticipated for the next five or six weeks, and we look for a decline in price as a consequence. The general quality of hogs coming forward is much improved, and they are all showing a better finish. As a result of the highest price of hogs the provision market has been very firm, but prices are unchanged. Lard has had a weak undertone, but the price is the same; this weak undertone is expected to be only temporary. The demand continues good both for eggs and butter, the price being the same. Cheese sales are comparatively slow.

Hams—		
Light, lb.	0 26	
Medium, per lb.	0 25	
Large, per lb.	0 23	
Bacon—		
Breakfast, per lb.	0 24	
Breakfast, select, lb.	0 27	
Backs, select, per lb.	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light	0 16	
Barrelled Pork—		
Mess pork, bbl.	30 00	
Lard, Pure—		
Tierces	0 20¼	
20s	4 12	
Cases, 5s	12 90	
Cases, 3s	13 05	
Lard, Compound—		
Tierces	0 16¼	
Tubs, 50s, net	8 25	
Pails, 20s, net	3 37	
Butter—		
Fresh made creamery, No. 1, cartons	0 42	
Best dairy	0 38	
Fresh Eggs—		
New laid	0 45	0 50
Extras, in cartons	0 43	
No. 1, candled	0 38	
Cheese—		
Ontario, large	0 26½	

FLOUR AND CEREALS

(Continued from page 38.)

FLOUR BUSINESS QUIET

EXPECT OATS TO ADVANCE

Winnipeg
FLOUR AND CEREALS.—First patents stood at \$9.70 per bbl. early this week, there having been an advance of 30c per bbl last Wednesday following an advance in the price of wheat. Since then there has been an easing off in the wheat market presumably as a result of further peace talk. Flour business, both domestic and export, has been very quiet, and millers do not look for a revival until the latter part of this month. Rolled oats were selling for \$3.00, 80's early this week, but one of the mills was asking \$3.20 and reported the market firm at that figure. It was expected that the others would follow. There was no feature to oatmeal and middlings, and all the mills are considerably oversold.

Flour—		
Best patents	9 70	
Bakers'	8 70	
Clears	8 00	
XXXX	7 00	
Cereals—		
Rolled oats, 80 lbs.	3 00	3 20
Rolled oats, pkgs., family size		4 10
Cornmeal, 98's		3 20
Oatmeal, 98's		4 00
Feeds—		
Bran, per ton	28 00	
Shorts, ton	30 00	
Middlings, ton	30 00	
Mixed chop, ton	47 00	

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There's a good profit on every King George sale, and sales are always quick and easy.

Handled by
the Wholesale
Trade

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WHAT do you do with it? By that we mean, is it bringing you any returns in the ways that go to assure your future success?

How would you like to know of a plan that will bring you in as much (if not more of an income) than your regular occupation. Would you be interested?

We have a plan by which hundreds of clerks throughout Canada are greatly increasing their weekly incomes. This plan interferes in no way with their regular duties. It helps them to become of more value to their employers as well. Besides it supplies them with extra funds.

Write, and we'll give full particulars concerning it. This places you under no obligation, we'll be glad to tell you all about it. Drop us a line **To-Day**.

The MacLean Publishing Co.

Dept. C.C. 143-153 University Ave.

Toronto

Canada



The Keating Calendar

Keating's Insect Powder is in demand all year round. Order now for present and future requirements

OCTOBER, NOVEMBER, DECEMBER,
JANUARY, FEBRUARY, MARCH.

In the home Keating's will be continually in requisition against Bugs and Roaches. Hunting parties in October will carry Keating's into their camps.

APRIL AND MAY.

House cleaning and the time for putting away winter furs and blankets. Moths now appear. Mosquitoes likely to become a pest in May and remain until the warm, dry weather.

JUNE, JULY AND AUGUST

Summer holiday season, Keating's in demand, when locking up the house, as a protection against moths in the furniture, carpets and draperies. Flies, Fleas, Ants and Mosquitoes in general evidence and a particular worry in summer camps and cottages.

