

**PAGES
MISSING**

FEATURING SELLING PLANS FOR COLD WEATHER FOODS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXIX

PUBLICATION OFFICE: TORONTO, JANUARY 22, 1915

No. 4

The House of Warren

ESTABLISHED 1852

Faithfully serving the Retail Grocers
for over half a century.

Still here to serve you. Good mer-
chandise. Better service. Capable
salesmen. Prompt delivery.

Let us demonstrate how well we can
satisfy you.

Call Adelaide 1057, 941, 867

Warren Bros. & Company, Limited

Queen and Portland Sts.

Toronto, Ontario

CANADIAN GROCER

“ATORA” Beef Suet

In Blocks and Tins for Frying, Cooking, and all Purposes

For frying your fish use “ATORA” in Blocks. It will be a revelation to you how sweet and crisp your fish will be. It does not soak into the article fried, and does not repeat or cause heart-burn like the common and harmful cottonseed oil preparations.

ALSO ready SHREDDED in Cartons



No Chopping. No Waste
Ready to Mix with the Flour
Delicious for Puddings
Excellent for Pie-crust
Unexcelled for Mince Meat
Absolutely Pure and Wholesome

15 Prize Medals Awarded

“ATORA” Beef Suet has been a general household commodity in Great Britain and Ireland for over 20 years, and during that time has been supplied to the Royal (British) Navy, and all the Polar Expeditions. Its chief claims for popular favour are:—

- (1) It contains no skins, moisture, or impurities.
- (2) You should use one-third to one-half less in weight than you would of raw suet.
- (3) It melts readily in Puddings or Mince Meat, and enriches the other ingredients thoroughly and uniformly, instead of remaining in small separate lumps, like the raw suet does.
- (4) Our Suet is more digestible and wholesome, as it is sold thoroughly cooked, sterilized and refined before you put it into the Pudding or Mince Meat.
- (5) During the cold season, you can buy it ready shredded, or if you buy the blocks it flakes easily with a knife. It dissolves thoroughly as soon as heat is applied. During hot weather it is sold in airtight tins, weighing 1-lb., 2-lb. or more.
- (6) It makes the best flavored Pie Crust and Cakes.
- (7) It is the best and most economical fat for frying, as it can be used over and over again, and remains sweet longer than any other fat or oil. (For frying use ATORA in blocks or in Tins.)
- (8) It is rendered at the Manchester Works, from prime Fresh Beef Suet only; no preservatives are used, and it is guaranteed absolutely pure.



For Prices, Samples and all Particulars, ask Your Wholesaler, or

Rose & Laflamme, Ltd.Montreal
 Smith Brokerage Co., Ltd.St. John, N.B.
 J. W. Gorham & Co.Halifax, N.S.
 O. N. MannSydney, N.S.
 Mitchell & WhiteheadQuebec
 The Lind Brokerage Co.Toronto

C. G. Walker & Co.Hamilton
 Nicholson & Bain, Winnipeg, Regina, Edmonton, Calgary,
 Saskatoon and Vancouver.
 A. W. HubandOttawa
 C. E. Disher & Co.Vancouver, B.C.
 F. C. NivinVictoria, B.C.

MANUFACTURED BY

HUGON & CO., Limited, Manchester, England

With the Social Season in Full Swing

With hostesses on the lookout for ideas in entertaining, for new and delicious desserts, with housewives striving to secure the most tempting meals without adding to their expense; with hundreds of women in your locality just waiting for you to suggest the possibilities of

COX'S

Instant Powdered

GELATINE

—get that window display in to-day. Feature COX'S prominently in your store. Get your salesmen to back up its ultra-quality and adaptability with a convincing selling talk. COX'S Quality makes it worth your while, for COX'S is the quality that brings repeat sales — quickly.

ORDER FROM YOUR WHOLESALER

Arthur P. Tippet & Co., *Agents*, Montreal

BRITISH



MADE

Let the new
Arctic Fish Display Case
protect your stock

Price
\$27 Net



Not only protect your stock but sell it, which after all is the one great aim. Turn it over quickly at a profit and at the same time satisfy your trade. The Arctic is a handsome case (shown above), the price is low, the benefit is untold for it pays for itself in a short time.

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

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases
TORONTO

Buy Now!

Made
in Canada



PERFECTION

Cheese Cutter is the best, because it is the simplest in construction, has but few parts, and those NOT delicate parts.

It is the simplest to set for use and to operate.

It is **BETTER MADE**.

Notice the five-ply birch board, the heavy double-edge steel knife, the glass shield, the graceful appearance.

Finished in scale blue enamel.

Order through jobber, agent, or direct.

AMERICAN COMPUTING CO. OF CANADA
HAMILTON, ONT.

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



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

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

Have you a copy of Catalogue 913C?

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

COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

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



Years of Success

stand behind Wonderful Soap. It gets right to the very bottom and removes the dirt without injuring the most delicate fabric.

Wonderful Soap has that loosening quality which is so desirable in washing soap.

Get it on display to-day.

The Guelph Soap Co.
Guelph, Ontario



Back us,
for we're
backing
you



EVERY TIME you see an E.D.S. ad. in a newspaper, on a bill-board or in a street car, just consider it your own, no matter whether you have paid for it or not. Take advantage of it—go to your store and get out your stock of

E.D.S. Jams and Jellies

make an attractive display in your window or on your counter. Let the public know you are co-operating with us in providing them with the finest fruits that are grown in Canada—the Niagara Valley, processed while they are still fresh and full of the natural sap of the tree and vine. Let them know that you stand for Canada and all things Canadian, when they are of a quality and purity that are above doubt.

If your stock is low, write for a fresh supply—now is the time to push E. D. S. Jams and Jellies when home-preserved fruits are getting low.

Made only by
E. D. SMITH & SON
LIMITED
WINONA, ONTARIO

Agents

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

So convenient, so easy to make, so deliciously invigorating, so useful in many ways—

BORDEN'S "Reindeer" Coffee

Combined with Milk and sugar, ready to use

brings you unlimited opportunities for good and lasting sales during these chilly, wintry days, and social events are in full swing. Get your share of these sales-bringing opportunities by getting the Borden Lines on display prominently, by suggesting their use, by featuring them in your windows. The good profit they afford will make it well worth your while, and Borden Quality and Utility will take good care of repeat orders for you.

Include in your display Borden's "Reindeer" Cocoa.

Borden Milk Co., Limited

"Leaders of Quality"

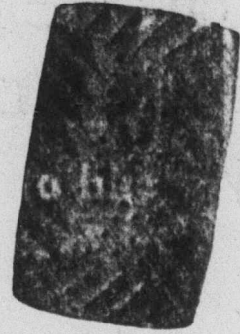
MONTREAL

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



Peek Frean's Motto:
BISCUITS and BUSINESS
AS USUAL

Send for new Price List and
New Biscuits



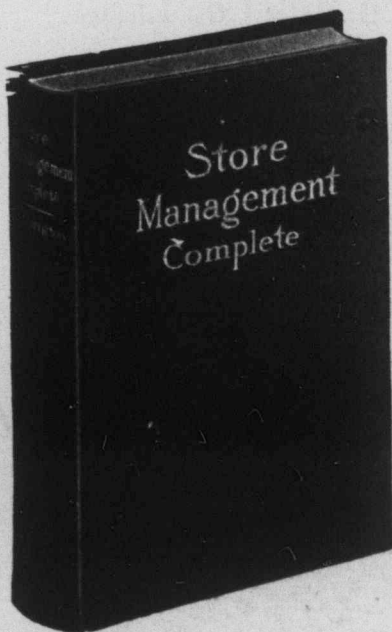
AGENTS: BRITISH COLUMBIA—The W. H. Malkin Co., Ltd., Vancouver; ALBERTA
MANITOBA, SASKATCHEWAN—Ruttan, Alderson & Lound, Fort Garry Court, Winnipeg;
ONTARIO—The Harry Horne Co., 309-311 King St. W., Toronto; OTTAWA AND EASTERN
CANADA—Frank L. Benedict & Co., Read Building, Montreal.

PEEK FREAN & CO., Limited
London, England

ARE YOU THE MAN AT THE HELM?

Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.



STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete.") It tells all about the management of a store. The following is a synopsis of one of the chapters:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebatting railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full-page illustrations, and 13 chapters. \$1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

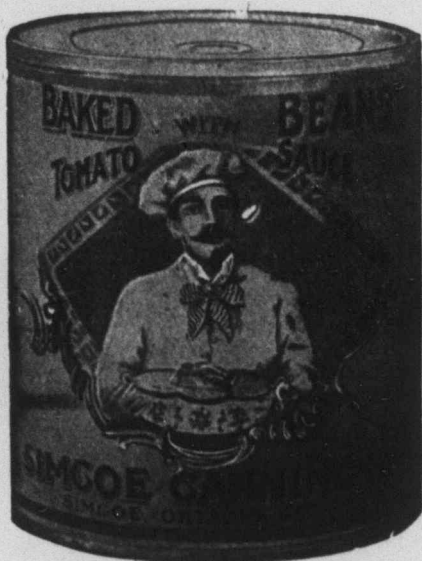
TECHNICAL BOOK DEPARTMENT
MacLean Publishing Co.

143-153 University Avenue

TORONTO



Sell
them
by the
Case



To-Day's Popular Food

Housewives know the economy and food value of "SIMCOE" BAKED BEANS — that's why they keep selling all the time.

You can make 1915 a banner year in the sale of baked beans if you specialize on the brand that is known for quality and deliciousness.

"Simcoe"

Baked Beans

Many grocers are selling them by the case—why not you?

Dominion Canners

LIMITED

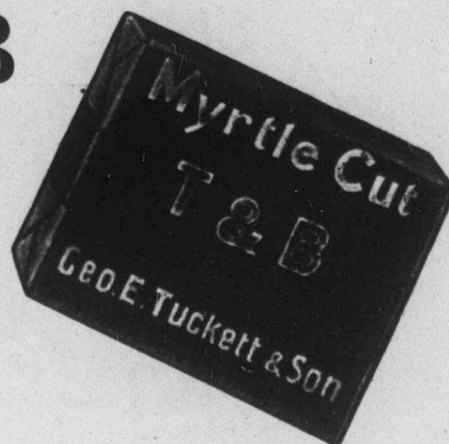
Hamilton

Ontario

Ye Olde Time T & B

It's over half a century since T. and B. Myrtle Cut was first introduced to the now-old men of Canada. For over fifty years this tobacco has never varied one iota from its original high quality—it's still the sun-cured, mellowed, Virginia leaf. It's real tobacco and your wholesaler carries it. **Stock up now.**

When the quality of T. and B. Myrtle Cut changes it will be when there's no more Virginia tobacco.



Tuckett, Limited

HAMILTON

The Original Optimist

ROBINSON CRUSOE was the Original Optimist. Times looked bad for Robinson—couldn't have looked much worse. But he didn't say "What's the Use"; didn't lie down, whimper, kick, and growl at destiny.

No, Crusoe used his *head*; he *thought*—then he thought some more—real serious line of thinking. Just what to do was the puzzle Crusoe was solving. Finally it came to him in a flash—"I have it," said Robinson,—"I'll *advertise*."

A thousand miles from nowhere—a possible buyer coming within reading distance of his ad every few years—that was Robinson's outlook. It was hard times,—business depression, a stringent money market,—also what Sherman said about war.

But Crusoe, as before mentioned, was an Optimist, also a believer in persistent advertising.

He wanted a ship—how would he get it? Answer—"Advertise." And he did—flung a shirt from the top of a pole.

The first advertisement brought no returns.

But Crusoe wasn't discouraged. He changed the "copy" — put up another shirt. Yes, times were hard—awful hard; but Crusoe won out—he got his ship—and he did it by *persistent advertising*.

Crusoe was the original Optimist.

RIGHT NOW is the Best Time to Push

Sterling BRAND Jams

Home larders have run low on preserves unusually fast this season. The possibilities for pushing a high-quality Jam at a moderate price are immense—right NOW. But it must have that good old homey flavor.

You know the goodness and quality of "Sterling" Pickles and the coast-to-coast popularity they enjoy. Then you'll understand the strong appeal of "Sterling" Jams when to high quality and goodness are added distinctive flavors that please all—and a price that loosens every purse-string. A good selling, quick selling, steady selling line with a worth-while margin of profit. Now that home larders are almost exhausted—get that window display of "Sterling" Jams in hand to-day.

Ask your wholesaler for prices.

The T. A. LYTLE CO., Limited
STERLING ROAD, TORONTO



The first result—

of Anchor Caps and Closures is the larger sales they bring your product. The feeling of security they convey, the idea of freshness they give your product has a *direct* influence on repeat sales.

Just figure it out for yourself why the

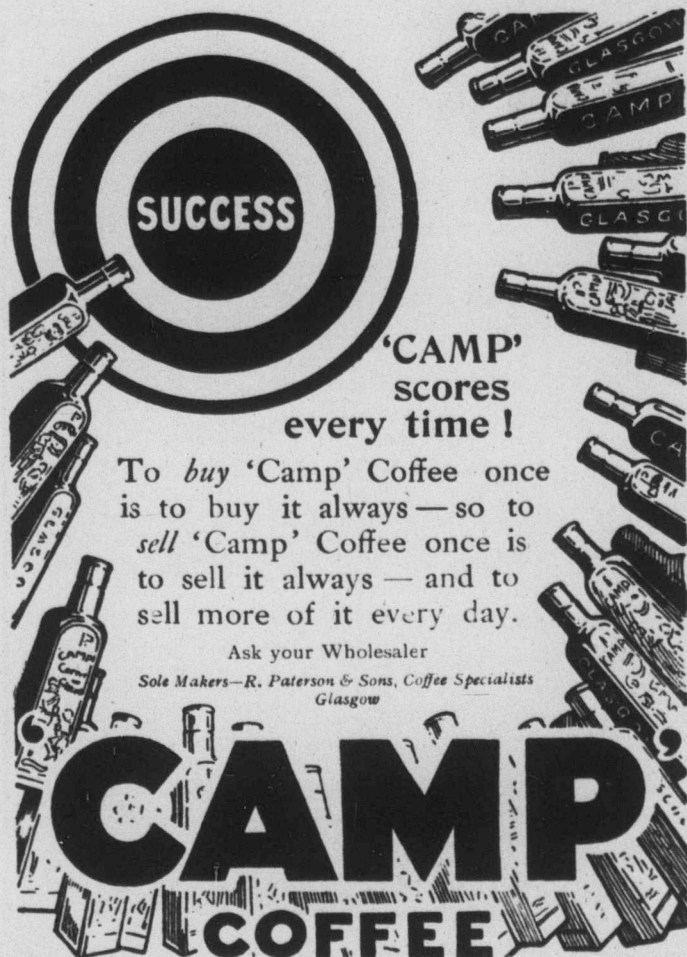
best producers use Anchor Caps exclusively and why their products are practically controlling the whole market. There are a number of points regarding Anchor Caps worthy of your special investigation.

Write for free catalogue to-day.

Anchor Cap & Closure Corporation of Canada
LIMITED

Sudbury St. West, Foot of Dovercourt Road,

TORONTO, CANADA



SUCCESS

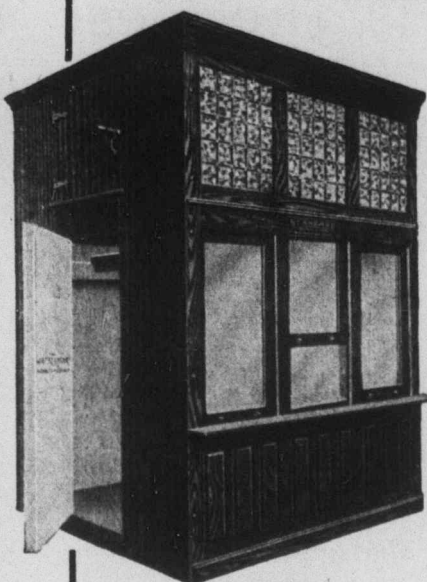
'CAMP'
scores
every time!

To buy 'Camp' Coffee once
is to buy it always—so to
sell 'Camp' Coffee once is
to sell it always—and to
sell more of it every day.

Ask your Wholesaler
Sole Makers—R. Paterson & Sons, Coffee Specialists
Glasgow

CAMP
COFFEE

Freeman's Improved Standard
Cold Dry Air Refrigerator



for
Butchers
Grocers
Creameries
Householders
Restaurants
Hospitals
and all
Institutions

SATISFACTION GUARANTEED
Send for Catalogue, Price List and Discounts
The W. A. Freeman Co., Limited
Hamilton Ontario



GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

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

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

Leitch Brothers' Flour Mills
LIMITED
Oak Lake Manitoba

The Profit is There—

and the business is there if you stock Rock City Lines. Get these on display and your tobacco department will have no better sellers. Introduce and recommend:

- King George Navy
(Chewing)
- Royal Crown
(Chewing)
- Master Mason
(Smoking)
- Rose Quesnel
(Smoking)
- Torpedo Short Cut
(Smoking)
- Pipe or Cigarette

Write to-day for particulars
of our proposition

Rock City Tobacco Co., Limited
QUEBEC WINNIPEG

"Making Progress"

THE newspapers have made us familiar with this phrase. It sums up brilliant deeds—modestly.

Applied to "GIPSY" it has the same significance. "GIPSY" is continually advancing in favour by reason of its brilliant deeds. Its active service renders grate polishing one of the easiest of household duties.

British brains, British labour and British capital, have each contributed to the brilliant superiority which has placed "GIPSY" in the front rank—"ready for service."

GIPSY Stove Gloss

Progressively popular, permanently profitable—never more so than to-day.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta:
Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary
and Edmonton. For British Columbia & Yukon: Creeden
& Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN" SALMON



**FINEST
BRITISH
COLUMBIA
SOCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

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

Brooms and Whisks

You want a first-class line of Brooms for **Spring Trade** and the **Key-stone Brand** is what you should have to give your stock the proper tone. You will find it difficult to secure three lines which will measure up to the "Jubilee," "Klondike" and "Nugget."

We specialize in whisks, and with over sixty lines to choose from we should be able to satisfy the most fastidious tastes.

Stevens-Hepner Company
LIMITED
PORT ELGIN ONTARIO

"Cow Brand" success
is never doubted



Housewives have absolute confidence in the baking results when they use **Cow Brand Soda**. For Strength, Purity and Reliability it is unsurpassed. It is the surest trade builder and holder. Fill in your stock to-day.

CHURCH and DWIGHT
Limited
Manufacturers
MONTREAL

Every sip a delight

Your customers will appreciate the superior quality, flavor, strength and aroma of

SYMINGTON'S

Reg'd Trade Mark

COFFEE ESSENCE

So convenient, so economical. Made instantly by simply adding boiling water. No delay, no trouble. A most excellent seller.

THOS. SYMINGTON & CO.
Edinburgh and London

Agents: Ontario—Messrs. W. B. Bayley & Co.,
Toronto. Quebec—Messrs. F. L. Benedict &
Co., Montreal. Vancouver and Winnipeg —
Messrs. Shallcross, Macaulay & Co.