SEPTEMBER

Flies are most tenacious. To kill or drive them out of doors use Keating's as a fumigant. Extra precautions also necessary against Bugs, Roaches and Ants.

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Sole Agents in Canada
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TO INVESTORS

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

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF \$500, OR ANY MULTIPLE THEREOF

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

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Proceeds of this stock are for war purposes only.

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

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

DEPARTMENT OF FINANCE, OTTAWA
OCTOBER 7th, 1916.



This big 10 cent seller should be prominent in your displays

Though the popular price of **H.G. SAUCE** has done much to popularize it with the prudent housewife, yet its biggest appeal lies in its unexcelled dietetic qualities.

H.G. is a purely Canadian-made sauce, prepared to meet Canadian requirements, prepared to equal and surpass all similar imported sauces.

There's a good profit for you on this line. May we send you samples?

The
Canada Sauce & Vinegar Co
519 King St. W., Toronto

DESIGNING AND BUILDING THE PERFECT HOME

Who knows it all when it comes to planning a new home? Do you? Does your neighbor? Does your architect? Does your builder? What perfect home do you know of?

Now perfection may be impossible to obtain, but one can approach perfection by educating oneself concerning

the site, the plan, the style, the decoration, and other related matters.

Experience teaches. Therefore use the experience of others and their good counsel, born of errors and of successes, as found in the book.

BUILDING A HOME

By Desmond and Frohne, the editors of **The Architectural Record**, America's leading paper in its field.
(Price, \$1.50, with 15c extra for postage.)

In this book are gathered together the counsels and experiences and suggestions of men who have had an exceptional opportunity to acquire wisdom in relation to the building of homes. The book is a beautiful one as a piece of book-making, and is richly illustrated. It is no economy to save \$1.50 when you are considering the building of a home.

Send for the book now, and have it ready against the day when you will build the home of your dreams.

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143 University Avenue Toronto, Ontario

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Gipsy Stove Gloss
Linoleo Floor Wax
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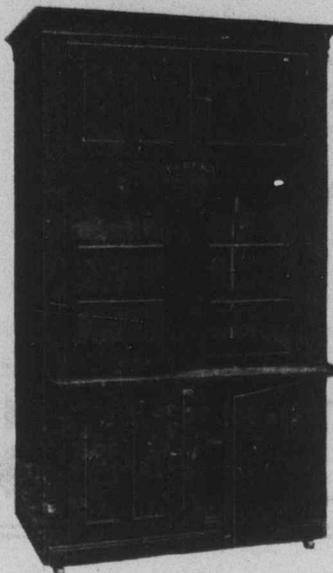
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continue to serve your own and your
customers' best interests.

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the experience be-
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It is to your interest as well as that of your
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SPRATT'S DOG CAKES, Puppy Biscuits and Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and
reliability. It will help you to keep old customers
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SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-26, Fenchurch Street, London, England.
8 46



It sells

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

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

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

Write us for free sample cake and particulars.

Gleba Polish Company
Oshawa, Ontario

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

WHEN
BUYING
MINCE MEAT
INSIST
ON

WETHEY'S

**An Extra \$5 or \$10
Every Week**

Quite a bit extra, isn't it? Would you like to have that much coming to you regularly every week, entirely in addition to your weekly pay envelope? Of course you would.

Well now, write us and we will be glad to send you full particulars of our plan—the very same proposition that has proven so successful with hundreds of our representatives. You can read it and apply it right in your own home district. Your spare time is all that's needed. Write us to-day,—next week you'll be earning more money.

The MacLean Publishing Co.,
LIMITED
143-153 University Ave.
TORONTO - CANADA

**QUOTATIONS FOR
PROPRIETARY ARTICLES**

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

BAKING POWDER

WHITE SWAN SPICES AND
CEREALS, LTD.

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

ROYAL BAKING POWDER

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

**DOMINION CANNERS, LTD.
JAMS.**

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

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

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

ROGERS' GOLDEN SYRUP
Manufactured from pure cane sugar.