BLACK JACK

**QUICK
CLEAN
HANDY**

½-lb. tins—
3 doz. in case



TRY IT

**SOLD BY
ALL
JOBBER**

BUY STARBRAND

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila
and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

Lest You Forget!

Have you taken advantage yet of Diamond Cleanser Special Offer?—Better pick out the order best suited for your requirements and get it to your wholesaler to-night—right NOW.

We are making this offer simply to show our appreciation of the hearty selling co-operation of Canadian Grocers throughout the Dominion—a co-operation which has resulted in unusual heavy sales during 1914 for the Canadian Product.

- 1.—With every order for 5 cases of Diamond Cleanser at \$2.85 per case, we are including, without charge, one extra case.
- 2.—With every order for 3 cases at \$2.85 per case, we are including, without charge, one extra half-case.
- 3.—With every order for single case at \$1.00, we are including, without charge, six extra tins.

This offer is good at any wholesaler from January 4th to February 15th, inclusive. Get in on it now and receive your full share of the extra benefits.



STEPHENS, WELCH & CO.

7 Ossington Ave.

Toronto

Quality and Quantity

WILL ALWAYS WIN

That is why our new piece

NIGHT STICKS

is selling so well.

A big cent's worth of delicious quality
Flexible Licorice.

Order from your Wholesaler.

Everything in Licorice for Grocer,
Druggist and Confectioner.

National Licorice Company
MONTREAL

CLARK'S



CONCENTRATED SOUPS

prepared from only the finest
of materials and guaranteed
absolutely pure

MADE IN CANADA

and without a rival in either
home or imported Soups

Tomato

Pea

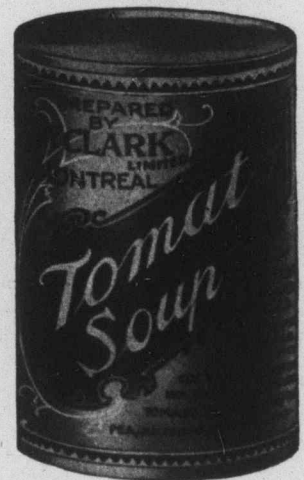
Mock Turtle

Chicken

Scotch Broth

Mulligatawny

and all other varieties



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

W. Clark, Limited, Montreal

Sartan
BRAND
THE SIGN OF PURITY

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

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

'Phone at our expense.

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

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

Evaporated Apples

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

O. E. Robinson & Co.
Ingersoll, Ontario

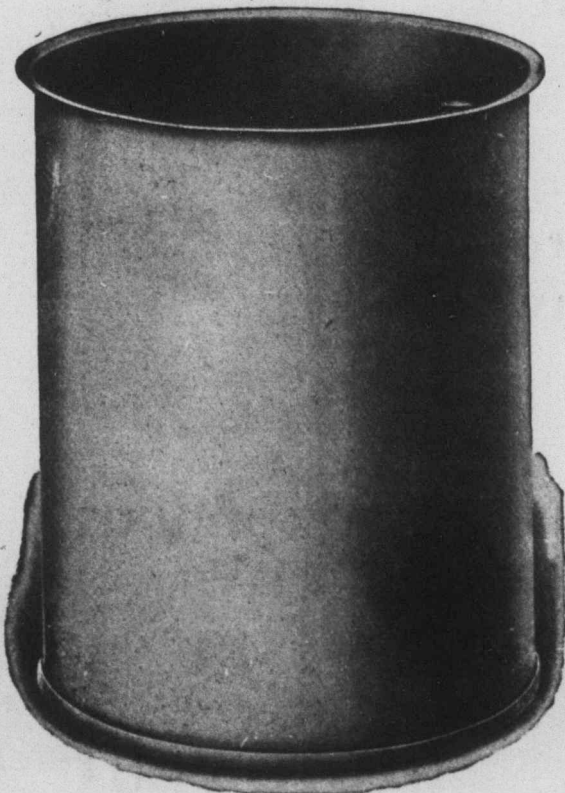
**A store convenience — costs
little — gives big service**



THE MCGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

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



Sanitary Cans

“The Can of Quality”

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company
LIMITED

NIAGARA FALLS, ONTARIO

CANADIAN GROCER

St. Lawrence

Crystal Diamond Cane Syrup

CANADA'S NEW TABLE SYRUP

It has already proved a great seller. Have you tried it yet?

Put up in attractive 2 lb. tins. 2 Doz. to the case.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

FROM COAST TO COAST

You can now obtain fresh supplies of

McVitie & Price's

HIGH-CLASS

BISCUITS

from the following appointed Agents:—

Nova Scotia: C. E. Choat & Co., Halifax, N.S.

Quebec and Ontario: C. H. Cole, 501 Read Buildings, Montreal; C. H. Cole, 33 Front St. East, Toronto.

Manitoba and Saskatchewan: Richards & Brown, Ltd., James Street, Winnipeg.

Alberta: Campbell, Wilson & Horne, Ltd., Calgary; Campbell, Wilson & Horne, Ltd., Lethbridge; Campbell, Wilson & Horne, Ltd., Edmonton.

British Columbia and Yukon: Kelly, Douglas & Co., Ltd., Vancouver; Kelly, Douglas & Co., Ltd., Victoria; Kelly, Douglas & Co., Ltd., New Westminster; Kelly, Douglas & Co., Ltd., Prince Rupert.

General Canadian Representative:
Mr. Sidney Owthwaite, 501 Read Buildings,
Montreal.

McVitie & Price, Limited
EDINBURGH and London

Cleave's

CELEBRATED

DEVONSHIRE CREAM

Chocolate

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

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive
5 cent lines.

AGENTS:

MONTREAL—F. Davy & Co., 6 St. Sacrament St.

TORONTO Mason's Ltd., 25 Melinda St.

WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.

VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

WHEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

It will require a high power campaign and lots of anxiety to do it. Even at that the persistent advertiser may beat the other fellow to it.

TEA

You are interested in buying tea or should be. The market is advancing. We have a large stock of all kinds of tea and are in a position to look after your business to your entire satisfaction. Get our samples and quotations.

John Duncan & Co.

Established 1866

MONTREAL

Perfect Seal Fruit Jars

“Made in Canada”

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

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

Guaranteed in every respect.

Order from your wholesaler.

Specify “Perfect Seal.”

Dominion Glass Company, Ltd.

Manufacturers

Montreal Toronto Hamilton Wallaceburg Redcliffe



Prices for early Shipment:

Wine Measure.	
Pints . . .	\$ 7.00
Quarts . . .	7.50
↓ Gallon . . .	10.75

per gross.

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

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

Established 1859.
GEO. STANWAY & CO.
 TORONTO
 Agents for Pritchard Rice Milling Co., Houston, Texas, Rices, Alexander Molasses Co., Cincinnati, for best grade Molasses, Phoenix Packing Co., California dried fruits.

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

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

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

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

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

WESTERN PROVINCES.

GEORGE E. MEASAM
 Wholesale Grocery Broker and Manufacturers' Agent.
 Splendid warehouse space. Cold Storage in connection.
 P. O. Box 1721,
 Edmonton - - - - - Alberta.

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

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

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

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

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

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

BRITISH COLUMBIA.

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

NEWFOUNDLAND.

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

QUEBEC.

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

Grocery Advertising
 By Wm. Borsodi
 It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
 PRICE, \$2.00.
 ALL ORDERS PAYABLE IN ADVANCE
MacLean Publishing Co.
 143-153 University Ave., Toronto

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



The Kitchen and Pantry Belong to the Grocer

As Keating's Insect Powder will ultimately appear in every kitchen and pantry where cockroaches make their appearance, it belongs to the grocers to purvey "Keatings" whenever it is required and asked for. "Keatings," sold in tins only, is a regular line with the Retail Grocery Trade the world over. The restriction in Canada is against insect powder in bulk.

Sole Agents in Canada

Harold F. Ritchie & Co., Limited

17 McCaul St. Toronto

Do You Want More Money?

OF course you do and are willing to make use of your spare hours in a way that will net you the biggest returns. Many others like yourself have had the same desire to turn their spare time into money and profitable experience. They are now making from \$5 to \$20 a week, according to the time given.

IF YOU ARE NOT AFRAID OF WORK you can make \$5 a week, giving 3 hours a week to taking subscriptions to

MACLEAN'S MAGAZINE

We supply you with all you need to take subscriptions except the determination. We allow a definite, liberal commission on both new and renewal subscriptions.

THE coming months are the most pleasant in the year for the work. If you write at once we can appoint you as our local representative.

MACLEAN PUBLISHING CO., Ltd.
143-153 University Avenue, TORONTO

5 Carloads of Oranges

THE first part of our importation of Seville Oranges, consisting of five carloads, has arrived. They are now being made into

Shirriff's Scotch Marmalade

and shipments to the trade will start right away. Grocers who have stocked Shirriff's Scotch Marmalade in other years will need no urging to send in their orders. Those who haven't should get some of this new lot of Shirriff's Marmalade and learn what a good seller it is.



The best imported lines are certainly no better than this celebrated

Made-in-Canada

product. And the public prefer to buy reliable home products.

Imperial Extract Co.

Steiner and Matilda Streets, Toronto

COPPER

Prepared in
Copper Kettles.

SILVER

Boiled in Silver
Pans.

GOLD

Packed in Gold-Lined
Pails and Glass.

WAGSTAFFE'S

Pure Seville Orange Marmalade and Jelly Shred Marmalade,
Season 1915, now ready for delivery.

Buy
Made in Canada
Goods

Mr. Grocer,

Note the con-
tented smile;
everybody satis-
fied that uses

Wagstaffe's
Pure Orange Marmalade



WAR PRICES on Wagstaffe's Marmalade, Sugar 2 cents per pound dearer.
WAGSTAFFE'S Marmalade has not advanced. The same price as last year. It
will pay you to stock same. Buy Canadian products.

Wagstaffe Limited

HAMILTON

ONTARIO

Let Us Reason Together

We believe, Mr. Merchant, that you realize that one of the most important departments of your business is that of TEA AND COFFEE. That is the reason you are or should be devoting considerable thought and effort to the end of making your Tea and Coffee Dept. famous. This can be done by getting in touch with us, who handle exclusively teas and coffees, having made a particular specialty of these lines. We are in a position to assist you—we want to assist you—we are pleased to submit samples—Packers of Melagama Tea and Coffee.

MINTO BROS., Ltd., Toronto

When it Comes to a Choice



the discriminating housewife unquestionably selects Jonas' Extracts. For forty-five years their uniform purity, strength and high quality have kept customers coming back. When it comes to a choice with you, Mr.

Grocer, insist on extracts your customers will find pleasure and satisfaction in continuing to use—make it Jonas'. Stock up now.

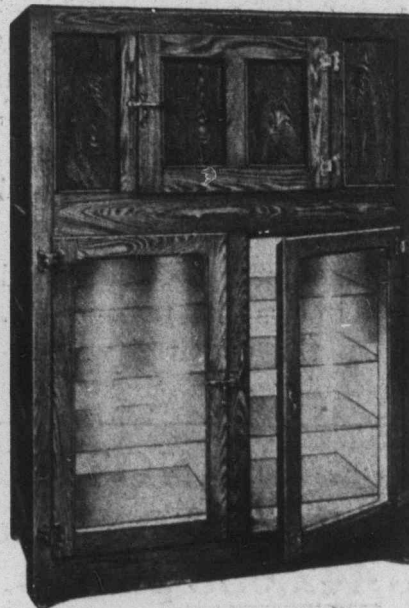
HENRI JONAS & CO.

MONTREAL, QUE.

ESTABLISHED 1870

"Can't Afford?"

The Grocer who says he "can't afford" a refrigerator doesn't fully understand the Eureka proposition. The evidence of grocers from coast to coast stands behind our product and proves conclusively that it is business suicide to be without an efficient refrigerator system such as only the EUREKA embodies.



All we ask you to do is to figure out your losses during 1914 due simply and solely to spoilage through the lack of a refrigerator, then write and tell us you are interested to learn how the EUREKA can be made to pay for itself—we can tell you.

Write for our catalogue to-day.

**Eureka
Refrigerator
Company**

Limited

31 Brock Ave.
TORONTO

TO THE TEA TRADE OF CANADA

The year 1914 has passed, and during it we have sold the largest quantity of "**SALADA**" that we have in any year since it was first introduced to the public in 1892.

We have prepared the following chart, which shows at a glance the vast business that has been built up on "**QUALITY FOREMOST.**" In drawing your attention to this, we respectfully ask you to especially note the record of 1914. Notwithstanding great obstacles, our output last year was above the previous year's record—and this in spite of the raise in price, and the fact that part of the time we were without stock, and therefore unable to fill orders. The difficulties of the tea trade in 1914 were so unique that a brief survey of the facts may prove interesting.

When the year was little more than half spent war broke out in Europe. Our first misfortune was the seizure at Gibraltar of the German steamship "Schneefels," which sailed from Colombo at the end of July with a large consignment of tea for us. Our next blow was the imposition of an embargo on tea in Great Britain, which prevented all tea from leaving that country. At that time we had in London 9,600 chests, bought at auction, paid for and ready to ship, and we could neither get our tea nor our money. A few days later word was received of the sinking of the steamships "Diplomat" and "City of Winchester" by the German cruiser "Emden." These two steamers had **nine million pounds** of tea on board. As a result, further sailings from Ceylon and India were prohibited by the Admiralty.

Under these circumstances Canada would have been without tea in less than two months. Fortunately, later on, the embargo was removed, and we were able to get our stock in

London, and, after five weeks, the "Emden," having left the Bay of Bengal, the Admiralty permitted the resumption of sailings from India and Ceylon. Thus we were relieved of our most apparent difficulties.

However, in the trade it is a well-known fact that Canadians have been served for years with a quality of tea at prices **unequaled in the world**, and the wholesale tea business in Canada has proved disastrous to many and **unprofitable to all.** During the past five years the market has been working steadily upwards, until just before the war we had to pay the highest prices in twenty-five years. Having, in addition, extra freights, war risks, and still higher prices for our quality, we had only **three options**—lower our quality, go out of business, or advance prices. We chose the latter. In spite of this, and our inability, at times, to fill orders through shortness of stock, you will note by the chart that our increase in sales in 1914 over 1913 was **296,239 pounds**, an increase in consumption of more than **1,000 pounds** for every working day of the year.

Last year there was imported into the Dominion **37 million pounds** of all kinds of tea. We sold in "**SALADA**" packets nearly **one-quarter of this total, viz., 8,192,063 pounds.**

We look forward to a still larger trade this year, and solicit your valued co-operation in our mutual interests. We readily acknowledge that other teas show you a greater profit than SALADA, but you must admit that no other tea gives anything like the satisfaction to your customers. We are giving a character of tea the consumer **cannot get elsewhere than in "SALADA" packets**, and the **twenty-three years** it has been on sale proves that consumers appreciate "SALADA" quality.

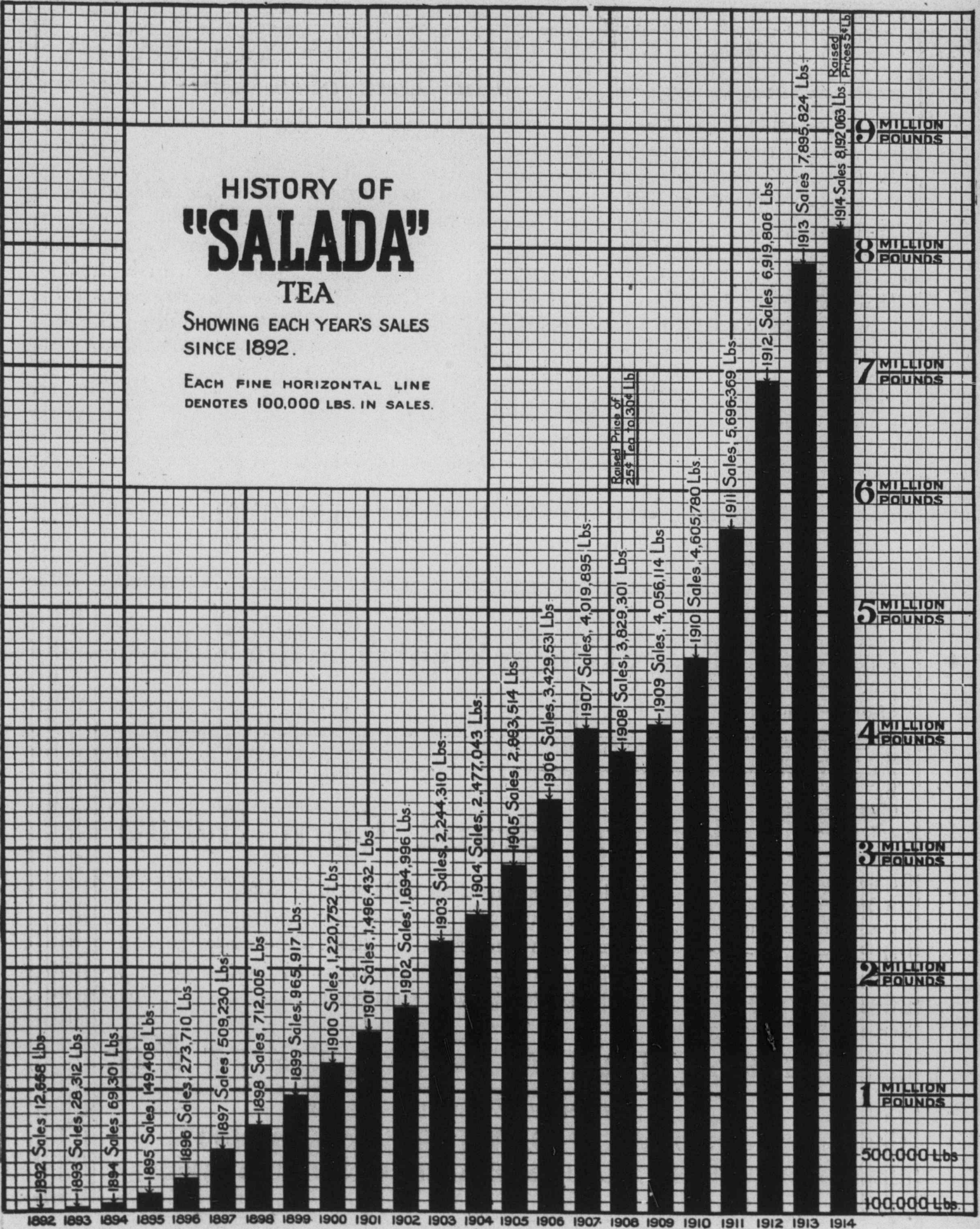
ANOTHER RECORD

The sales of "**SALADA**" for the first fortnight in 1915 amounted to **442,055 pounds.** This eclipses all previous records and is greater than the sales for any previous fortnight in our **23 years' history.**

HISTORY OF "SALADA" TEA

SHOWING EACH YEAR'S SALES
SINCE 1892.

EACH FINE HORIZONTAL LINE
DENOTES 100,000 LBS. IN SALES.





The Life of a Child is to Eat

From the time he first rests in the cradle up until boyhood a child's every existence is to Eat. The nutritious, healthfulness of Robinson's "Patent" Barley and "Patent" Groats have won for both unprecedented favor. Robinson's foods constitute the main portion of a child's diet and you'll be surprised how many tins he can tuck away in a week or so. Get both Robinson's "Patent" Barley and "Patent" Groats on display and meet this big demand NOW.

Agents for the Dominion of Canada

MAGOR, SON & CO., LIMITED

403 ST. PAUL ST., MONTREAL 30 CHURCH ST., TORONTO



Every Grocer Wants The Big Sellers

—the brands that have proved their quality—that have established their reputation—and have won the confidence of the buying public

Crown Brand Corn Syrup

When you order "Crown Brand" include a sample case of "LILY WHITE" —our pure white corn syrup. More delicate in flavor. Some of your customers will prefer it to "Crown Brand"

is the largest seller of all table syrups. And the big seller is always the steadiest profit-maker. Cold weather is "Crown Brand" weather. These are the days when "Crown Brand" Corn Syrup is in greatest demand. Don't miss your opportunity.

THE CANADA STARCH CO. LIMITED

MANUFACTURERS OF THE
EDWARDSBURG BRANDS
Works, Cardinal, Brantford & Fort William, Ont.

Head Office—MONTREAL

CANADIAN GROCER

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No. 4

How the War Affected European Dried Fruits

Resume of the Situation in so Far as Canada Was Concerned—
Uncertainties Following the Outbreak — Time When Various
Dried Fruits and Nuts Arrive in Normal Times.

Written for Canadian Grocer by J. L. WATT, Toronto.

WHEN war was declared on August four, the various producing countries were just preparing to enter on the new season's business. But no new fruits were matured and, of course, no shipments had been made, though in many articles orders had been placed in advance, and as all financial and shipping arrangements were upset we immediately entered on a period of uncertainty as to whether business would become practicable at all or to what extent; and also as to the varying effects on different exporting countries.

The chief articles of European produce imported by the grocery trade, the producing countries and the period at which earliest shipments of each are usually made, are mainly as follows:—

SPAIN.—Valencia raisins, 20 to 31 August; table raisins, 8 to 20 September; Valencia almonds, 8 to 20 September; Tarragona (shell) almonds, 1 to 7 October.

GREECE.—Currants, end August.

TURKEY IN ASIA.—Sultana raisins, end August; table figs, end August.

PORTUGAL.—Cooking figs, end August.

FRANCE.—Walnuts, end October.

ITALY.—Sicily filberts, end September.

AUSTRIA-HUNGARY.—Prunes, end September.

No Prunes From Austria.

With regard to this list there was only certainty as to the last named. There had been sold for future shipment to Canada at speculative prices perhaps as much as twenty-five cars of Austrian prunes and as Austria was at war with us it was at once certain that these goods could not be shipped. There was a little disappointment on the part of those who believed they had made a good purchase and a little relief on the part of those who thought they had paid too much and the broker knew at once that his commissions and cable expenses were lost.

With respect to the other countries named the financial conditions presented the most formidable obstacle to business. The exporters were paralyzed. They could not obtain money from the banks to buy the produce and they could not even (if they should obtain possession of the goods) negotiate drafts on the usual bank credits established in their favor on London bankers, as exchange, as well as currency, collapsed.

Under these conditions some weeks passed after first fruits were ready before anything could be done. The moratorium was established in Great Britain and France and in some neutral countries also.

Situation Gradually Eased.

After this period of absolute impasse, it gradually became possible for some shippers at least to transact business in a very limited way and draw against sight credits established in London, but even then they could not negotiate their sight drafts against such bank credits but had to send same forward with documents for collection and this naturally retarded very much their freedom of action, apart from the difficulty of finding shipping opportunities, which were very rare owing to the withdrawal of merchant vessels for admiralty uses and the great risk and high rate of war insurance on vessels still free to engage in the carrying trade.

Under these very difficult circumstances shippers managed to get out to Canada a quite considerable amount of goods which, owing to curtailed demand, seemed to keep the market fairly well supplied—if we ignore that arrivals were somewhat late—so that locally and to the buyers of goods from the importers it would hardly be apparent that such an unprecedented ordeal had been passed through in order to accomplish what appeared to be the impossible.

Why Raisins Advanced.

When Turkey declared war on November 5, practically all the figs for Canada

had been shipped. The supply of Sultana raisins, however, was at once cut off and a very few thousand boxes on order and ready for shipment were shut out. Prices in England went up sharply as Sultanas are the great staple raisin of Great Britain. This induced a heavy demand for Valencia raisins which at once sent the price of these up, being helped by a very short crop; but meantime, Canadian buyers had their Christmas supply pretty well secured and were not disposed to worry about the future.

On the whole the season preceding the holiday trade was passed over very satisfactorily but the volume was not as great as usual and the cost of conducting the business and making the necessary financial arrangements was quadrupled owing to the very increased amount of cabling in connection with the smaller volume of business and without being permitted to use code messages or even use registered addresses. The trade in this country, however, can congratulate themselves that they had not the same difficulties to face as the exporters in European countries.

Not So Badly Off.

It would, after all, for instance, be a very small matter if we received not a pound of any of the articles named. We would still have other food supplies. No one would pity the Belgians or the people in Northern France or Poland if we only heard that they had no nuts and raisins or plum pudding if we could only be assured that they had bread.

We enter on the New Year in Canada with the expectation of greatly increasing our home food products to supply a large surplus for export and the prosperity of our farmers will stimulate demand for factory products (as after all, we manufacture chiefly for home consumption). We will thus be enabled, as we hope, to increase also the importations of those good things we desire from abroad.

Home Made Stocks Low: Go After Jam Trade

Three Pounds of Jam Can be Bought for Less Than Two Pounds of Butter—High Sugar Last Fall Kept Down the Usual Supply Made by the Housewife—A Jam Window That Can be Easily Duplicated.

WHEN the war broke out last August retailers all over the country began pushing the sale of jams, preserves, etc., and ever since these lines have been good sellers with those who went after the business. One of the chief reasons was that the advancing sugar markets following the European upheaval brought prices up so high that many people did not "put down" the usual autumn and winter supplies. Although, too, British embargos cut off the bulk of the shipments received in normal times, prices in Canada did not advance, and so the dealer was in a position to offer his customers the same quality goods at the same prices.

"We never had as good a jam season before," was the statement of an Eastern grocer recently. "Everything seemed to work into our hands. When sugar went up we had little on hand, and as you know we could not buy in advance any more than sufficient to keep our trade going for the time being. So we made the best of a bad job and decided to sell other goods. Jam was one of the lines we hit upon, and with a few good window trims and show cards, a table on the inside neatly covered with more, we were able to work up a splendid trade, which has since kept up. Last week we had another special window trim, and it was surprising to see the sales it helped to make. One of the clerks arranged it, another wrote a couple of show cards, and we all talked jam to customers. I think altogether some three or four cases were sold in the week."

A Western grocer urges the sale of jam in view of the high price of butter. Here is one argument he has used: "A pound of butter costs you 38 to 40 cents. A family of five will easily eat a pound



A good selling, attractive trim of jams, simply made but effective. This was shown by a St. Catharines, Ont., dealer.

and a half in one week, which means an outlay of 57 or 60 cents in butter alone. For that you could almost buy three-pound jars of this jam, and if freely used it would save a large quantity of that butter." It is, of course, a fact that when jam is used, butter is saved and a more palatable meal is realized.

The season, too, is on when the home-made supply of jams and fruit is nearing an end. Housewives, like everyone else these days, are anxious to retrench—or, in other words, to save their jams and preserves. To do this they will oftentimes buy from the grocer and hold their own for the future. All these things should at once be taken advantage of. The more the retailer anticipates the wants of the consuming public by showing the goods that will sell and by giving good reasons why they should be bought, the more sales and profit he is going to make—providing, of course, he sells goods with sufficient merit to bring the

repeat order. This makes it incumbent on the dealer to connect up with quality goods made by reputable houses.

It is not difficult to trim a jam window. Jars of jam and preserves in themselves, if tastefully arranged, will create an appetite. Pails are easily piled up so that the labels show attractively, and if the window is clean and inviting it will secure attention. The accompanying illustration of a jam display presents a simple but nevertheless elegant appearance. On the floor on pretty little paper doilies are jars of the jam the firm is interested in selling. In the centre background may be observed an attractive pyramid of pails, and on either side is a smaller pyramid. Here is a display that can be easily made in any window, large or small. It does not require a car-

pen to make the small steps that are to be seen in the display. The entire arrangement could be put together in the course of an hour or two. One great trouble with the windows of many Canadian grocers is they are not dressed attractively ALL THE TIME. This should not be the case as the window is one of the best salesmen the dealer can possibly enlist to serve him.

George F. Benson, of W. T. Benson & Co., Montreal, has been elected by acclamation president of the Montreal Board of Trade.

Benjamin Rattenbury, of the Medicine Hat Wholesale Grocery Co., and a native of Charlottetown, P.E.I., and formerly of the 4th Regiment there, has joined the Mounted Infantry at Medicine Hat, and will, it is expected, sail with the second contingent for service at the front.

Business Created for Cold Weather Lines

Methods of a Salesman Behind the Counter for Getting Business That Had to be Gone After—Description of Window Display on Winter Foods—Show Cards and Other Displays Described.

Written for Canadian Grocer by HENRY WILLIAMS.

JEPSON'S former conception of running a retail business had been annihilated by the arrival of young Haslam. He found himself no longer a candidate for oblivion after the first selling campaign had been concluded. "Reception," "lodge supper," and "party" goods were never before supposed to be in the category of good sellers, but the way the new salesman handled his first campaign knocked that supposition into a cocked hat. It had been something unusual, so far as the buyers of the town were concerned, and the fellow who gets the new idea first is the first to bring home the bacon.

Some salesmen expect success in sorties or spurts. Not so with Haslam. He was out to make good with his new employer, whom he liked particularly well, and he knew that a few dollars extra revenue from the sale of "reception" goods wasn't going to bring him any Victoria Cross. Neither was it his intention to operate a selling campaign on a line of goods and wait a month before going back after the general public.

Winter Lines Rounded Up.

Like the majority of Western towns, that of ——— presented splendid opportunities for the selling of goods peculiar to the cold weather. So it didn't take Haslam long to decide on a selling campaign on "Cold Weather" goods. Taking a pencil and pad he went around the shelving and counters and made out a complete list of the lines that could respectably hold claim to belong to that class. The list proved to be a formidable one. It included among others the following: syrups; meat extracts; condensed soups; cocoa; coffee; canned tomatoes, corn and peas; pork and beans; oysters; flour and all kinds of baking requisites: rolled oats and other cereals that required cooking.

"Weather such as we are having here," he said to himself, "must be taken advantage of. Winter sports in a bracing, frosty air, skating and sleighing parties, etc., certainly are fine reasons why cold weather lines ought to be used more than at present. By the quantity of meat extracts and soups I discovered on the shelf where no one could see them, one would think that no one ever heard of them—we've got to sell them off now or never."

Plans were quickly laid. As in the first campaign, he determined to use the win-

dow and the newspaper space for all they were worth. Jepson was particularly well pleased with the window display which his new salesman worked up even though it did cost him a few dollars for extras. There was a winter scene in the background. This had been made by spreading a white sheet on the flooring and the use of a few branches of trees, dotted here and there with small bunches of cotton batting; the window floor was sprinkled over with a good supply also.

The batting was again dusted with what the trade commonly calls "diamond dust," which gave the snow a realistic, lively, sparkling appearance. This was where the extra expense came in, but it was insignificant, as the material was retained for future use. A few years back Jepson had shown a miniature house in his Christmas window, and as this was still available, Haslam worked it into the trim. It was placed to one side beside one of the "trees," and at night an

Body-Building, Stimulating Foods To Combat the Chills of Winter

A GREAT many people complain of the cold of winter for the reason that they do not eat the proper foods. Now is the time for heat-producing foods—foods that generate heat and aid in withstanding the chills of the winter months. Illness is oftentimes the result of a run-down constitution, caused by lack of nourishing foods. Let us help you in the selection. Read over this list:

MEAT EXTRACTS—What is finer than a cup of before or after a long drive or walk? Or when the body is tired or worn by sickness, what is more stimulating? There should be a supply on hand in every house. Perc and ..c.

CONDENSED SOUPS—No matter what kind of work the head of the family is engaged in, a soup course should precede the dinner meal. Good brands are full of nourishment and when served steaming hot, are appreciated by every member of the family. In packages and tins from ..c up to ..c.

SYRUPS are fine heat producers. They should be on every breakfast table. No better food can be found for the children. Let them spread it freely on their bread and biscuits. In tins and pails from ..c up to ..c.

COCOA—This article should be used more frequently in the average household. In hospitals it is usually the last food given to patients before they settle down for the night. It has a high food value, is stimulating and nourishing. We recommend Brand atc per tin.

Do Your Own Baking in Winter

There is nothing to equal home-made bread. Let the family have a change. Your range is going anyway, so why not make the best use of it? We can do nothing better than recommend—— Brand flour and——Yeast for your best bread.

PORK and BEANS, CANNED VEGETABLES—Here you have some of the most reasonable foods available. Served hot, pork and beans, tomatoes, peas or corn are exceedingly beneficial to the body and in themselves can be made a meal of. Our brands are guaranteed in the first rank for quality. A meal for five for ten to twelve cents.

SAUSAGES—For the morning meal during the nippy weather try our special line of pork sausages. Finely flavored, perfectly seasoned and absolutely pure, they make the mouth water to see and smell them cooking in the pan. Per pound ..c.

Come in and look over our stock

THOS. JEPSON

87 Bradley St.

Phone 111

A lay-out and suggested copy for a newspaper advertisement of Cold Weather Lines. Try it out in your newspaper space.

CANADIAN GROCER

electric light with a red bulb illuminated the entire "building."

That was the setting. Interwoven with this winter scene was the important feature—the goods the Jepson store was anxious to sell. In semi-circular form tins and pails of corn and cane syrup constituted the background of the actual display of goods. With the bright sides of the labels turned outwards the effect produced was excellent and at once gripped the attention.

Inside this semi-circle was a similar shaped stair, the top of which was a foot or more below the top of the syrup tins and pails and on the steps of the stair were arranged the other cold weather lines on sale that week. The meat extracts were neatly displayed on the top shelf in a tempting manner. On the next were packages and tins of condensed soups, cocoa and coffee. Then came a row of tins of pork and beans, the tins being alternately in horizontal and vertical position. On the bottom shelf were baking materials, including baking powder, soda, cream of tartar, packages of pancake flour, and other cake flour all symmetrically arrayed in attractive style.

At either end of the semi-circle of syrup was a pyramid of canned tomatoes, peas, beans and corn, and on the extreme sides were packages of oatmeal, rolled oats, rolled wheat and other cereals. That completed the trim with the exception of a couple of neatly-written and well-worded cards, which read as follows: "Foods That Drive Away the Winter Chill," and "Do Your Own Baking in the Cold Weather." There you have the window.

Inside Displays Used.

That, however, did not end the display. Haslam was a thorough believer in showing the goods and he decided that if any customers got past the window without being impressed with the goods there, he would have another chance at them inside the store. So on the end of the counter he placed a fixture with circular shelving which ran up in spiral form and arranged on it most temptingly some of the smaller winter lines which would not take up too much room. A table that occupied a prominent position just inside the door was also requisitioned for the campaign and there were also occasional individual displays here and there where space afforded the opportunity.

The newspaper space Jepson had contracted for was, of course, another link in the chain. The aim of the writer was to create a desire on the part of the reader to possess the goods, and it must be said he achieved considerable success.

Personal Salesmanship Requisitioned.

The new head of the sales department was a young man who had the faculty of introducing goods without offending the customer. He brought this faculty into good use during this campaign. He did not say: "Nothing else?" or "Anything else?" after a customer had made her usual purchase. During one conversation, for instance, a woman complained of the cold weather and how she and her husband found it difficult to fight against it.

"Food," replied Haslam, always on the alert to take advantage of an opening, "has much to do with the condition of the body in either cold or warm weather. Now, for instance, a plate of hot soup for dinner or lunch or a cup of — (mentioning a certain meat extract) is one of the finest things in the food line to stimulate the circulation. Some of our customers have got used to using soup of some kind every day and they are perfectly pleased with it." While he was finishing this statement he picked up a package and tin of soup and some of the meat extract and added: "For a person who is not feeling well, who has the 'grip or a severe cold there is nothing that will give him an appetite like a meat extract." He noticed the customer was suffering slightly from a cold.

Argument like this seldom fails to clinch a sale and it succeeded in this particular case as it did in many others. It demonstrates the power of personal contact with the customer by a salesman who understands his business. There was many a sale made in a similar manner during the week the staff was engaged in selling cold-weather lines. The enthusiasm and selling methods of Haslam were contagious and it did not take long to get other clerks into the stride.

Passing of the Old School.

Jepson was more than pleased. There was surely a new era opening for the business. He saw that he had been a merchant of the old school who had been firmly convinced that keeping good goods and a clean store was all that was required to get the business. He forgot that as years went by competition became keener with the arrival of modern equipment and modern methods. In his advertisements he had believed that the name "Jepson" should act as magic in bringing in the business. It had not struck him that the people wanted to be informed of the merits of the goods he had for sale, and of the reasons for purchasing them at particular seasons. The first few weeks with the new salesman in the store had changed all that. The future looked particularly bright to him.

(In next week's issue the selling campaign of the Jepson store on marmalade, marmalade oranges and other requisites for making it will be presented.)

FREDERICTON MERCHANTS UNITE

Fredericton, N.B., Jan. 20.—The Retail Merchants here are now organized and at the same meeting a Retail Grocers' branch also came into being. The new association feel that this is an age of organized movements, and much good to the community could be brought about by the merchants getting together and making a concerted effort for a better Fredericton.

The officers elected are active and enthusiastic citizens, ready and willing to work. The following are the Retail Merchants' Association officers:—

President—A. Murray.

First Vice President—M. E. Doohan.

Second Vice-President—A. W. Coombs

Treasurer—E. R. Blackmer.

Secretary—Walter McKay.

It was decided to form a section of Retail Grocers and the following officers were elected:

Chairman—C. W. Whelpley.

First Vice-Pres.—E. G. Hoben.

Second Vice-Pres.—A. E. Libby.

Secretary—Frank VanWart.

SUIT AGAINST RETAILERS.

Down in Kansas another form of conspiracy charge has come up to further scare trade associations out of their fondest activities. Now, it is charged that the publication of a credit-rating system by an association for the benefit of its members is conspiracy.

The Retail Grocers' Association of Kansas City, Kan., has been sued for \$5,000 damages by George S. Kendricks, a contractor. Kendricks claims to have been damaged in character to that extent by the circulation of the association's rating book containing his name.

It is alleged by the complainant that the grocers posted him in their credit rating book as "unsatisfactory" in connection with the length of time within which he paid his bills. Each member of the association has been named individually as a defendant in the case. Interest in the outcome of the suit is being shown by associations everywhere on account of its bearing on the question of the lawful right of merchants' associations to list slow-pay customers in such manner.