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

BAKED BEANS WITH PORK.

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

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

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

**"AYLMER" PURE ORANGE
MARMALADE**

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	1 30
12 oz. Glass, Screw Top, 2 doz. in case	1 50
14 oz. Glass, Screw Top, 2 doz. in case	1 75
16 oz. Glass, Screw Top, 2 doz. in case	2 10
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 15
2's Glass, Vacuum Top	3 20
2's Tin, 2 doz. per case	3 25
4's Tin, 12 pails in crate, per pail	0 55
5's Tin, 8 pails in crate, per pail	0 69
7's Tin or Wood, 6 pails in crate	0 91
14's Tin or Wood, 4 pails in crate, per lb.	0 12 1/2
30's Tin or Wood, one pail only, per lb.	0 12 1/2

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

CEREALS

WHITE SWAN Per case

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

COCOA AND CHOCOLATE
THE COWAN CO., LTD.

Cocoa—

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

Canadian-made.
British materials.

Keep your money
in the Empire



The Big 5

ALL the laundry soap and cleanser trade that's worth getting can be handled by this splendid "big five." Dominating the market as they do through sheer merit—purity, quality and big, continuous publicity—you should certainly handle all of them. No need to break the chain. Every link is strong and sound—"British through and through!"

LEVER BROTHERS, LIMITED
{EASTERN AVENUE, TORONTO

Largest Soap Works in Canada



This one Plant Over 5 acres

LEVER BROTHERS LIMITED TORONTO

Back Bacon

Have you tried our "Boneless Backs in Casings." You will find them very delicious eating. We have also Skinned Backs, Boneless Backs and Backs with the skin on.

ESTABLISHED 1854

F. W. FEARMAN CO.
LIMITED
HAMILTON

Imperial Rice Milling Co., Ltd.

VANCOUVER, B. C.



The best value in Rice being offered on Canadian markets today.

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

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ¼-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections, Per doz.	
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 33
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans ..	\$7 20
Reindeer Brand, each 48 cans	6 95
Silver Cow, each 48 cans	6 40
Gold Seal, Purity, each 48 Cans	6 25
Mayflower Brand, each 48 Cans	6 25
Challenge, Clover Brand, each 48 cans	5 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	5 00
Jersey Brand, Hotel, each 24 cans	5 00
Peerless Brand, Hotel, each 24 cans	5 00
St. Charles Brand, Tall, each 48 cans	5 10
Jersey Brand, Tall, each 48 cans	5 10
Peerless Brand, Tall, each 48 cans	5 10
St. Charles Brand, Family, each 48 cans	4 50
Jersey Brand, Family, each 48 cans	4 50
Peerless Brand, Family, each 48 cans	4 50
St. Charles Brand, small, each 48 cans	2 25
Jersey Brand, small, each 48 cans	2 25
Peerless Brand, small, each 48 cans	2 25

CONDENSED COFFEE	
Reindeer Brand, "Large," each 24 cans	\$5 00
Reindeer Brand, "Small," each 48 cans	5 70
Regal Brand, each 24 cans ..	4 70
COCOA, Reindeer Brand, each 24 cans	5 00

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 36
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 34½

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 28
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27
--	------

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	\$1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

Per doz.

½ oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60.	13 25
Pint (1 doz. case), weight 20 lbs., retail each \$3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
Half gallons, each, retail each, \$10	7 50
Gallons, each, retail each \$18	14 00

GELATINE

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

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ¼s, \$2; 1s, \$3.50; 2s, \$7.50; 6s, \$25; 14s, \$60.	
Roast Beef, ¼s, \$2; 1s, \$3.25; 2s, \$7.25; 6s, \$22.	
Bolled Beef, 1s, \$3.25; 2s, \$7.25; 6s, \$22.	
Jellied Veals, ¼s, \$2; 1s, \$3; 2s, \$4.50; 6s, \$21.	
Corned Beef Hash, ¼s, \$1.50; 1s, \$2.50; 2s, \$4.50.	
Beefsteak and Onions, ¼s, \$2; 1s, \$3.35; 2s, \$6.35.	

Your Customer

should thank you for drawing his attention to

RICE—

the cheapest form of nutritious food now available.

Mount Royal Milling & Manufacturing Co.
D. W. Ross Co'y., Agents, Montreal

"A STITCH IN TIME"— to those about to build

You know that your friends who have built homes wish that they had done something else or something different, in order to have secured better results. The little or big errors made in

choosing a site, an architect, a builder, a design, a style, a plan

and so on, have cost many times the price of the book which they could have had for \$1.50 (\$1.65 when sent by mail)—the book entitled

BUILDING A HOME

By Desmond and Frohne, editors of **The Architectural Record.**

And if you are going to build this year or in some near year, you will find the advice and help of this book invaluable. Its price pales away when its real value to you is weighed.

Send for the book. Have it placed in your Public Library, if you have influence. Add it to your own library. It is a handsome volume, with many illustrations.

The MacLean Publishing Co., Limited
 143 University Avenue Toronto, Ontario

AT LAST WE HAVE THEM

*Fibre
 Vinegar
 Measures*

PINT QUART FUNNEL

\$2.50 per Set

Used and highly commended by the
 Grocery Trade in the
 United States.

WALTER WOODS & CO.
 HAMILTON and WINNIPEG

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

Is the Money Always There?

WHEN you have wanted a certain thing that would have added to the pleasures of life, was the money always there? when you figured up to see if "Cash on hand" would warrant you to make the purchase. Have you ever felt the need of a good vacation or wanted some little extra luxury, but simply could not afford it because your regular income was not sufficient?

WE have a plan that will enable you to add these extra luxuries without interference in any way with your regular occupation; a plan from which you may derive sufficient income to warrant your having all the added pleasures of life. This plan may be worked during spare time without interference with your regular duties. One hour in the evening spent among your acquaintances—a half-hour after lunch in the office or factory will give you an additional \$5.00 or \$10.00 weekly.

WE have hundreds of subscriptions in your locality ready to be taken. A representative on the spot could secure these orders, saving these people the trouble incidental to mailing. These orders, together with the many other subscriptions which may be added from the friends of our old subscribers whom they will recommend to you, will give you an income that with the same amount of work will double your earnings each year. The work is both pleasant and profitable. No previous experience required.

This plan will interest you, so write us 10-day for full particulars.

The MacLean Publishing Co.
LIMITED

Division B.

143-153 University Avenue

TORONTO

ONTARIO

Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.
Boneless Pigs' Feet, 1/2s, \$1.75; 1s, \$2.75; 2s, \$5.50.
Lamb's Tongues, 1/2s, \$1.85; 1s, \$2.80; 4s, \$15.50.
Sliced Smoked Beef, tins, 1/2s, \$1.85; 1s, \$2.80; 4s, \$15.50.
Sliced Smoked Beef, glass, 1/2s, \$1.85; 1s, \$2.80; 4s, \$15.50.
Tongue, Ham and Veal Pate, 1/2s, \$1.50.
Ham and Veal, 1/2s, \$1.20.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/2s, 50c; 1/2s, \$1.
Potted Meats, Glass—Chicken, Ham, Tongue, 1/2s, \$1.
Ox Tongues, tins, 1/2s, \$3.50; 1s, \$6.25; 1 1/2s, \$9.50; 2s, \$13.
Ox Tongues, Glass, 1 1/2s, \$12; 2s, \$14.
Mince-meat, Hermetically Sealed Tins, 1s, \$2; 2s, \$3.25; 3s, \$4.55; 4s, \$6.25; 5s, \$8.
In Pails, 25 lbs., 13c lb.
In 50 lb. Tubs, 13c lb.
In 85 lb. Tubs, 12 1/2c lb.
In Glass, 1s, \$2.20.
Clarke's Peanut Butter—Glass Jars, 1/2, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 20c.
Clark's Peanut Butter—Pails 24 lbs., 20c per lb.
Clark's Tomato Ketchup, 16 oz., \$3; 1 gal. jars, ...; 5 gal. jars, ... per gal.
Pork and Beans, Plain Talls, 1s, 95c; 2s, \$1.60; 3s, \$2.40; 6s, \$8; 12s, \$12; 3s, flat, \$2. Individuals, 80c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, \$1.15; 2s, \$1.85; 3s, \$3; 6s, \$10; 12s, \$14.50; 3s, flat, \$2.45. Individuals, 90c doz.
Pork and Beans, Chili, 1s, \$1.15; 2s, tall, \$1.85; 3s, flat, \$2.45. Individuals, 90c doz.
Tomato Sauce, 1 1/2s, \$1.75; Chili Sauce, 1 1/2s, \$1.75; Plain Sauce, 1 1/2s, \$1.45.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.80.
Clark's Chateau Chicken Soup, \$1.25.
Clark's Chateau Concentrated Soups, \$1.15.
Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.15.
Sphagetti with Tomato and Cheese, 1/2s, \$1.15; 1s, \$1.65; 3s, \$2.65 doz.
Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