Burd & Morrissey, general merchants, Latchford, Ont., have sold to Morrissey & Davies.

Good Opportunity for Selling Olives

Thirty Years Ago One Wholesaler Sold but Five Cases in a Year, Whereas Now the Sales Are More Than That in One Day — Somebody Getting the Business—How Retailers Are Increasing Sales.

By C. W. BARTON, for Canadian Grocer.

IMPORTERS state that it is a little early yet to talk about prices of new olives, but information should be available by the end of this month. This is the lean year. Every second year the crop is bountiful, and every other year the crop is meagre. This is often noticed in the case of fruit in our own country. One year the plum trees are overburdened with luscious fruit, and the next comes more or less of a failure. Last year the olives were exceedingly plentiful; this year they will be scarcer.

Under ordinary circumstances, a lean year has the effect of enhancing prices. This year circumstances are exceptional, and although figures are not yet available it is not probable that much of an advance, if any, will be made. Some people think that with the curtailed consumption, prices may be low. Olives are considered by many a luxury, and grocers will require to exercise their wits and ingenuity if they expect to equal last year's turnover in this line.

More Aggression Required.

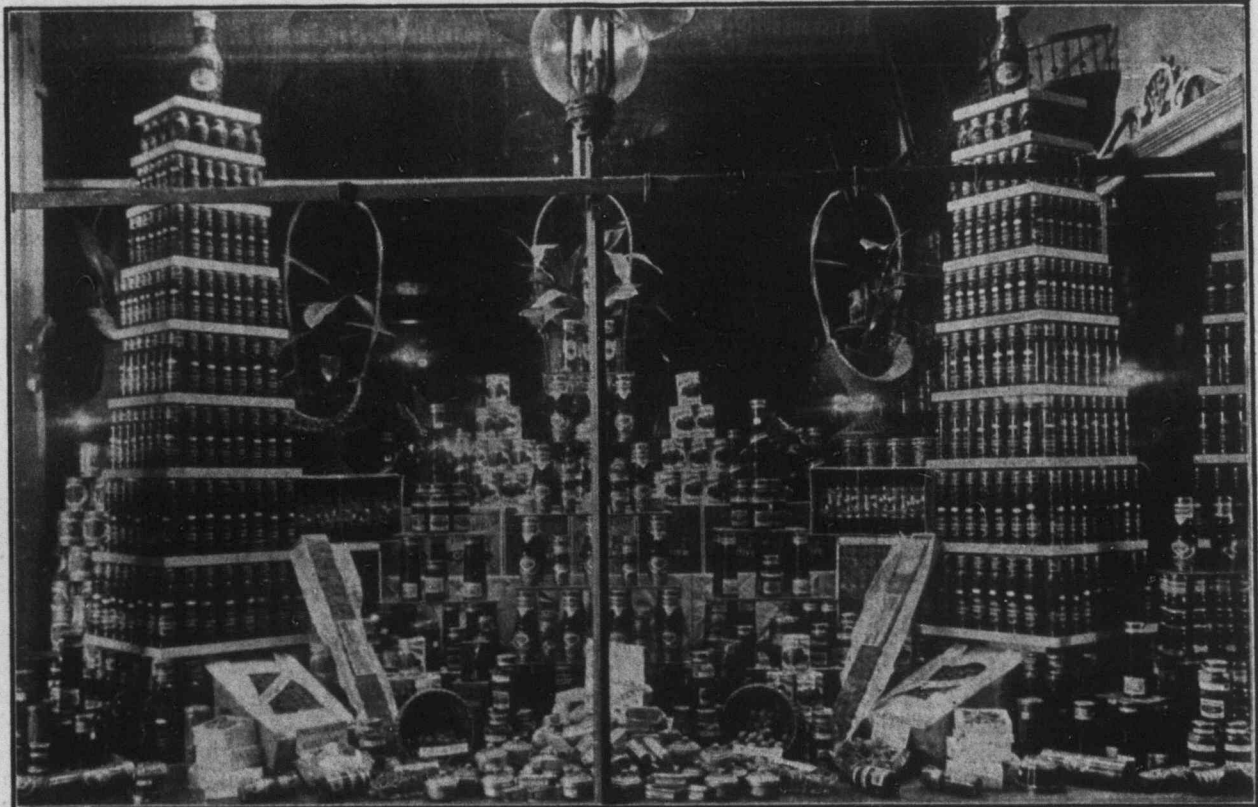
There are few good grocers in Canada who do not handle olives, but there are not many who specialize in them, and are handling the amount they would do if they went after the business in earnest. Many merchants require to have this business thrust upon them before realizing that it is there for the asking. But the olive trade is one that will not come of its own accord, and the grocer who finds customers asking for olives, can rest assured that if he scratches the surface a little, he will find better business underneath. This is proved by the history of the olive business in Canada. Thirty years ago, five cases were sufficient to supply many wholesalers for a year. Now, the same amount will not last for a day. More people eat olives every day, and somebody must get the business. Furthermore, it requires getting.

One of the most successful dealers in Western Ontario is A. G. Bain & Co.

Hamilton. Nearly always there are one or two table displays of olives in his store—and olives only. This is one of the easiest and best ways of working up a demand.

A table display can be supplemented by a cut glass bowl containing olives on chopped ice—which is the ideal way to serve them. There should also be a pair of sugar tongs. While a lady is seated at the counter, the grocer should pass around, pick out an olive, shake off the water, and hand it to his customer, or, she is at liberty to take one herself. Few ladies will take more than one. An inquiry is bound to follow regarding the price, and in most cases a sale can be made there and then.

A grocer cannot afford to be stingy when dealing with this class of customer. If the customer is a prospect, the grocer can afford to give her an olive. Some high class grocers might increase their olive trade enormously if they invested
(Continued on page 34.)



The pyramids on either side of this window are made of olives, making a fine display.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12900. Cable Address: Atabek, London, England. Subscription: Canada, \$2.00; United States, \$2.50. Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, JANUARY 22, 1915

1915 RESOLUTIONS OF A LIVE WIRE.

I owe it as a duty to my wife and family as well as to my business to secure a net profit on EVERY article I sell during 1915. I shall endeavor to sell everything at a profit and push the sales of only those goods that give me a fair profit above overhead expenses.—A. L. W.

The Seriousness of Price-cutting

IN my many years' experience I have never yet known a grocer to succeed in business who has been a price-cutter. Failures too have been aggravated when price-cutters have advertised their prices in the newspapers."

Those were in effect the words of a prominent grocery manufacturer who has been connected with the trade for well over three decades and who himself has made an outstanding success in his business through the maintaining of prices and profits and the liberal and judicious use of white space.

Price-cutters have something to seriously consider in that opening statement. Think yourself and recall any big successes that have come to retail dealers in groceries who have been consistent price-cutters. Can you not easily name them on your finger ends?

As this man pointed out, mail order houses successfully lead the people to believe that they sell all goods at cut prices when as a matter of fact they cut prices on a few lines to-day and put them up again to-morrow and make cuts on another list. But with the small retailer it is usually different. When he begins cutting he starts on a few lines and then each day or week adds a few more, so that in a comparatively short time he is scarcely selling a staple line at a fair margin of profit. And with the standard prices, on staple lines particularly, shaved down as low as possible, one can readily see that the price-cutter must soon begin to sink into the mire of failure or at the best he makes but a very precarious existence.

Canadian grocers have a great duty to perform in placing the business on a better basis by maintaining

prices. Every man should insist on getting a NET profit on every article that leaves his shelf, and if a dealer finds himself in the position that he must cut prices to get custom for his store he might just as well give up the struggle at once. It must be remembered that the prices on staple lines that have been fixed by custom are down to rock bottom in view of the strenuous competition of modern times and that there is no more room to cut if the article must avert a dead loss. Let every man KNOW what it costs him to do business by maintaining honestly and carefully an expense account and sell his goods accordingly. There is no room for guess-work in the business of the grocer to-day.

Would Hit Retailers Hard

BEARING on the question of the advisability of a war-tax on tea, the following letter from a prominent Canadian wholesale tea dealer will be read with interest:

"We are in entire accord with your article in a recent issue of Canadian Grocer on a tea war-tax, for while the immediate profit to us from duty would be very considerable, we know it would bear very hard indeed on the retail merchants, harder by a good deal in our opinion than even you anticipate. And what you state about the consumer is anything but extreme as the poorer people are, the more tea they use. For many a meal it is made to take the place of food.

"I would think, though, that the Minister of Finance must have pretty well decided what he is going to do, and if he intends to tax tea the Retail Grocers' and Merchants' Associations would have to be very active if their representations are to have any effect."

Without a doubt the retailers of the country will have to do a mighty big lot of explaining if 5 or 10 cents is added on to the price of tea by a war-tax. Some retailers say that the general publicity which such a move would be given, would obviate the need of explanations. While this may be true in so far as a portion of the public is concerned, the great majority of tea buyers will be ignorant of any reason

why tea should advance again. Women, in the main, do not interest themselves in duties, taxes and budgets, and this applies particularly to country people who have not always the best sources of information available.

As the wholesaler points out above, this question must be taken up at once by retail associations if aggressive measures are to be adopted to avert this tax.

Strong Market in Flour

FOR the third week flour is up. Manitoba flour records no actual advance, though at any minute we may get higher prices. But Ontario winter wheat flour is again higher, anywhere from 20 to 40c, according to the wish of the miller. Either price is apparently justifiable.

It now becomes apparent that the flour situation is concretely rigid. The tension is not imaginary. Flour is going to be higher unless all signs fail.

Last week we suggested that in a few months flour would be worth ten dollars a barrel. The possibility may rapidly become a probability, and there is nothing, logically, to stop it being a reality. It is said that the Government may step in. Let us examine the premises. Canada cannot supply wheat very much longer to Britain. What she has is daily being called for, but we do not live in times when barrels of meal and cruses of oil never get any less though we draw heavily therefrom. Weekly the United States supply is being depleted, and the Government has no control over that market. The American farmer is a shrewd individual and he is going to get—in colloquial parlance—"all that is coming to him." He sees his opportunity to make money and he will.

It seems, therefore, to be demonstrated that wheat and therefore flour will be higher, and it is a better policy to face the fact than to treat the suggestion as wild and unreasonable.

At present it is neither. There must be some new factor if a considerable advance on flour is not to be realized.

Enormous Egg Shrinkage

THE annual egg production in the United States was recently estimated at \$500,000,000, of which a waste through breakage and decay amounts to \$200,000,000 according to the attorney for the New York Central Railroad Company at an inquiry into the butter and egg business in New York state.

Evidence was introduced to show that not more than six out of ten eggs laid reach the consumer. Of the waste, he added, \$50,000,000 is due to needless breakage in transit from the nest to the retailer. The remainder of the loss represents unnecessary addling, spoiling and deterioration.

This certainly represents a serious state of affairs in the United States, and no doubt if similar investigations were made in Canada proportions of loss would probably be found to be as high. That something should be done at once to reclaim two-fifths of the total value of eggs is imperative. There is work here for the government officials who have been assigned the duty of placing the egg on a more satisfactory basis. These men are now doing work along this line but so have United States officials; and if the results in this country are no better than they have

been in the country to the south some drastic reforms will have to be effected. Waste such as this is bound to weaken any country.

Many War Taxes Suggested

TALK is running riot this week on war taxes. If all the men on the street have inside information we would likely see a war-tax on pretty nearly every imported article of foodstuff that adorns the counters and shelves of the grocer.

During the past couple of months, ever since it was hinted that more money was required by the Government, there has been talk of a tax on tea. There are possibly just as many not expecting to see it. But this week the talk has broadened out considerably and if there should be a tax on almost any imported foodstuff there would be someone to say that he had forecast it correctly.

Among the lines that will be taxed according to the guessers are tea, coffee, sugar, liquors and tobaccos, oranges, lemons, dried fruits, spices, etc. It will be noted that several lines are mentioned, such as sugar, coffee, tobaccos and liquors which had to bear a share of the first war-tax imposed in September last. One coffee man is so sure of another tax that he is going about his duties as if that were a foregone conclusion, despite the fact that the Government officials have not even hinted the thing and will not do so until the budget is presented in parliament next month. Although many are looking for another tax on sugar it doesn't seem likely that one will materialize. Sugar has borne a tax already of 70 cents a hundred and as it is one of the main staples one can scarcely think that it will be raised again.

The Government must take into consideration whether a line will decrease in consumption under the burden of a war-tax to such an extent that the total duties from it will be less than if there should be no tax. It is common knowledge, for instance, that the revenues from liquors, since the extra duty was imposed, are less than before. Something like this might be expected should sugar be again taxed.

The more one thinks of it the more he comes to the conclusion that there should be no tax on tea. This war has been called a rich man's war; but should such a tax be imposed it would strike directly at the poor. Tea is their staple drink and man for man they drink as much as the wealthy. If a tax were placed on the thirty-seven or eight million pounds that Canada consumes during a year, the great bulk of the burden would fall upon the poorer classes.

Editorial Notes

DON'T WASTE a good opportunity to advertise.

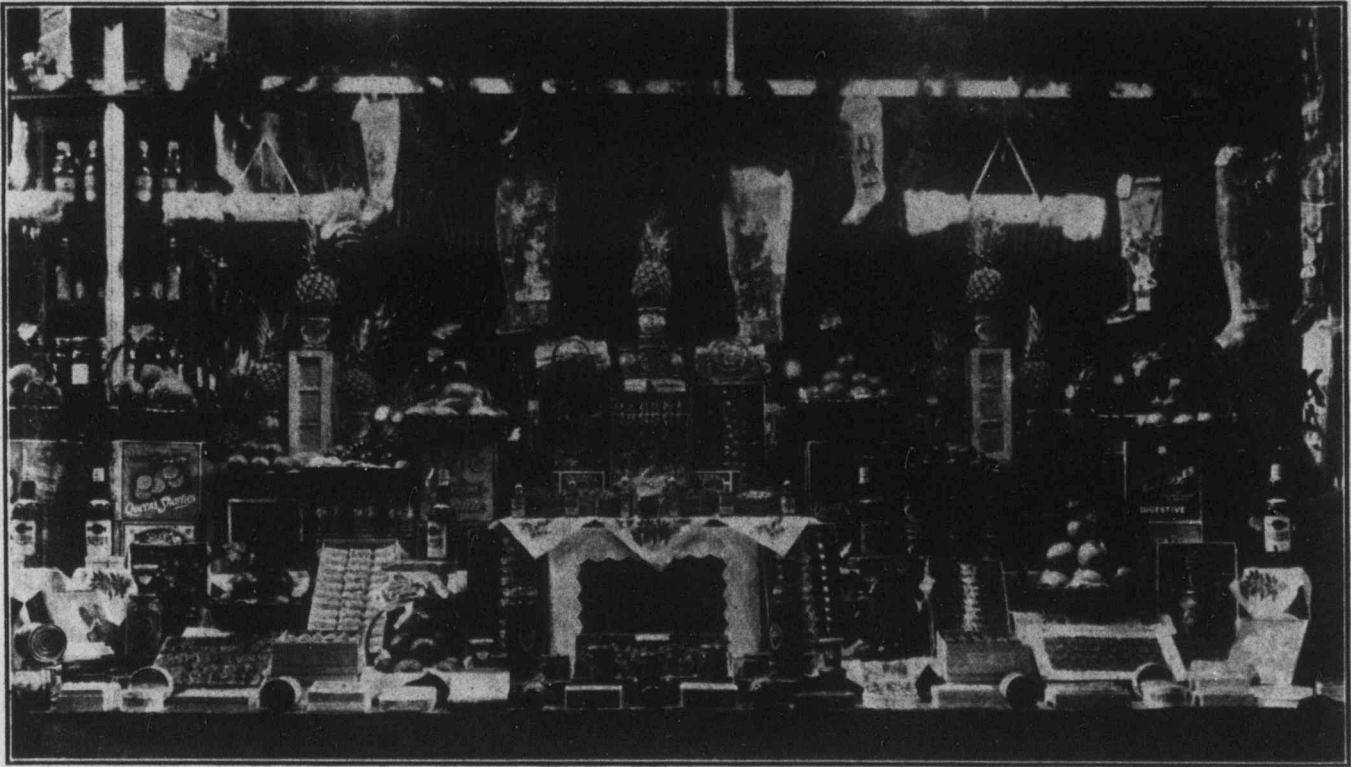
GOOD WINDOW trims are the forerunners of sales.

SPREAD THE Gospel of good cheer—be optimistic.

AN EFFECTIVE advertisement must say something worth while about the goods.

TENDERING suggestions on Cold Weather lines in January is working along the line of least resistance.

WHEN A customer enters your store do you look at her as if she were a heartily welcome guest or an intruder breaking into your cash drawer?



Fine selling Christmas window of D. W. Clark, Avenue Road, Toronto, given first prize in the class for large cities. Trimmed by Mr. Knight.

Winners in Canadian Grocer's Xmas Contest

First Prize Goes to Store of D. W. Clark, Toronto, With Fine Selling Trim — J. D. Jay, of Dixi H. Ross Co., Victoria, B.C., Captures Second With Handsome Display — Third Won by Brandon Firm.

THE winner of the first prize in Canadian Grocer's Christmas window dressing contest, Class I.—cities over 10,000 population—was D. W. Clark, Avenue Road, Toronto. This display is reproduced above, and at first glance it can readily be seen that it ne-

cessarily sold some goods. The judges, it should here be stated, in justice to the winner of second prize—J. D. Jay, of Dixi H. Ross & Co., Victoria, B.C.—were in a quandary for a long time as to whether Mr. Clark's or Mr. Jay's display should receive the preference. As it is our custom to show only the first prize winner in each class in January and the others in our fall number, when they come in at the proper time with suggestions for the Christmas trade, the Victoria window is not here presented. The judges, however, found it one of the most attractive trims they ever witnessed, but gave the prize to the display mentioned above because in their opinion it was the best seller.

This fine point of distinction was brought out by one of the judges: "Supposing," he said, "I, in walking down the street, see an exceedingly attractive display in a window. I stop and look at it for a while, and probably when I go home I tell the folks about it, and they come round to see. That window may be so nice in appearance that none of us would like to buy anything from it, lest the effect should be spoiled. That is not the case with the window to which we have given the first prize. Passing it, a

woman sees exactly the Christmas goods she needs, and because they are arranged so attractively, and look so clean and tempting, she goes in and makes purchases from it. The goods are arrayed in such a way that she is not afraid of spoiling the effect by getting her share."

There you have the reasons why this window of D. W. Clark won out. Readers of Canadian Grocer will, however, see a most attractive trim when Mr. Jay's appears. It will be remembered the contest stipulated that the windows were to be judged from the standpoint of **SELLING POWER, ATTRACTIVENESS AND ORIGINALITY** in the order named.

Frost on the windows around Christmas time spoiled a number of pictures, so that they did not show up to advantage.

A SPLENDID PAPER.

The MacLean Publishing Co., Ltd.,

Dear Sirs,—I have enclosed money order for two dollars for Canadian Grocer. I would not like to be without it, for it is a splendid paper.

ALEX. DUNCAN,

Toronto, Jan. 9, 1915,
108 Hazelton Ave.

WINNERS IN CLASS I.

First Prize—D. W. Clark, Toronto, dressed by Mr. Knight.

Second Prize—J. D. Jay, manager Dixi H. Ross, Victoria, B.C.

Third Prize—Nation & Shewan, Brandon, Man., dressed by J. F. Nichol.

JUDGES—H. C. MacDonald, Arthur Hardy, and J. C. Edwards, all members of the Canadian Window Trimmers' Association.

RUNNERS up in the Contest—Island & Bamford, Toronto, dressed by C. J. Bamford; F. C. Harp, Brantford, Ont., by Arthur Harp, and Wm. Care & Son, Toronto.

Good Trims from Small Towns

Winner in Class II. Was Geo. Puckett, of Oshawa, Ont.—Some Trouble With Frost on the Window—Kelowna, B.C., Dealer Wins Second and Third Prize Goes to Elmira, Ont.

GEORGE PUCKETT, of Puckett & Scilley, Oshawa, Ont., trimmed the window which captured first prize in Class II—places under 10,000 population. The nature of this trim will be seen from the accompanying illustration. Mr. Puckett has certainly arranged a tempting display, having shown a large quantity of goods in a manner that would attract buyers. The trim is built up in somewhat of a turret fashion which resulted in an imposing array. The judges came to the unanimous decision that here was a window that would sell goods, was attractive at the same time, and that it would be a credit to any large city grocery store.

The display of K. F. Oxley, Kelowna, B. C., was a good second with a handsome array of canned fruits in the background. A few flags here and there gave it an appropriate patriotic touch. The window of Ruppel & Co., Elmira, Ont., was third. It is a coincidence that this firm won the same place with an attractive trim a year ago.

The judges were all practical window trimmers and were free with their criticisms and praise. A criticism was made of one window because the passerby could look over the display and see the interior of the store. This, they claimed, interfered with the effectiveness of the trim because it tended to detract the gaze of the possible buyer from the window itself. In some of the trims, too, there were goods shown that could not altogether be classed as purely Christmas goods. Lack of symmetry was the cause of the criticism of still another display.

As with the entries in Class I, the frost on the plate glass interfered with the getting of good pictures in several cases. Prior to the winter season each year Canadian grocer gives a list of methods for preventing frost from forming on the glass and of removing it when it does form. It looks as if more careful attention should be given to this feature of winter windows, as a frost-covered plate glass is entirely useless as a sales producer.

The remainder of the prize winners as well as the best of the other pictures are being held for reproduction in our annual Fall Number and other issues before next Christmas. That is the time when the suggestions they tender will be of the most practical value to our readers all over the country. It is our custom to show only the first-prize winners in January when the results of the contest are announced. Canadian Grocer hereby tenders its thanks to judges who kindly consented to pick out winners.

WINNERS IN CLASS II.

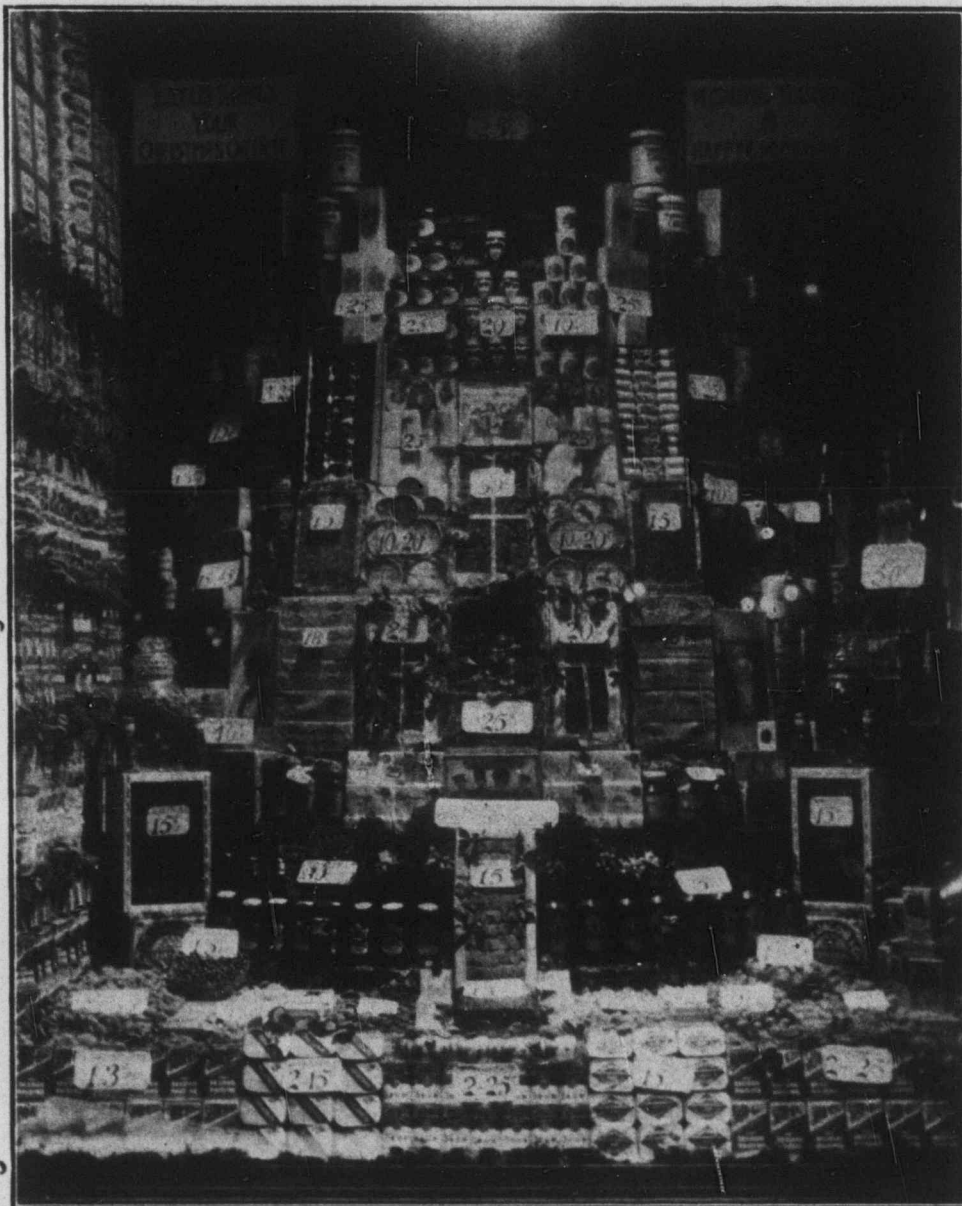
First Prize—Puckett & Scilley, Oshawa, Ont., dressed by Geo. Puckett.

Second Prize—K. F. Oxley, Kelowna, B.C., dressed by Ernest Langley.

Third Prize—Ruppel & Co., Elmira, Ont., dressed by C. Percy Ruppel.

JUDGES—Same as for Class No. I.

RUNNERS up in the Contest—The McKenzie Co., Kelowna, B.C., dressed by R. Johnstone; Mathison Bros., Whitby, Ont.; and A. Norrington, Milton, Ont.



Christmas display of Puckett & Scilley, Oshawa, Ont., awarded first prize in Class 2, of Canadian Grocer's contest. It was trimmed by Geo. Puckett.

Bonusing Clerks for Selling and Efficiency

System of Large Canadian Departmental Store is to Give Each Deserving Employee \$5 Per Month Bonus — He or She Must Exceed the Average Sales, Be Courteous to Customers, and Steer Clear of Mistakes.

DOES a clerk work any harder and give any better service when allowed a bonus?

Clerks, you may think, who do their very best all the time are being sought after, and are paid high wages, so that they have no desire for bonuses. Nevertheless, several large firms have seen fit to introduce bonusing systems into their establishments, believing that the efficiency of the staff as a whole will be raised.

In many cases, bonuses have failed utterly. The question has been raised repeatedly at conventions of retail merchants and the prevailing opinion seemed to be that to encourage a salesman to do better by offering a bonus had the tendency to encourage him to sell goods by hook or crook, often resulting in dissatisfaction both to the proprietor and to the customer.

But the fact remains that the large department store of the T. Eaton Co. bonuses its clerks, and with conspicuous success. If the assertion were made that Eaton's do this to increase their sales, they would deny it with emphasis, yet there is no doubt whatever that more goods are sold in Eaton's than would be the case if no bonuses were given.

Store Atmosphere Improved.

They aver that a more important result is achieved by sharing profits than that of an increased turnover, to wit, that the general atmosphere of the store is improved. When their system is explained, will you agree with this?

For years Eatons tried to bonus their clerks effectively, and many of their systems were discarded, giving place eventually to the one at present in vogue, which they consider as nearly perfect as possible.

All the clerks, and other employees in the store, are divided into two classes, which might be called the "better than average," and "worse than average." The total amount of the store's sales is known, so that an average is easily arrived at. Take a smaller store, in which the sales per man are \$120, \$110, \$90, \$80, \$70 and \$60; the average is \$90. All above that figure get a bonus of \$5 per month. The bonus of the T. Eaton Co. is the same for everybody—never higher than \$5. Those whose sales are below the average do not get a bonus, unless their sales exceed those of the

corresponding month of the previous year.

Other things have a bearing on this matter besides sales. Wrong addresses taken, errors in making out accounts, mistakes of any kind, and complaints of customers, all determine whether a man receives his bonus or not. These errors are recorded on a percentage sheet, and weigh against good salesmanship.

Five dollars is a nice "wind-fall" at the end of each month, and the average clerk will do his utmost to exceed the average, besides doing his best to avoid errors and complaints from customers. Complaints are always carefully investigated in the office, and no clerk is allowed to suffer because the customer happened to be born with a choleric temper.

Results in Courteous Clerks.

The company says that this is a system which encourages courtesy to customers, and with courteous clerks it is argued, bigger sales will result, and the general reputation of the store will improve.

It is interesting to note that this system is applied to inspectors, drivers, and other employees as well as to the clerks. It is true that they have no sales to watch, but their conduct, good or bad, decides whether they receive a bonus or not. The whole idea of the firm is to produce employees as much above the average as possible.

BUSINESS IN ENGLAND.

Harold F. Ritchie, manufacturers' agent, Toronto, who recently returned from the Old Country, where he was on a business trip, states that he found business going on as usual with the English merchants upon whom he called. They are transacting business daily without reference to the war during business hours, but after business is over and the visitor dines with an Englishman, he then learns that the war is on the nation's mind. He said that a spirit of confidence prevails among the business men he met and nowhere did he hear expressions of the least anxiety regarding the war situation. It is not only Tommy and the tars who are fighting he declares, but all men, women and children are united in the common cause for the benefit of the Empire.

FREIGHT RATES ON VEGETABLES.

Ottawa, Jan. 19.—The Railway Commission this afternoon reserved judgment on the application of the Toronto Board of Trade for the disallowance of the new rates on vegetables which the Grand Trunk, Canadian Pacific and Canadian Northern Railways propose to put in force from the 26th inst. The new rates propose to increase the existing special mileage rates on vegetables loaded in refrigerator cars to the regular classification ratings.

BAT THE RAT.

By Walt Mason.

Oh, bat the rats, and break their slats, and hand the beasts their bitters! "No quarter" goes—destroy the foes, for they are filthy critters! Let them no more infest your store, your costly goods devouring, but run them out—put them to rout, their legions overpowering. Oh, swat the brutes that chew the fruits and gnaw the loaves and cheeses, that go their way, day after day, distributing diseases. If you, I think, took pen and ink, and figured what rats cost you, the total sum would knock you dumb and pretty nearly frost you. It's bad enough to see them stuff themselves with costly plunder, to know they dwell in hole and cell all 'round the store and under; it's bad enough, it's surely tough to have to feed and lodge them, and see them soar around the store so thick you cannot dodge them; but worse yet is this, you bet—the fame those critters lend you; for folk will score your store, and no one will defend you. "In yonder store I saw a score of rats," exclaimed some matron; "they were so thick they made me sick"—and thus you lose a patron.

So, bat the rats with guns or cats, or anything that's handy, with lance or sword, or strip of board, sandbag or poisoned candy. From South to North let us go forth, attired in battling garments, from East to West, let's work with zest, and bat the dirty varmints. Let's bat the rat, the lean, the fat, the old one and the ratling, the gray, the brown, we'll hammer down, and never cease our battling!



The Clerks' Page



ANSWERS TO THE SALARY QUESTION.

Editor Clerks' Page.—You ask which of the two clerks would be the better off—one who starts with \$500 a year and who gets a raise of \$50 every six months, or one who starts with the same salary and who gets a raise of \$200 at the end of each year. It seems to me this is easy to answer. The clerk who gets a raise of \$50 each six months gets a raise of \$100 each year whereas the other fellow gets a raise of \$200 each year. No. 2 necessarily wins? Am I not right?

Jan. 19, '15. OTTAWA CLERK.

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Editor Clerks' Page.—Re your question in last week's issue of Canadian Grocer. The clerk who gets the raise of \$200 at the end of each year is the better off. It seems to me so plain that it is scarcely worth going into details.

Toronto, Jan. 18, '15.

C. G. READER.

Editor Clerks' Page.—In connection with your question on Clerks' Page last week: it seems to me the second clerk would be the better off if he got a raise of \$200 at the end of each year, after every year but the first one. At the end of the first year A has received \$550 whereas B has only received his \$500. But at the end of the second year A would have received only \$650 whereas B's would be \$700.

RETAIL CLERK.

Winnipeg, Jan. 18, '15.

• • •

Editorial Note.—Canadian Grocer desires to thank the above clerks for their prompt response to the enquiry which appeared in last week's issue. We regret to say, however, that none of the answers above are correct. The correct solution of the problem will appear in our next issue.

• • •

ON THE RIGHT TRACK.

Since the above answers were sent to the printers, the following has been received which is along the right lines but in which there is one error which is apparently just a slip:

Editor Clerks' Page. — Answering question in reference to salaries of A

and B. A and B start work at \$500 a year. A gets \$50 raise every six months. B gets \$200 raise at end of each year.

For 1st 6 months A gets \$250.

For 2nd 6 month A gets \$250 + \$50 = \$300.

A's wages for 1st year = \$550.

A's wages for 2nd year \$350 + \$400 = \$750.

A's wages for 3rd year \$450 + \$500 = \$950.

B's wages for 1st year = \$500.

B's wages for 2nd year = \$500 + \$200 = \$700.

B's wages for 3rd year = \$700.

A is \$50 better off than B at end of 1st year.

A is \$100 better off than B at end of 2nd year.

A is \$350 better off than B at end of 3rd year.

J. CECIL BRADLEY.

Navan, Ont., Jan. 19, '15.

• • •

A LATE REPLY.

Just before going to press, this answer arrived:

Editor, Canadian Grocer.—My answer to your question is: A is the better off by \$50. My reason for this is that B's \$200 raise doesn't start till the next year, and A gets a \$50 raise the last six months of the first year.

Yours truly,

RUSSEL E.—

Nassagaweya, Halton County Ont.,
January 19, 1915.

THE ENCYCLOPEDIA

WAX AND PARAFFIN.

The title wax was formerly confined to beeswax, but it is now applied to many other substances of similar composition or characteristics. For household purposes, beeswax has been almost entirely superseded by paraffin or "paraffin wax," because of its much lower cost. Vegetable wax, or vegetable tallow, is found as a coating on many plants and fruits, on the leaves of rye, lilies, etc., but in only a comparatively few cases in quantities sufficient for commercial purposes. Among the most

noteworthy commercial examples are the Myrtle wax—also called "Bayberry," "Candleberry" and "Tallow Shrub"—of several bushes native to China and Japan, one of which, known as the Chinese Tallow Tree, has been naturalized in the Southern States.

The berries of the Myrtle wax are about the size of peppercorns, and when ripe are covered with a greenish yellow wax which is collected by boiling the berries and skimming it off as it floats on the surface of the liquid. A bushel of berries will yield from four to five pounds. The product, after remelting and refining, is chiefly used for candles, which burn slowly with little smoke and emit an agreeable balsamic odor, but fail to give a brilliant light. An excellent scented fancy soap is also made from it.

The Chinese tallow tree bears capsules, containing three roundish seeds covered with fine white wax. The capsules and seeds are generally crushed and boiled, the fat then being skimmed off as it rises. The refined product makes fancy candles which are brilliantly white. Wax and linseed oil are frequently added to obtain the correct consistency.

Waxed paper, or paraffin paper is paper coated with refined paraffin. It is odorless and tasteless when properly made. It is employed in packing dates, raisins, candy, etc., and to wrap butter, lard, cheese and other foods, as it serves to keep moisture in—and out—and is cheap, convenient and cleanly. It is manufactured both in rolls and sheets and as a lining for paper bags. Small rolls at five cents and ten cents each are retailed for household use, for wrapping meats, etc., keeping them fresh and moist and protecting them from the odors of other articles.

Vegetable parchment paper, treated with sulphuric acid so as to render it impervious to moisture, is also largely employed for the same purposes. The best qualities can be soaked in water and washed out without losing their virtue. Many housewives who receive butter, etc., wrapped in this special paper, save it for household uses after the consumption of the articles originally contained

The Branding of Dairy Butter

On Receipt of Western Inquiry Canadian Grocer Reprints the Regulations Governing the Wrapping of Dairy Butter.

Editor, Canadian Grocer.—In one of your issues of last fall, I think in August or September—there was contained a copy of the regulations governing the wrapping of butter. I have been unable to get hold of a copy of the issue containing this, and would be pleased to have you send it to me by return.

Saskatoon, Sask. R. E. T.

In view of the fact that several inquiries have come in recently on this subject, Canadian Grocer has decided to again publish these butter wrapping regulations. The new regulations come under the Dairy Industry Act of 1914, which is largely a revision of the Inspection and Sale Act.

A sub-section in the Act deals with the weight of butter as put up in prints or blocks. This sub-section reads as follows:—

"No person shall sell, offer, or have in his possession for sale, any butter moulded or cut into prints, blocks, squares or pats, unless such prints, blocks, squares or pats are of the full net weight of one-quarter pound, one-half pound, one pound or two pounds at the time they are moulded or cut. Nothing in this paragraph shall be held to apply to butter in rolls or lumps of indiscriminate weight as sold by farmers."

The regulations made under the authority of the Act came into force on September 1st, and provide that when dairy butter is put up in blocks, squares or prints and wrapped in parchment paper, the paper shall be printed or branded with the words "Dairy Butter" in letters at least one-quarter inch square, in addition to any other wording that the buttermaker may desire to use. There is nothing in the Act or regulations to prevent the use of the word "Separator" in addition to the words "Dairy Butter," but no such grade of butter as "Separator" is recognized by the law. The Butter Act of 1903 defined only two grades, namely, "Dairy" and "Creamery." The Dairy Industry Act of 1914 defines a third grade as "Whey" butter. Buttermakers may use any form of printing or branding, including the words "Dairy Butter," which is not inconsistent with the definition of dairy butter. Butter in rolls, crocks or tubs is not required to be branded.