THE N. K. FAIRBANKS CO., LIMITED.

PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

Tierces ... \$0 14 1/2
Pails ... 2 93
This price list cancels all previous ones and is effective at once. Subject to change without notice.
All orders received must be shipped within a period of 30 days.
Advance over tierce basis for small packages:
3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, 1/2c over tierces; 10-lb. tins, 6 to the case, 3/4c over tierces; 20-lb. wood pails, 1/2c over tierces; 60-lb. tubs, 1/2c over tierces; half-barrels, 1/2c over tierces; 50-lb. tins, 1/2c over tierces; 20-lb. tins, 1/2c over tierces.

LAFORTE, MARTIN, LIMITED Montreal. Agencies

BASIN DE VICHY WATERS L'Admirable, 50 bottles, litre, 'ca. 8 00
Neptune ... 8 50
San Rival ... 9 00

VICHY LEMONADE La Savoureuse, 50 bottles, ca. ... 11 00
NATURAL MINERAL WATER Evian, Source Cachat, 50 bottles, ca. ... 9 50

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, ca., 6 doz. pts., doz. 1 20
Ginger Ale, Trayders, ca., 6 doz. splits, doz. 0 95
Club Soda, Trayders, ca., 6 doz. pts., doz. 1 15
Club Soda, Trayders, ca., 6 doz., splits, doz. 1 05

BLACK TEAS

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

JAPAN TEAS

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

COFFEES

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

MUSTARD

COLMAN'S OR KEENE'S

Per doz. tins
D. S. F., 1/4-lb. \$ 1 75
D. S. F., 1/2-lb. 3 30
D. S. F., 1-lb. 6 25
F. D., 1/4-lb. 1 10
Per jar
Durham, 4-lb. jar, each .. 1 10
Durham, 1-lb. jar, each .. 0 35

JELL-O

GENESEE PURE FOOD CO.

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

JELL-O ICE CREAM POWDERS

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

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

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

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

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

SPICES

Allspice ... \$0 45 \$0 90
Arrowroot, 4 oz, tins, 85c. 0 45 0 90
Cayenne ... 0 45 0 90
Celery salt ... 0 45 0 90
Celery pepper ... 0 45 0 90
Cinnamon ... 0 45 0 90
Cinnamon whole, 5c pkgs., window front, 45c. 0 45 0 90
Cloves ... 0 45 0 90
Cloves, whole, 5c. pkgs., window front, 45c. 0 45 0 90
Curry powder ... 0 45 0 90
Ginger ... 0 45 0 90
Mace ... 1 25
Nutmegs ... 0 45 0 90
Nutmegs, whole, 5c pkgs., window front, 45c. 0 45 0 90
Paprika ... 0 45 0 90
Pepper, black ... 0 45 0 90
Pepper, white ... 0 50 0 95
Pastry spice ... 0 45 0 90
Pickling spice, window front, 90c. 0 45 0 90
Shipping weight per case ... 10 lbs. 15 lbs.
Dozens to case ... 4 4

CALIFORNIA

Navel Oranges

Now Arriving
Very fine Quality

Also

FLORIDA

Oranges and Grape Fruit

PRICES

Very Reasonable

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

GUELPH, ONTARIO

Freshly Packed Late Howe Cranberries

Selling \$11.00 bbl.

FINE, LARGE, HARD BERRIES

Florida Tangerine Oranges and Grape
Fruit.

California Celery and
Cauliflower.

Tomatoes and Pineapples.

Sweet Potatoes and Cucumbers.

The Choice of the World's Markets.

AT YOUR SERVICE

WHITE & CO., LIMITED TORONTO

Wholesale Fruits and Fish

Wholesale
Fruit and
Produce
Merchants

Established
1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits,
Cranberries,
etc.

25 CHURCH ST.
TORONTO

Big Advent Fish Sales

Stock up with our high-grade first quality fish and every customer will be a satisfied customer, every sale a fore-runner of others.

We can supply you with Lake Superior Herring, both salted and frozen. All kinds of fresh fish, including Georgian Bay Trout, B.C. Halibut and Qualla Salmon.

Whatever your fruit requirements are we can meet them, and meet them satisfactorily. Apples and all kinds of foreign fruits in stock.

Write us.

Lemon Bros. OWEN SOUND, ONT.

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

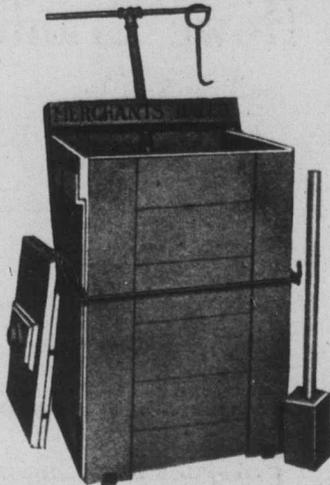
are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

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

Merchants Baler

MADE IN CANADA



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

"f.d.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

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



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

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

Registered Trade-Mark

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

Walter Baker & Co. Limited

Established 1780

Montreal, Can.

Dorchester, Mass.

*Kindly mention
this paper when
writing advertiser*

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11th Annual Pre-Inventory Sale

Read this list of Grocery Staples, included in our Pre-Inventory offer. You will find items you need. As you want to buy at the best price, write us for quotations, you are assured of the lowest prices.

CANNED FRUITS

Apples 3's and gallons, Apricots 2½'s, Blueberries 2's
Cherries, Plums, Pears, Raspberries, Strawberries 2's
Pineapples ½'s, ¼'s, 1½'s and 2½'s, Rhubarb 2's and gallons
Peaches, sliced 2's, Whole 2, 2½ and 3's
Peaches Pie, Unpeeled 2½'s, Peeled 2's and gallons.

DRIED FRUITS, 1916 CROP

Currants Cleaned 36/1's, 25 & 50's loose
California Seeded Raisins 45/11 oz., 36/15 oz., and 25's loose
California Fancy Bleached 45/16 oz. and 50's loose
Loose Muscatels 2, 3, 4 crs. 25 and 50's loose
California Sultanas unbleached 45/16 oz. and 50's loose
California Sultana bleached 50's loose and 36/15 oz.
California Cleaned Sultanas, 1916, 50's loose
Valencia F.O.S., Finest Selected and 4 crs. layer 28's loose.

EVAPORATED FRUITS

Apricots, Peaches, Pears, 25's loose
Canadian Apples, 25 & 50's loose

OREGON PRUNES

All sizes from 30/40 to 90/100 in 25's loose.
These sizes only, 30/40, 70/80, 90/100 in 50's loose.