The definition of dairy butter is found in section 3 of the Act, and is the same

as it was in the Butter Act of 1903. It reads as follows:—

(d) "dairy" means a place where the milk or cream of less than fifty cows is manufactured into butter;

(e) "dairy butter" means butter which is manufactured in a dairy.

The exact wording of the sections of the regulations that deal with this matter of the branding of dairy butter reads as follows:—

"No person shall cut or pack dairy butter into blocks, squares or prints and wrap such blocks, squares or prints in parchment paper unless the said parchment paper is printed or branded with the words "dairy butter."

"No person shall knowingly sell, offer, expose or have in his possession for sale:—

(e) Any dairy butter packed in boxes similar to those used for the packing of creamery butter unless such packages are branded 'Dairy butter;'

(f) Any dairy butter packed, moulded or cut into blocks, squares or prints and wrapped in parchment paper unless such parchment paper is branded 'Dairy butter.'"

It has been suggested that the following forms would be suitable for the printing of dairy butter wrappers:

CHOICE DAIRY BUTTER

Made by

Mrs. John Doe,

Rose Bank Farm, Doeville,
Ontario; or,

CHOICE DAIRY BUTTER

Made from Separator Cream

By

Mrs. John Doe,

Rose Bank Farm, Doeville,
Ontario.

Eugene Dufault, grocer, Grand Vital, Man., is succeeded by James Palmer.

The Anderson Supply Co., Craik, Sask., have sold their general store business to A. B. Hudson.

K. F. Oxley, a Kelowna, B.C., grocer, has added a motor delivery in connection with his business.

Kirkwood & Son, grocery brokers, Toronto, who have been located at 176 Dupont Street, moved this week to 32-34 Front Street W.

DEATH OF PAPER AND MATCH MANUFACTURER.

The death occurred last week of William H. Rowley, president and manager of the E. B. Eddy Co., Hull and Ottawa, while with some friends he was drinking tea in the tea room of the King Edward Hotel, Toronto. He was there on a business trip and was, up to the time of his sudden death, apparently in the best of health. He was 65 years of age.

Mr. Rowley started his business life at the Bank of Yarmouth, N.S. He was manager of the Merchants Bank of Canada at Ottawa and other large centres. He organized the E. B. Eddy Company, of Hull, Que., in 1887, and was secretary-treasurer until Mr. Eddy's death in 1906, when he became president of the company. For many years Mr. Rowley was a prominent member of the Executive Council of the Canadian Manufacturers' Association, and after being vice president twice was elected president of the association 1910-11.

CALENDARS FOR 1915.

The Canadian Cereal and Flour Mills, Limited, Toronto, have issued an attractive calendar for this year. This is somewhat unique, in that it is in the form of a nicely colored show card, with the words "Tillson's Oats—A Food, Not a Fad," covering most of the card, and emblems of Canada in one corner, in which the Maple Leaf and the Beaver are conspicuous. The calendar part is in the lower right-hand corner.

OPPORTUNITY IN OLIVES

(Continued from page 27.)

money in a little advertising taking the shape of small sample bottles of olives.

At any rate, no grocer should kick at the expenditure of 50c a week in order to sample from a hundred and fifty of his best customers. The courtesy will at least be appreciated, and many people will buy who have acquired the taste, but who never bought for their own tables.

Be Careful in Selections.

There is a case where such a demonstration would not be successful—where the olives are not of good quality. Some olives are woody and tough; others are meaty, and full of flavor. The latter are the only ones likely to be successful as samples, otherwise the grocer would do himself more harm than good.

How is it that grocers do not feature this line? Rarely does one see a card in a grocery announcing: "Our specialty to-day is such and such a bottle of olives — 25c." Grocers take canned goods for leaders, sugar, oranges, almost anything else, but never olives.



Current News



Quebec and Maritime Provinces.

T. Lavigne, grocer, Montreal, died last week.

The Farmers' Exchange, general merchants, Potton, Que., have registered.

Z. Hebert, of Hudon, Hebert & Co., has been elected second vice-president of the Montreal Board of Trade.

Alex. Hendery, tea importer, St. Nicholas Building, Montreal, fell and strained his leg last week. He will be confined to his home for some time.

That everybody has not been turned into a pessimist by the war in seen in the erection of a large new warehouse by G. T. Armstrong, wholesale provision merchant, Sherbrooke, Que. This building was commenced on October 26, 1914, and was in partial occupation by the owner before the New Year.

Ontario.

Margaret V. Young, grocer, Toronto, has sold to Wm. Dunn.

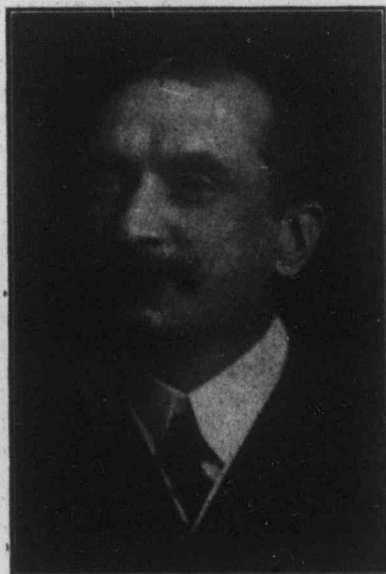
H. B. Morrison, grocer, Stirling, Ont., has sold to G. E. Bailey.

Samuel Barr, grocer, Clinton, Ont., has sold to W. L. Johnson.

Mrs. M. Rowley, a Toronto grocer, sustained a fire loss recently.

George Scher, grocer, Toronto, is succeeded by H. Harvie & Co.

John Simpson, of Jno. Simpson & Son, general merchants, Alexandria, Ont., died last week.



Z. HEBERT, Montreal,
Wholesale grocer, elected vice-president of the Montreal Board of Trade by acclamation.

The Rat Portage Lumber Co., Rainy River, Ont., are selling their general store business to W. J. McCart.

Mr. Nicholson, of Brigden, Ont., who has purchased J. S. Wilkie's grocery business at Alvinston, has taken possession.

Hugh Blain, of Eby-Blain, wholesale grocers, Toronto, has again been elected to the Council of the Toronto Board of Trade.

The grocery business of the late George Thomas, Campbellford, Ont., was sold by tender to R. J. Allan and J. H. Caskey.

J. B. Stark, grocer, Chatham, Ont., has installed a new sanitary grocer counter, and is advertising it in his newspaper space.

The wedding took place on Monday last of Harold G. E. Choate, of A. F. Choate & Son, Warsaw, Ont., to Miss Beatrice Selkirk.

E. K. Barnsdale, of the Barnsdale Trading Co., grocers, Stratford, Ont., was elected Mayor of that city in the municipal elections.

The Dominion Register Co., Ontario Street, Toronto, have moved their sales offices to 110-112 Church Street, at the corner of Lombard.

Harold F. Ritchie & Co., Limited, manufacturers' agents, Toronto, have secured the agency for Canada of Keating's Insect Powder, manufactured in England.

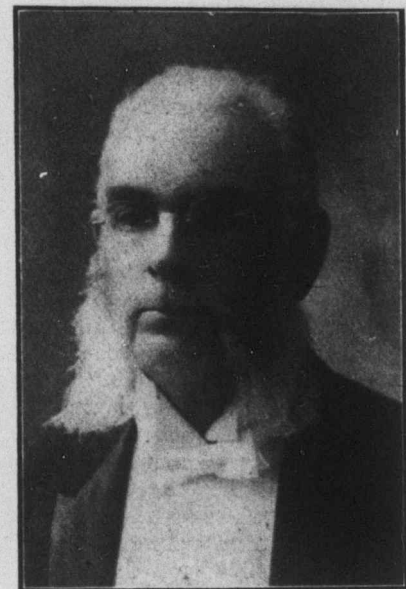
H. Graves, general merchant, Thamesville, Ont., has sold out to L. B. Mitton & Co. Mr. Mitton has been associated in business with Mr. Graves since the establishment of the Thamesville Centre Store.

H. T. Thomson, of Wingham, Ont., has sold his general store business at Belmore to Henry Johann, who has taken possession. Mr. Thomson will devote all his time to the management of his grocery business in Wingham.

Charles A. O'Connor, who for some time has been a clerk in the grocery of the late Geo. W. Thomas, Campbellford, Ont., has purchased the grocery and boot and shoe business of A. A. Willis. Mr. Willis will sell his dry goods stock.

Over \$100 of damage was done by fire at the Judd Soap Works factory, Hamilton, Ont. The fire started, it is thought, from a gas stove in a lower room in the

front of the building. The building is divided off into fireproof sections, and the flames were kept to the one department.



E. K. BARNSDALE, Stratford, Ont.
of the Barnsdale Trading Co., who was elected Mayor of Stratford for 1915.

The death of John McDonald Bothwell, Barrie, Ont., occurred last week. Mr. Bothwell was born in Belfast, Ireland, and came to Canada in 1871, engaging in business shortly after his arrival in Barrie. He was for over forty years in business as a grocer, grain and seed merchant in the same stand, retiring from that business in May, 1911. He built this block in 1888. Some years ago Mr. Bothwell also built the Bothwell Block in Allandale, and the grocery business has been carried on there under his supervision for many years, and later by his sons. He was Mayor of Barrie in 1895 and 1896.

Western Canada.

Ogletree Bros., general merchants, Estuary, Sask., are succeeded by N. A. Frood.

J. Turberfield, general merchant, Waldron, Sask., has sold to W. A. F. Heather.

The C. W. Sherwood Co., Ltd., Regina, Sask., have sold their Saskatoon branch to McGowan & Co.

Evaporated Apples Higher: Teas Up Half a Cent

Tea, for the Third Week in Succession, Advanced a Farthing in London—Evaporated Apples for Export—General Tax Talk—Walnuts and Peanuts Firm—Speculative Buying in Coffees.

Office of Publication, January 21st, 1915.

RUMORS are rife this week concerning wholesale war taxes on foodstuffs. Not only is there talk of a tax on tea but there are those who look for another duty on sugar, coffee, liquors and tobacco. There is in fact speculation going on in all these lines by men anticipating the taxes. It is, however, scarcely likely that sugar will be taxed again. It now bears a war-tax of 70 cents per cwt., and should an attempt be made to squeeze a further revenue from it, there would probably be a silent protest on the part of a large portion of the consuming public, resulting in a decline in consumption. There would therefore be a danger of the revenue being lessened by adding too freely to the war-tax.

There is also some speculation going on in oranges by some who expect this fruit to be called upon for a share of the revenue required. Oranges are pretty cheap just now and are to a large extent replacing apples. The Government's apple campaign might be helped by a substantial tax on oranges. But of course the whole thing is merely a conjecture, and it may be that instead of foodstuffs, the officials will see to it that the extra revenue is gathered up from only those who can afford it without being pinched. Tea is certainly one article that should not have to bear a tax. The poor man drinks just as much tea as the rich, and as those who could well afford to pay 5 or 10 cents more are in the minority, the greater portion of the burden would necessarily fall upon the poorer classes.

Tea, by the way, is up in London again half a cent which makes an increase of about one and a half cents per pound in the past few weeks. The market is particularly strong.

It will be somewhat of a surprise to the trade to learn of an advancing market in evaporated apples. The war cut off the bulk of the European trade last autumn and left the situation somewhat dead here, but recently there have been carload lots of them ordered for export. The price in Toronto is higher by 1½ cents per pound.

QUEBEC MARKETS.

Montreal, Jan. 21.—It is remarkable the amount of business done during the past week by those desiring to speculate on the Budget. Tea, of course, is the centre of interest, and large quantities have changed hands, on the assumption of a five or ten cent war tax. One commission agent in Montreal said this week: "You will see a duty of ten cents on tea, and a further duty on coffee. Rice could also stand a tax say of ¼c. To tax tea would simply be copying the United States which has already imposed a ten cent. duty. I think our Government will do the same."

On the other hand, another importer says: "I do not believe the Government will tax tea. This is the rich man's war. Nor do I expect a further duty on liquor or cigars. I think it more probable that a 5 per cent. tax will be imposed on every invoice that comes into the country, irrespective of duty payable or free on the existing tariff. There is talk of a stamp tax. I do not put much confidence in this, as it would take six or nine months to put into operation, whereas the money is required immediately."

Incidentally this man experienced a big fillip to his business in dried fruits as a result of speculation.

There are those who would buy large quantities of sugar if the refiners would take the chances of a further duty going on sugar. This, for many reasons, the refiners will not do. They are not encouraging speculation. Sales in coffee do not appear to have been stimulated by duty gossip. Oranges and lemons are among the foods which dealers are pushing on the ground that they may be taxed.

Reviewing business conditions, a wholesaler used these words: "Trade generally is quiet. The weather has been against it since the first of the year. A good fall of snow would improve things considerably. A snowstorm costs the City of Montreal about \$25,000, which means a lot to the grocery business. Collections are fairly good, much better in proportion, than business. Failures have not been many, but more than at this time last year. After all, wholesalers are holding their own. Retailers must be cautious in their purchases, and

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Rolled oats unsettled.
Hominy and corn flour up.
Flour advance maintained.

PRODUCE AND PROVISIONS—

New laid 5c cheaper.
Storage eggs firm.
Dearer turkeys.
Butter market firm.

FRUIT AND VEGETABLES—

Oranges may be taxed.
Apples still in demand.
Lemons moving slowly.

FISH AND OYSTERS—

Frozen salmon plentiful.
Frozen halibut firmer.
No frozen herrings yet.

GENERAL GROCERIES—

Canadian buyers higher.
Split more reasonable.
Walnuts and peanuts firm.
Speculation in teas.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Winter wheat flour up.
Rolled oats advanced.
Split peas in demand.

PRODUCE AND PROVISIONS—

Export demand for meats.
Butter is firmer.
Cheese stocks light.
Poultry firm.

FRUIT AND VEGETABLES—

Spies 'way up.
Oranges firmer.
Lemons lower.

FISH AND OYSTERS—

Frozen mackerel in.
Cod and haddock moving.
Oysters in demand.

GENERAL GROCERIES—

Tea up a farthing.
Evaporated apples higher.
Currants weak.
Gambling in coffee.
Sugar a shade weaker.

not buy heavily. There is no reason for it; much better to buy oftener."

Canadian beans have advanced in the primary market, but retailers in many cases are able still to buy 3-lb. pickers at \$2.75. New laid eggs are 5c dozen cheaper. Split peas are being offered more freely, and at more reasonable prices. The retail price of ivory soap has been reduced to 5c per bar from 3 for 25c, and to the trade proportionately.

SUGAR.—Certain houses have approached refiners with orders for large quantities against a possible increase in the duty on sugar. Refiners are not disposed to consider this business if the buyer is not willing to accept delivery before the Budget is handed down. In most cases wholesalers are not willing to take the chance. The money market is not suitable just now for speculation of this kind, but it shows the feeling. Refiners are not encouraging the trade to

CANADIAN GROCER

speculate on a possible increase in the tax, and are taking no steps to protect themselves—just going on as though a change were unlikely. One refiner put the situation this way: "On the one hand we consider that sugar has already been taxed sufficient; on the other hand, it is an easy tax to collect, there being few firms in the business. It has been suggested that the Government might investigate the amount of sugar being used by the manufacturer and how much by the consumer. If the amount used by the manufacturer preponderates, it is thought by some that a further tax is likely, as the sugar used by the manufacturer goes mainly into luxuries, such as candies and biscuits. It is pointed out by the refiner, however, that to tax sugar again would undoubtedly check the consumption of jam as well as sugar. There are no changes in price here. Raws were weaker earlier in the week, but steadied later.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 30
20 lb. bags	6 43
2 and 5-lb. cartons	6 60
Yellow Sugars—	
No. 3	6 15
No. 1	5 90
Extra Ground Sugars—	
Barrels	6 70
50 lb. boxes	6 90
25 lb. boxes	7 10
Powdered Sugars—	
Barrels	6 80
50 lb. boxes	6 70
25 lb. boxes	6 90
Paris Lump—	
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Crystal Diamonds—	
Barrels	6 85
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Cartons and half cartons	8 35
Crystal Dominoes, cartons	8 15

TEAS.—A broker sent a circular all over Canada this week, drawing attention, among other lines, to teas. Most of those who replied asked for samples or information regarding the tea. Which means that the trade is unusually interested in this line. Importers are asking higher prices, and are getting them. Country stores are less interested in a possible war tax than those in the city. Some importers have sold out, and are attempting to buy in Montreal, but have considerable difficulty. The following prices were quoted by one house: Indians 21½c, Ceylons 23c, Y. Hysons 15c, Congous 15c, and Japans 21½c. These are among the lowest prices.

DRIED FRUITS.—Stocks of prunes are small, and higher prices are being asked from California. The market is pretty well cleaned up on raisins. For California raisins, muscatels and other lines, markets have advanced considerably since Christmas. Old Sultana raisins are being offered to the wholesale trade at 7c for loose, and 10c for 1-lb. pkgs. This is a little higher than last year's prices. A quantity of new Sultanas reached Montreal and New York last week, but were quickly bought up at 12½c, which is almost double last year's

price. Peels are higher abroad, but dull here. Like many other lines, possibility of a tax has stimulated trade in dried fruits, many lines being bought now and in larger quantities than would be the case if grocers were not speculating.

EVAPORATED FRUITS.		Per lb.
Apples, best winter	0 06½	0 07
Apricots	0 08	0 15
Nectarines, choice	0 11	0 11
Peaches, choice	0 08½	0 08½
Pears, choice	0 13	0 13
DRIED FRUITS.		
Candied Peels—		
Citron	0 19	0 20
Lemon	0 12½	0 13
Orange	0 12½	0 13
Currants—		
Amalias, loose	0 07½	0 07½
Amalias, 1-lb. pkgs.	0 08½	0 08½
Filiatras, fine, loose, new	0 07½	0 07½
Filiatras, packages, new	0 08½	0 08½
Dates—		
Dromedary, package stock, per pkg.	0 08½	0 08½
Fanis, choicest	0 12	0 12
Hallowee, loose	0 07½	0 07½
Hallowee, 1-lb. pkgs.	0 08½	0 08½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	0 15	0 15
7 crown, 12 lb. boxes, fancy, layer, lb.	0 14½	0 14½
6 crown, 12 lb. boxes, fancy, layer, lb.	0 14	0 14
16 oz. glove boxes, box	0 13	0 13
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 14	0 14
40 to 50, in 25-lb. boxes, faced	0 13	0 13
50 to 60, in 25-lb. boxes, faced	0 12	0 12
60 to 70, in 25-lb. boxes, faced	0 11½	0 11½
70 to 80, in 25-lb. boxes, faced	0 10½	0 10½
80 to 90, in 25-lb. boxes, faced	0 10	0 10
90 to 100, in 25-lb. boxes, faced	0 09½	0 09½
Raisins—		
Malaga table, box of 22 lbs., 3-crown	3 60	3 60
cluster, \$2.10; 5-crown cluster	0 08	0 08
Muscatsels, loose, 5 crown, lb.	0 11½	0 13
Sultana, loose	0 08	0 08
Valencia, new	0 08	0 08
Seedless, 16 oz.	0 13½	0 13½
Seedless, 12 oz.	0 10	0 10
Seeded, 16 oz.	0 10	0 10
Choice seeded, 16 oz.	0 09½	0 09½

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

RICE.—There are no new prices out yet on new crop Patnas. New crop Siams have advanced a shilling, and are generally expected to go higher. Despite this, there is a feeling in some quarters that prices may go down owing to the fact that considerable quantities of old crop are held. It often happens that, when the new crop comes in, the market goes down if supplies are any size. Despite hints at a duty, a Western milling company is anxious to make contracts for a year at present prices.