PEELS

Lemon, Citron & Orange
in 10-lb. boxes

FIGS B. & S.

4, 5, 6, 7 crs. layer ½ kilo Boxes
Fresh Ambrosia ½ kilo Baskets and
28-lb. matts

TABLE RAISINS

Special reduced prices on 20/1's bundles.

A 3-cent investment in an inquiry will give you large dividends.



Laporte, Martin, Limitée

WHOLESALE GROCERS

584 St. Paul St. West, - Montreal



Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent. Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

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

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

WANTED

WANTED, ON COMMISSION, GOOD SIDE line for Maritime Provinces. A. M. Reed, Middleton, N.S.

WANTED—TO HEAR FROM OWNER OF good grocery for sale. Northwestern Business Agency, Minneapolis, Minn.

WOULD LIKE TO HEAR OF TWO OR three good manufacturers of groceries, etc., to handle their goods on commission. Have good connections and first-class references. Box 207 Canadian Grocer.

MAIL ORDER GROCERY MANAGER seeks larger field than present one. Experienced in buying, operating, and catalog work. Confidential correspondence solicited. Box 208. Canadian Grocer.

WANTED BY A LIFE-LONG RETAIL general, salesman position on road. New Glasgow East preferred, any good line considered. Biscuit and confectionery preferred. Murdoch McKenzie, 431 George St., Sydney, N.S.

YOUNG MAN EXPERIENCED IN GROCERIES and general store business, wishes position as travelling salesman; best of references. Box 205, Canadian Grocer.

YOUNG MAN, 27 YEARS OF AGE, WITH 10 years' experience in general store, wishes to become connected with reliable wholesale firm, manufacturing establishment, manufacturers' agency, or brokerage firm. Box 203, Canadian Grocer.

AGENTS WANTED

WE ARE OPEN TO HANDLE ONE OR more good lines for Cape Breton on a commission basis. Miles & Co., Box 269, Glace Bay, Nova Scotia.

FOR NEW BEER EXTRACT HOP-MALT—within prohibition law, no license required, sells everywhere, good commission. Hop-Malt Company, Beamsville, Ont.

FOR SALE

OLD WELL-ESTABLISHED GROCERY business and dwelling in Woodstock, Ont. Box 204, Canadian Grocer.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue. J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

Jenkins & Hardy

Assessors, Chartered Accountants, Estate and Fire Insurance Agents.
15th Toronto St., Toronto
52 Can. Life Bldg., Mont.

OAKLEY'S KNIFE POLISH

2012-1112



JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

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

TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.

GEO. ADAM CO., Dept. C,
410 Chamber of Commerce, Winnipeg

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies, Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - - TORONTO

PORT ARTHUR, ONT. MONTREAL

Fish—Salted Lake Herring

in Kegs or Pails. Ask for prices.

J. BOWMAN & CO.

(Note new address)

66 Jarvis St.

Toronto

We are Wholesale Importers of
Peanuts Canned Crab
Oriental and Australian Goods

Canadian Distributors of "WASHCLEAN"

Gold Medal Labor Saver for
Washing Clothes Without Rubbing
(2,000,000 users)

Direct Supply Association
509 Belmont House Victoria, B.C.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World
OFFICES IN CANADA:

Calgary, Alta.
Edmonton, Alta.
Halifax, N.S.
London, Ont.
Ottawa, Ont.
St. John, N.B.

Vancouver, B.C.
Hamilton, Ont.
Montreal, Que.
Quebec, Que.
Toronto, Ont.
Winnipeg, Man.

Victoria, B.C.

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

Thomas C. Irving, General Manager
Western Canada
TORONTO

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

KINDLY MENTION THIS
PAPER WHEN WRITING
ADVERTISERS

A FRUIT WINDOW CONTEST

HERE is another window dressing competition that should prove of wide-spread interest. In all the list of goods stocked in the Grocery Store, no line lends itself more readily to window decoration than fruit. No line brings such a ready response to the suggestion thus offered. If you have not had time to enter our Christmas contest, or even if you came into it, here is another opportunity facing you. Get your window in this contest without fail.