Rangoon Rices—		Per cwt.
Rangoon "B"		3 50
"C.C."		3 40
India bright		3 65
Lustré		3 75
Polished		5 25
Pearl		5 35
Fancy Rices—		Per cwt.
Imperial Glace		5 65
Sparkle		5 85
Crystal		5 85
Ice drips		6 20
Snow		6 65
Carolina head		7 85

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patnas—		Per lb.
Bags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 05½	0 06
Quarter bags, 56 lbs.	0 05½	0 06½
Velvet head Carolina	0 09½	0 10½
Sago, brown	0 08	0 08½
Tapioca—		Per lb.
Pearl, lb.	0 05½	0 06
Seed, lb.	0 05½	0 06

MOLASSES.—The opinion was expressed this week that molasses would remain high until the new crop comes in. They will be making molasses in West Indies in February, and there will be a big crop if the weather continues good. Weather of late has been favorable, and it would not be surprising to find work in progress soon, though not

general until late next month. If work commences very early by reason of exceptionally good weather, then prices will go down, and grocers will insist on getting new crop. Much depends on the way the raw sugar market goes between now and then. Higher freight rates may also be a factor. Inquiries have already been received in Barbadoes from Newfoundland for choice molasses, but no price has been accepted.

Barbadoes Molasses—		Prices for Island of Montreal.
		Fancy. Choice.
Puncheons	.41	.39
Barrels	.44	.42
Half barrels	.46	.43
For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.		
Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Barrels, per lb., 3¼c; ¼ bbls., 4c; ½ bbls.	0 04½	1 46
Cases, 2 lb. tins, 2 doz. in case	0 11½	2 65
Cases, 5 lb. tins, 1 doz. in case	0 14	3 00
Cases, 10 lb. tins, ½ doz. in case	0 14	2 30
Cases, 20 lb. tins, ¼ doz. in case	0 13	2 35
Cane Syrups—		
Barrels, lb., 3¼c; ¼ bbls.	0 04	2 5
Cases, 2 lb. tins, 2 doz. per case	0 12	0 75
Maple Syrups—		
Pure, per 8¼ lb. tin	0 10	1 00
Pure, in 15 gal. kegs, 8c per lb. or per gal.	0 10	0 11
Maple sugar, pure, per lb.	0 10	0 11

COFFEE.—This is one of the few markets that apparently has not been influenced by the gossip on war tax. It remains quiet with no material change in prices.

Coffee Roasted—			
Bogotas	0 26	0 30	0 24
Jamaica	0 23	0 24	0 24
Java	0 20	0 23	0 23
Maricao	0 22	0 25	0 25
Mexican	0 27	0 28	0 28
Mocha	0 29	0 31	0 31
Rio	0 17	0 20	0 20
Santos	0 21	0 22	0 22
Chicoory, per lb.	0 10	0 12	0 12

NUTS.—The price of shelled walnuts in the primary market was 24c on a certain day last week. It jumped a cent at a time until, for February delivery, the price reached 29-31c, according to quality. As stated last week, large orders were placed from Montreal at 24c, and fortunate were those who caught the market at this price. At the higher price few were being offered, and one grower in France wished to get out of an order around 26c, but was held to it. Prices are not being promptly confirmed which gives the impression that growers are hesitating to accept orders at some of the lower figures. Retailers can still buy new shelled walnuts in Montreal at 31c, despite the strength shown in the primary market. Wholesalers are quoting the retail trade 37-38c for shelled almonds; prices will be about 1½c cheaper in February, possibly cheaper than that, as some remarkably low prices have been quoted to wholesalers. Virginia peanuts are one of the features of the market this week. Shelled and Jumbo have been advanced in primary markets, and other grades remain firm. The crop is fairly normal, but the demand is increasing, particularly for the manufacture of peanut butter. However, prices to the retailer do not appear to have been altered. Nuts in shell remain at about same price.

CANADIAN GROCER

Almonds, Tara	0 17
Grenobles, new	0 16 1/2
Marbots, new	0 14
Shelled walnuts, new, per lb.	0 31
Shelled almonds, 28-lb. boxes, per lb.	0 37
Sicily filberts	0 13 1/2
Pecans, large	0 11 1/2
Brazils, new	0 12 1/2
Peanuts, No. 1, 12 1/2c; No. 2	0 08 1/2
Peanuts, No. 3	0 08 1/2
Canadian chestnuts	0 12

Peas, white soup, per bushel	2 85	3 00
Peas, split, bag 98 lbs.	5 00	5 25
Barley, pot, per bag	3 25	3 25
Barley, pearl	4 25	4 25

ONTARIO MARKETS.

Toronto, Jan. 21.—On February 4th, or thereabouts, it is some satisfaction to know, we shall see a time "when tea-men cease from troubling and the brokers are at rest." This tea tax talk appears at present to be like Tennyson's brook, which went on for ever. And not alone is the tax on tea a conversational feature of the market. Coffee men say there will be a further tax on coffee; sugar men think the duty on sugar will be increased; tobacco dealers are speculating in rumors galore. Apparently, according to some men, the whole tariff will be revised. Most taxes will be imposed, and on those articles that are already dutiable—on the principle of "To them that hath shall be given"—super-taxes will be authorized. Other men say frankly that there will be no tax on tea or any other commodity; that automobiles and such will feel the Government orders. And whatever way a man argues he is quite sure of it.

These rumors really do no good. "If we knew," said a sugar broker, "if we knew that the Government were going to tax us further, we would make some money." Of course, they would! But then if the Kaiser had known he was going to be beaten he would have gone or reviewing soldiers and attending the opera—that is, he would if he had been sane—instead of breaking treaties. Nobody knows until the Government brings down the budget what is going to be taxed. Ignorance might just as well be bliss. No one is buying on the possibility of a tax on anything. Not unless they have money to play with.

Trade continues quiet. Buying is hand-to-mouth right along, although it is so soon after stocktaking: It is better, however, than back in the early fall, and a steady demand, though not large, is something definite for the wholesaler to go on when he re-arranges his affairs to suit existing conditions. Dealers report good collections, better than they had anticipated. It is a good sign that debts are being paid with more or less promptness. Few retailers are taking advantage of bad trade to plead impotence to settle their accounts.

Coffee is interesting just now, because here and there are evidences of speculative buying purely on the possibility of an increased duty. Some coffee men seem particularly sure of themselves in this regard, and are backing their opinions by their investments.

SUGAR.—The easing-up of the New York market last week is continued again this week. Raws declined because of continued improvement in weather in Cuba, and refined will be lower in conse-

quence—that is, unless the Government makes some change in the tariff. Any addition to the present duty on sugar coming into Canada would mean higher prices. Some sugar men are of opinion that we shall have a further advance on the tax, and there is said to be a little buying on this account. It is not general, however. Apart from this, there is nothing moving. The firmness following the recent advance has eased considerably.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 36
50 lb. bags	6 46
25 lb. bags	6 51
2 and 5-lb. cartons	6 66
Nova Scotia refined, 100-lb. bags	6 28
Extra Ground Sugars—	
Barrels	6 76
50 lb. boxes	6 94
25 lb. boxes	7 16
Powdered Sugars—	
Barrels	6 56
50 lb. boxes	6 76
25 lb. boxes	6 96
Crystal Diamonds—	
Barrels	7 11
100 lb. boxes	7 11
50 lb. boxes	7 21
Paris Lump—	
100 lb. boxes	7 11
50 lb. boxes	7 21
25 lb. boxes	7 41
Cartons (20 to case)	7 66
Cartons (50 to case)	8 16
Crystal Dominoes, cartons	8 26
Yellow Sugars—	
No. 1	5 96
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—Tea once more is up a farthing in London. This is the third advance of half a cent in three weeks. Prices are up a cent and a half. The peculiar feature is that in the words of a large London house, cabled to this side: "The position is unjustified." Market is very strong. A possible reason for the advance may be in the difficult and expensive method in which teas are being transshipped these days. In time of peace it was customary very often to transfer the cargoes of tea from the ships coming in from Ceylon to those which would carry it to its ultimate destination in the River Thames itself. The Thames, however, is so busy now, and there is such a dearth of labor at present that the teas have to be stored ashore for a day—sometimes longer. This means an additional expense of 30c a chest, which works out at one-third of a cent per pound. Quality of tea coming along will get better now. It is such interruptions as the "Emden" was responsible for that were responsible partially for some deterioration in quality.

DRIED FRUITS.—Evaporated apples are up a cent and a half. Carloads are being shipped to Europe, and there is a heavy demand here for them. The promising liveliness displayed in currants last week has flickered out again. There is only a fair call now. Dates are moving fairly well; they are an all-the-year-round fruit, and have a more or less constant demand. Prunes are a little quieter, but this is the time when they usually display activity. People who have preserved fruits find their supplies

SPICES.—A cable from London early this week announced advances in Telli-cherry peppers a shilling and sixpence per cwt., and an advance of nearly a penny on Singapore white, and 3/8d. on Penang white. Cloves, nutmegs and gingers have been receiving considerable attention in New York, and the market can be called active. No violent fluctuations occurred, except a sharp advance in celery seed. Market is in good shape because stocks of most everything are small, and spot prices well maintained. This is encouraging business in future deliveries. Heavy business has been done in cloves, an unusual feature being the absolute lack of spot supply. At this season, the new crop generally arrives in largest quantities, but just now it is difficult to buy in New York at any price. There is no relief from the scarcity of spot red peppers. Gingers in all grades keep quiet, with dealers apparently indifferent about selling. Buyers are awaiting developments.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14-0 18	0 60-0 70	0 70-0 80
Cassia	0 22-0 25	0 72-0 99	0 80-0 90
Cayenne pepper	0 30-0 36	1 02-1 15	1 10-1 25
Cloves	0 35-0 40	1 15-1 30	1 25-1 40
Cream tartar—50c.			
Ginger, Cochin	0 18-0 23	0 80-1 05	0 95-1 10
Ginger, Jamaica	0 20-0 25	0 80-1 05	0 95-1 10
Mace	0 85-1 10	1 08-1 30	1 10-1 25
Nutmegs	0 30-0 35	0 80-0 90	0 90-1 00
Pepper, black	0 32-0 33	1 05-1 10	1 1-1 20
Pepper, white	0 25-0 34	0 85-1 10	0 95-1 15
Pastry spice	0 20-0 25	0 75-0 90	0 80-0 95
Pickling spice	0 20-0 22		
Turmeric			

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

Cardamon seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	0 12	0 20
Dutch	0 20	0 30
Cinnamon, Ceylon, lb.	0 50	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded coconut, in pails	0 20	0 25

DRIED VEGETABLES. — The primary market for beans is much firmer, and some houses are quoting the retailer \$3, while some have stocks large enough to enable them to charge \$2.75. The feeling here is that prices are likely to be higher still. The difficulty is to secure supplies of good qualities. Michigan beans are of a relatively higher value, and it is argued there is no reason why Canadians should not be higher. It might be argued that Michigan beans should come down, but that is not the way the market looks. More offerings are now being made of split peas; and at lower prices. The result is, wholesalers are offering supplies at \$5-\$5.25. The reason for these high prices is that the quantity of whole peas available for splitting is small.

Beans—		
Hand picked, per bushel	2 85	3 00
Canadian, 3 lb. pickers, per bushel	2 75	3 00
Yellow, per bushel	3 25	3 25
Yellow eyes, per bushel	3 25	3 25
Lima, per lb.	0 08	0 08
Peas, Imperial green, per bushel	2 80	2 80

CANADIAN GROCER

petering out about now, and prunes get the business. Sultanas, owing to the war, can't be sold unless purchase is proven before the date of the entrance of Turkey to the war. The same applies to figs. Storekeepers can do without Sultanas, but bakers, of course, have to have them, and there is a marked scarcity. Trade generally is quiet. Buying is but average.

Apricots—			
Apples, evaporated, per lb.	0 07½	0 08	
Standard, 25 lb. boxes	0 10	0 12	
Choice, 25 lb. boxes	0 12	0 14	
Candied Peels—			
Lemon	0 13	0 14	
Orange	0 13	0 14	
Citron	0 19	0 22	
Currants—			
Filiatras, per lb.	0 07	0 07½	
Amalas, choicest, per lb.	0 07½	0 08½	
Patras, per lb.	0 08	0 08½	
Vostizas, choice	0 09½	0 10	
Cleaned, ½ cent more.			
Dates—			
Fards, choicest, 12-lb. boxes	0 09½	0 10	
Fards, choicest, 60-lb. boxes	0 09	0 09½	
Package dates	0 07½	0 08	
Hallowees	0 07½	0 08	
Prunes—			
30-40s, California, 25 lb. boxes	0 13½	0 14½	
60-80s, 25 lb. boxes	0 12½	0 13½	
60-70s, 25 lb. boxes	0 12	0 12½	
60-70s, 50 lb. boxes	0 19	0 19½	
70-90s, 50 lb. boxes	0 09½	0 10	
80-90s, 50 lb. boxes	0 09	0 09½	
90-100s, 50 lb. boxes	0 07½	0 08	
25-lb. boxes ¼c more.			
Peaches—			
Standard, 50-lb. boxes	0 07½	0 08	
25-lb. boxes ¼c more.			
Raisins—			
Sultanas, choice, new	0 12	0 13	
Sultanas, fancy, new	0 14	0 16	
Valencia	0 08½	0 09	
Seeded, fancy, 1 lb. packets	0 10½	0 10½	
Seeded, choice, 1 lb. packets	0 09½	0 10½	
Seeded, choice, 12 oz. packets	0 11	0 11½	
Seedless, 16 oz. packets	0 11	0 11½	
Seedless, 12 oz. packets	0 10		
NUTS.— No interest is manifested in this market at present. Brazils continue absolutely flat, and the prices we quote are nominal. Brazils just now are a matter of a man's conscience. As to the shelled almonds and walnuts, so belated at Christmas, these are not moving, but holders do not worry. Nuts, particularly when they are new, are good for next year if they are put in cold storage, as most of these are. Shelled walnuts are in fair demand at ruling prices. Almonds are moving fairly well.			
in Shell—			
Almonds, Tarragona	0 17½	0 20	
Brazils, medium, new	0 10	0 11	
Brazils, large, washed, new	0 12	0 14	
Chestnuts, peck	1 75	2 00	
Filberts, Sicily, new	0 13	0 14	
Peanuts, Jumbos, roasted	0 15½	0 15½	
Peanuts, hand-picked, roasted	0 10½	0 11	
Peanuts, fancy, roasted	0 09	0 10	
Peanuts	0 17	0 18	
Walnuts, Grenoble	0 15	0 16	
Walnuts, Bordeaux	0 11	0 12	
Walnuts, Marbots	0 13	0 14	
Shelled—			
Almonds	0 42	0 44	
Filberts	0 35	0 35	
Peanuts	0 10½	0 11½	
Pecans	0 55	0 60	
Walnuts	0 45	0 50	

SPICES.—Peppers all round are very stiff, and there is a big demand. The "Emden" some time ago interfered with shipments, and stocks are low. No more seem to be coming forward from India, and spot goods are much in demand. Speculative buying in these is responsible for what business there is at present. Black ground pepper is up 2c, and we quote 14c to 18c on it. White whole peppers are up to 30-33c, an advance of 3c. Herbs are a trifle easier.

Spices—			
Allspices, ground	Compound, per lb.	Pure, per lb.	
Allspice, whole	0 10	0 25	
Cassia, whole	0 21	0 25	

Cassia, ground	0 14-0 16	0 21-0 26
Cinnamon, Batavia	0 36-0 40	0 36-0 40
Cloves, whole	0 23-0 33	0 23-0 33
Cloves, ground	0 18-0 22	0 28-0 35
Cream of tartar	0 25-0 35	0 40-0 40
Curry powder	0 35-0 35	0 35-0 35
Ginger, Cochín	0 14-0 17	0 20-0 23
Ginger, Jamaica, ground	0 17-0 20	0 24-0 27
Ginger, Jamaica, whole	0 24-0 27	0 24-0 27
Ginger, African, ground	0 17-0 18	0 24-0 27
Mace	0 90-1 05	0 90-1 05
Nutmegs, brown, 6½, 52c;		
80s, 42c; 100s		0 30-0 30
Nutmegs, ground, bulk, 45c;		
1 lb. tins		0 22-0 25
Pastry spice	0 22-0 25	0 22-0 25
Peppers, black, ground	0 14-0 18	0 19-0 22
Peppers, black, whole	0 20-0 22	0 20-0 22
Peppers, white, ground	0 19-0 24	0 30-0 33
Peppers, white, whole	0 30-0 33	0 30-0 33
Pickling spice	0 18-0 20	0 18-0 20
Turmeric	0 18-0 20	0 18-0 20

BEANS.—The market is flat and featureless. The slight increase in trading in beans a couple of weeks ago has died down again.

Beans—		Per bushel.
Canadian, hand picked	3 00	3 10
Canadian primes	2 85	2 95
Lima, per lb.	0 08½	0 09
Peas, blue, Canadian, per bush.	3 00	3 10
Peas, whole, white, per bush.	3 00	3 10

COFFEE.—Market is quiet for futures, but there is considerable speculation on spot goods. This is on account of the possibility of a further tax on coffees coming into the country. At present it is 3c. Brazilian markets remain very firm. Guatemalas are down a couple of cents from previous figures.

Coffee—			
Standard Old Govt. Java	0 36	0 38	
P'antation Ceylon	0 32	0 34	
Java	0 35	0 40	
Arabian Mocha	0 33	0 36	
Guatemala	0 30	0 30	
Mexican	0 30	0 32	
Maraçibo	0 26	0 29	
Jamaica	0 24	0 25	
Santos	0 15	0 17	
Rio	0 18	0 22	
Chicoory	0 14	0 14	

RICE.—Market still keeps firm, and there is a slightly better demand this week. Retailers are stocking up.

Rice—			
Rangoon, per lb.	0 05½	0 06	
Rangoon, fancy, per lb.	0 04½	0 05	
Patna, per lb.	0 06	0 07½	
Japan, per lb.	0 06½	0 08	
Java, per lb.	0 06	0 08½	
Carolina, per lb.	0 09	0 10	
Sago—			
Brown, per lb.	0 06	0 06½	
White, per lb.	0 06	0 06	
Tapioca—			
Bullet, double goat	0 10½	0 10½	
Medium pearl	0 06	0 7	
Seed pearl	0 06	0 07	
Flake	0 06	0 10½	

SYRUPS.—Molasses is firmer, though no higher price is to be seen. Demand is fair. Other syrups are quiet.