The Natural Decorative Quality of Fruit Makes Experience Unnecessary.

The Effort Will Convince You of the Effectiveness of the Fruit Window.

The Results Gained Will In Themselves Be a Compensation.

The CANADIAN GROCER, with the idea of convincing our readers of the effectiveness of the fruit window, and with the idea of stimulating trade in this line, and encouraging the stocking of a fuller line of fruit, has decided on this new contest. Get into the competition and help to make it a success.

Conditions of the contest are: The window must be decorated entirely with fruits. It may be all of one variety, or a general display as the competitor thinks best. Have the window photographed; about 10" x 7" is the best size. Have the photo as near this size as possible—not necessary to mount it. Mail copy to this office accompanied by a description of the window.

This Contest closes March 15, 1917. Be sure and have your entries in by that date.

The basis of judgment will be:

Selling Power, Attractiveness and Novelty.

PRIZES FOR BOTH TOWNS AND CITIES

The town store will not have to compete against the larger city store. We are making the contest as fair as possible.

THE PRIZES

Towns and Cities over 10,000 Population		Centres under 10,000 Population	
1st Prize	\$5.00	1st Prize	\$5.00
2nd Prize	3.00	2nd Prize	3.00
3rd Prize	2.00	3rd Prize	2.00

Send photograph with description to

THE CONTEST EDITOR, CANADIAN GROCER

143-153 UNIVERSITY AVENUE

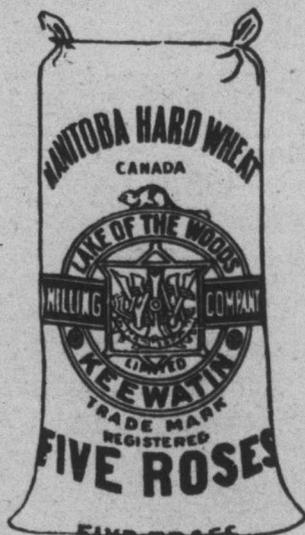
TORONTO

IN EVERY SECOND ENGLISH-SPEAKING HOME in Canada, there is ONE FIVE ROSES Cook Book

According to the 1911 Census, there are in Canada slightly over 600,000 English-speaking families.

According to our records, we have so far distributed (almost entirely direct to the individual housewives) over 300,000 FIVE ROSES Cook Books.

P.S.—This does not consider the 410,000 French-speaking families of Canada, amongst whom our famous LA CUISINIÈRE FIVE ROSES is even now exerting an ever-widening sales influence.



What would it be worth to YOU?

- right in the home of every possible retail flour buyer in YOUR district,
- to have a daily reminder of compelling interest, filled with useful daily suggestions,
- a daily incentive to buy the flour YOU sell!

And yet that is what this FIVE ROSES Cook Book distribution means to the distributor of FIVE ROSES flour.

And it costs him—NOTHING!

It is an automatic part of the greater salesability of FIVE ROSES—it comes with the flour—part of the FIVE ROSES service and co-operation.

And we will continue to issue, improve and advertise this famous kitchen companion until in every Canadian home there is a particular peg to hang it on,

- a constant source of flour-consuming suggestions
- the point of origin of countless retail profits.

And all this is only a small part of our sales co-operation with the dealer who is willing to profitably fill the FIVE ROSES demand.

Logically, the dealer who profits most is he who early recognizes the great selling forces at work behind the FIVE ROSES trade mark, and capitalizes them to his immediate advantage! If your jobber cannot supply you, write our nearest office. We will make every effort to supply your demand.

LAKE OF THE WOODS MILLING COMPANY, LIMITED
MONTREAL "The House of Character" WINNIPEG

Toronto Ottawa London St. John Sudbury Quebec Calgary
Vancouver Fort William Keewatin Medicine Hat Portage la Prairie