Syrups—			
2 lb. tins, 2 doz. in case		Per case.	2 65
5 lb. tins, 1 doz. in case			3 00
10 lb. tins, ½ doz. in case			2 80
20 lb. tins, ¼ doz. in case			2 55
Barrels, per lb.			6 00%
Half barrels, lb.			0 04
Quarter barrels, lb.			0 04½
Pails, 35½ lbs. each			1 95
Pails, 25 lbs. each			1 40
Molasses, per gallon—			
New Orleans, barrels	0 25	0 25	
New Orleans, half-barrels	0 25	0 30	
West Indies, barrels	0 24	0 25	
West Indies, half barrels	0 25	0 30	
Barbadoes, fancy, barrels	0 45	0 45	
Barbadoes, fancy, half barrels	0 47	0 51	
Maple Syrup—Compound—			
Gallons, 5 to case	4 40	4 80	
¼ gals., 12 to case	4 70	5 40	
¼ gals., 24 to case	4 70	5 40	
Pints, 24 to case	2 80	3 00	
Maple Syrup—Pure—			
5 gallon cans, 1 to case	6 45	6 60	
Gallons, 5 to case	6 50	6 60	
¼ gallons, 12 to case	6 95	7 25	
Quarts, 24 to case, in glass	7 00	7 25	
Pints, 24 to case	4 00	5 00	
Maple Sugar—			
Pure, per lb.	9 15%		
Maple Cream Sugar—			
24 twin bars	1 80		
40 and 48 twin bars	3 90	4 85	
Maple butter, lb. tins, dozen	1 80		

SEEDS.—Prices quoted to country merchants for re-cleaned seeds, Canadian Government tested, per cwt.:

Red Clover—			
No. 1	\$30 00	\$21 00	
No. 2	18 50	19 00	
No. 3	18 00	19 00	
Alsike—			
No. 1	19 00	20 00	
No. 2	17 50	18 50	
No. 3	16 00	16 00	
Timothy—			
No. 1	10 00	11 00	
No. 2	8 75	9 25	
No. 3	8 00	8 00	

CANNED GOODS.

Montreal.—If would not be surprising to see lower prices in lobsters. They are quoted to-day at \$13½ for ½-lb. and -1lb. tins, which is more than \$10 per case lower than a year ago. A reduction of 15c per doz. took place a week ago, which is small considering the above difference. In former days, lobsters sold at \$4.75 a case, and people did not want them at that. With the growth of export business to England and the Continent, prices have advanced, but little exporting is being done now, hence the drop in price. There is further talk of a close season, but what grounds there is for it is hard to find. It is argued that a rest would give the lobsters a chance to increase.

The market for salmon is better than it was a month ago. A broker supplies the following information regarding conditions now ruling on the coast:

SOCKEYES.—Talls are unchanged; Skeena and Fraser are practically sold out, but there are other packs of somewhat lower quality which can be got at about \$8.50 per case for the best, down to probably as low as \$8. During last week practically all the sockeye halves remaining unsold from 1914 pack were taken up by English buyers, and the price jumped within a few days from \$9.50 to \$10.25 unlabeled, F.O.B. Montreal.

COHOES.—Talls of best quality can be obtained at \$4.50. Flats are in short supply, and cannot be bought at less than \$4.75, and half flats are nominally \$5.50 unlabeled here, but some cases have been made in England of Cohoe half flats at considerably higher level, and it is quite possible that English buyers will give some attention to this grade.

PINKS.—Prices are \$3.50 for best quality, while ordinary Northern Pinks can be obtained at probably \$3.40 or \$3.35, and inferior parcels as low perhaps as \$3. Last week English buyers got options on all the Pink talls remaining unsold, but they were not taken up. It is, however, of course, quite on the cards that they may come into the market again at any moment and take everything; there are only probably 20,000 to 30,000 cases remaining unsold, and it will be quite a small transaction for the English market if they once start buying. We think that Canadian buyers will be well advised to cover their requirements promptly.

CHUMS.—The market was for some

CANADIAN GROCER

time down to \$2.50, and large business was done at this figure. It has now advanced to about \$2.65 to \$2.70 Canadian terms; with a firm offer in hand we might still get a few at \$2.50, but not any large quantity as packers are firm with what they have left unsold.

ONTARIO AND QUEBEC PRICES 1914 PACK. VEGETABLES.

	Group A.
2's Asparagus tips	\$2 25%
2's Asparagus butts	1 47%
2's Beans, crystal wax	1 25
2's Beans, golden wax, midget	0 95
2's Beans, golden wax	1 32%
2's Beans, golden wax	3 77%
2's Beans, golden wax	1 22%
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 95
2's Beans, Refuge (green)	1 32%
2's Beans, Refuge, midget	1 25
Gals. Beans, Refuge	3 77%
2's Beets, sliced blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 30
2's Beets, sliced, blood red, Simcoe	1 35
2's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
3's Cabbage	0 97%
Gals. Cabbage	2 77%
2's Carrots	0 97%
3's Carrots	1 27%
2's Cauliflower	1 37%
3's Cauliflower	1 77%
2's Corn	0 95
2's Corn, Fancy	1 05
Gals. Corn on Cob	4 52%
2's Parsnips	0 97%
3's Parsnips	1 17%
2's Peas, standard, size 4	0 95
2's Peas, early June, size 3	0 97%
2's Peas, sweet wrinkles, size 2	1 40
2's Peas, extra fine sifted, size 1	4 07%
Gals. Peas, standard	4 17%
Gals. Peas, early June	4 37%
Gals. Peas, sweet wrinkles, Rosebud	0 97%
2's Sauer Kraut, Simcoe	0 97%
Gals. Sauer Kraut, Simcoe	2 77%
2's Spinach	1 15
3's Spinach	1 50
Gals. Spinach	4 55
3's Squash	0 97%
Gals. Squash	2 77%
2's Sweetfash	0 97%
2's Tomatoes	0 97%
2's Tomatoes	0 95
3's Tomatoes	1 00
Gals. Tomatoes	2 97%
3's Turnips	0 97%

FRUITS.

3's Apples, Standard	0 97%
3's Apples, Preserved	1 00
Gals. Apples, Standard	2 05
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 62
2's Blueberries, preserved	1 82%
Gals. Blueberries, std.	6 57%
2's Blk. cherries, pitted, H.S.	1 92%
2's Blk. cherries, not pitted, H.S.	1 62%
2's Red ptd. cherries, H.S.	1 92%
2's Cherries, red, pitted, L.S.	1 45
2's not ptd. red cherries, H.S.	0 97%
Gals. ptd. red cherries	8 92%
Gals. not ptd. red cherries	8 92%
2's Cherries, white, ptd. H.S.	1 92%
2's Cherries, white, not ptd. H.S.	1 82%
2's Black currants, H.S.	1 47%
2's Preserved black currants	1 77%
Gals. black currants, std.	5 77%
Gals. black currants, solid pack	8 77%
2's Red currants, H.S.	1 47%
2's Red preserved currants	1 77%
Gals. red currants, standard	8 77%
Gals. red currants, solid pack	1 47%
2's Gooseberries, H.S.	1 77%
2's Gooseberries, preserved	7 02%
Gals. gooseberries, standard	8 77%
Gals. gooseberries, solid pack	1 47%
2's Grapes, white, Niagara, preserved	3 50%
Gals. Grapes, white, Niagara, standard	3 50%
2's Lawtonberries, heavy syrup	1 97%
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	7 07%
Gals. Lawtonberries, std.	1 77%
2's Peaches, white, heavy syrup	2 22%
3's Peaches, white, heavy syrup	2 12%
1 1/4's Peaches, yellow, flats, heavy syrup	1 77%
2's Peaches, yellow, heavy syrup	2 62%
2 1/4's Peaches, yellow, heavy syrup	2 12%
3's Peaches, yellow, heavy syrup	1 77%
3's Peaches, yellow, whole, heavy syrup	1 77%
3's Peaches, pie, not peeled	1 82%
3's Peaches, pie, peeled	3 00%
Gals. Peaches, pie, not peeled	4 77%
Gals. Pie fruits, assorted (add 5%)	1 80%
2's Pears, Bartlett, heavy syrup	2 60%
2 1/4's Pears, Bartlett, heavy syrup	2 60%
3's Pears, Bartlett, heavy syrup	1 90%
2's Pears, Flomich Beauty, heavy syrup	1 77%
2 1/4's Pears, Flomich Beauty, heavy syrup	1 77%
3's Pears, Flomich Beauty, heavy syrup	1 27%
2's Pears, Kiffers, heavy syrup	1 27%
2's Pears, Kiffers, heavy syrup	1 27%
3's Pears, light syrup, Globe	1 27%
3's Pears, light syrup, Globe	1 27%
3's Pears, pie, not peeled	1 27%
3's Pears, pie, not peeled	1 27%
Gals. Pears, pie, not peeled	3 77%
Gals. Pear, pie, not peeled	2 77%

2's Pineapple, sliced, heavy syrup	1 92%
2's Pineapple, shredded, heavy syrup	1 47%
2's Pineapple, whole, heavy syrup	1 82%
3's Pineapples, whole, heavy syrup	2 47%
2's Pineapple, sliced, Hygeian brand	2 00
2's Plums, Damson, light syrup	0 97%
2's Plums, Damson, light syrup	1 37%
2's Plums, Damson, heavy syrup	1 07%
3's Plums, Damson, heavy syrup	1 42%
Gals. Plums, Damson, standard	2 77%
2's Plums, Egg, heavy syrup	1 12%
2 1/2's Plums, Egg, heavy syrup	1 37%
2's Plums, Green Gage, light syrup	1 12%
2's Plums, Green Gage, heavy syrup	1 37%
3's Plums, Green Gage, light syrup	1 47%
Gals. Plums, Green Gage, standard	3 27%
2's Plums, Lombard, light syrup	0 97%
2 1/2's Plums, Lombard, light syrup	1 27%
3's Plums, Lombard, light syrup	1 37%
2's Plums, Lombard, heavy syrup	1 12%
2 1/2's Plums, Lombard, heavy syrup	1 27%
3's Plums, Lombard, heavy syrup	1 42%
Gals. Plums, Lombard, standard	2 77%
2's Raspberries, black, H.S.	1 97%
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17%
Gals. Raspberries, black, std.	0 97%
Gals. Raspberries, black, solid pack	9 32%
2's Raspberries, red, H.S.	1 97%
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17%
Gals. Raspberries, red, std.	0 97%
Gals. Raspberries, red, solid pack	9 32%
2's Rhubarb, preserved	1 57%
2's Rhubarb, preserved	2 37%
Gals. Rhubarb, standard	3 87%
2's Strawberries, H.S.	2 17%
2's Strawberries, preserved	2 32%
Gals. Strawberries, standard	7 57%
Gals. Strawberries, solid pack	9 82%

(Group R 2 1/2e dozen lower.)

MANITOBA MARKETS.

WINNIPEG, Jan. 20.—Of actual changes in prices or of modification in general conditions, there is little to report this week. Coffees are weaker and generally down 1 to 2 cents per lb. Other lines of staples are steady.

It was a general idea in Winnipeg business circles that with the wind-up of the holiday trade a period of lassitude would prevail and that quiet times were to be looked for in the immediate future.

Actual facts have by no means borne out such a view of conditions. Wholesalers to-day report a really more active business in staples than prevailed at this time last year. It is true that the business in fancy articles is quiet, but that should not be surprising.

It is probable that retail buyers were careful not to overstock for Christmas trade and holiday business was better than generally expected. As a result stocks are low and are being replenished. At the same time there is no heavy buying, orders are of a hand to mouth character, and it is evident the trade generally has conservative views on the business situation. Canned lobster is likely to go up in price. Package oats are firm. Maple syrup must in future be the pure article. Selling of compounds is prohibited.

SUGAR.—Prices are steady, supplies ample, demand fair. No immediate changes in prices are anticipated. Reports of injury to Cuban crop may later exert bullish influence should damage be confirmed.

	Per cwt.
Sugar, Eastern—	
Sugar, standard granulated	6 70
Extra ground or icing	7 35
Powders	7 15
Lump, hard	7 65
Montreal yellow	6 35
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 50
Barrels, per cwt.	5 55

Halves, 50 lbs., per cwt.	5 60
Bales, 20 lbs., per cwt.	5 55
Powdered, barrels	5 90
Powdered, 50s	6 65
Powdered, 25s	6 45
icing, barrels	6 60
icing, 50s	6 60
icing, 25s	6 60
icing, pails	6 50
Cut loaf, barrels	6 30
Cut loaf, 50s	6 55
Cut loaf, 25s	6 80
Sugar, British Columbia—	
Extra standard granulated	6 60
Bar sugar	7 05
Icing sugar	7 25
Powdered sugar	7 05
H. P. lumps	7 55
Yellow	5 95

B. C. Cane Syrup—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, 1/2 doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

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

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34

Maple Syrup—	Per case.
Imperial quart, case, 2 doz.	5 50
Imperial 1/2 gal., 1 doz.	5 55
New, pure, 1/2 gal. case	9 00
New, pure, 1/4 gal. quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Christmas trade made a very satisfactory clearance in dried fruits and for the present there will be little activity in these lines. At present apples and oranges are plentiful and cheap. As apple supplies go into consumption there will be a better demand for prunes, apricots, etc. Evaporated apples are up 1/4c per lb.

Apples, evaporated, new, 50's

Apples, evaporated, new, 50's	0 06%
Apples, evaporated, new, 25's	0 07%
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 13
Apricots, standard, 25's	0 11%
Currents—	
Dry clean	0 08
Washed	0 08%
1 lb. package	0 08%
2 lb. package	0 17
Vostizzas, 1 lb.	0 10%

Dates—	
Hallowee, loose, per lb.	0 07%
Hallowee, 1 lb. pkgs.	0 06%
Fard dates, 12-lb. boxes	1 15

Peaches—	
Standard, 25-lb. boxes	0 06%
Choice, 25-lb. boxes	0 07%
Choice, 10-lb. boxes	0 08%

Raisins, Valencia—	
Fine selected	2 35
Four crown layers	2 45

Raisins, Sultan—	
Corinthian Giants	0 13%
Superfine	0 12%
Finest	0 11%
Fine	0 10%

Raisins, Muscatel—	
3 crown loose, 50's	0 08%
3 crown, loose, 25's	0 08%
Choice, seeded, lb.	0 09%
12-oz. packages, fancy	0 08
12-oz. packages, choice	0 07%

Prunes, in 25-lb. boxes—	
90 to 100	0 07%
80 to 90	0 06%
70 to 80	0 06%
60 to 70	0 06%
50 to 60	0 06%
40 to 50	0 10%

Table Layer Figs—	
1-crown, 35-lb. boxes, per lb.	0 15%
6-crown, 15-lb. boxes, per lb.	0 13%
5-crown, 15-lb. boxes, per lb.	0 12%
4-crown, 15-lb. boxes, per lb.	0 11%
3-crown, 15-lb. boxes, per lb.	0 11%
Glove boxes, per doz.	1 70
Cooking figs, taps, about 25 lbs., lb.	0 05%
Cooking figs, choice natural, 25-lb. bags, per lb.	0 05%

BEANS.—Split peas are up 15 cents per sack. This was forecast in our last review. Beans are steady and trade is practically confined to the home product, Austrian hand picked being practically exhausted.

Beans—	
Canadian, hand-picked	3 10
3-lb. pickers	2 85

California Lima Beans—	
Bag lots	0 08%
Less than bag lots	0 08%

Barley—	
Pot, per sack, 96 lbs.	3 00
Pearl, per sack, 96 lbs.	4 15

Peas—	
Split peas, sack, 96 lbs.	5 75
Whole peas, bushel	2 50
Sack, 49's	2 85

CANADIAN GROCER

RICE AND TAPIOCA.—No further changes reported or anticipated.

Rice and Tapioca—	
No. 1 Japan, per lb.	0 06%
No. 2 Japan, per lb.	0 04%
Siam, per lb.	0 04%
Patna, per lb.	0 06%
Carolina, per lb.	0 06%
Sega, pearl, per lb.	0 06%
Tapioca, pearl, per lb.	0 04%

NUTS.—Trade quiet. There has been notable reduction in the price of shelled walnuts.

Nuts—	Per lb.
Brazil new stock	0 13
Tarragona almonds	0 19
Peanuts, roasted Jumbos	0 12%
Peanuts, choice	0 19
Pecans	0 22
Marbot walnuts	0 12%
Grenoble walnuts	0 15
Sicily filberts	0 12%
Almonds, unshelled	0 17
Shelled almonds	0 41
Shelled walnuts	0 39

WINNIPEG.

FLOUR AND CEREALS.—The recent advance of 50 cents per bbl. in flour was to be expected and a further advance is probable as wheat prices are steadily going up.

Manitoba Wheat Flour—	Per bbl.
Best patents	6 90
Second patents	6 30
Low grades	4 30
Roller oats, 87's	2 95
Standard oatmeal, 98 lbs.	2 75
Cornmeal, 98's	2 35

SASKATCHEWAN MARKETS.

By Wire.

Regina, Sask., Jan. 21.—Exceptionally fine wintry weather has characterized the past week in this part of the West, and although business is reported to be light, everyone seems to be busy. Many of the merchants are now engaged in stocktaking. Largely in sympathy with the recent advance in flour, sodas and sweet biscuits have jumped one half cent a pound. Prunes are quoted three-eighths of a cent higher. One brand of flour is quoted at \$3.65. Fresh eggs remain at 40 cents, while storage stock is selling at 28c.

Produce and Provisions—	
Butter, creamery, per lb.	0 33
Butter, dairy, No. 1	0 24
Cheese, per lb.	0 17%
Eggs, storage, 8c; new laid	0 40
Lard, 5's, per case	7 80
Lard, 10's, per case	7 75
Lard, 20's, each	2 50
General—	
Beans, Ontario, per bushel	3 40
Coffee, whole roasted, Rio	0 17%
Cream of tartar, lb.	0 82
Cocoanut, lb.	0 29%
Crab, apples, 50's	0 07%
Flour 68's	3 85
Potatoes, N.B., per bush.	0 95
Potatoes, Ontario, per bush.	0 90
Roller oats, ball of 80 lbs.	3 55
Oysters, per gal.	2 50
Rice, per cwt.	4 30
Sugar, standard gran., per cwt.	6 94
Sugar, yellow, per cwt.	6 40
Walnuts, shelled, 5c; almonds.	0 53
Canned Goods—	
Apples, gals., case	1 35
Broken beans, 2's	2 65
Beans	2 25
Corn, standard, per 2 dozen	2 25
Peas, standard, per 2 dozen	2 25
Plums, Lombard	2 15
Peaches	3 21
Strawberries and raspberries	4 05
Tomatoes, standard, per dozen	2 60
Salmon—	
Sockeye, 1's, 4 doz. case	9 85
Sockeye, 1/2's	12 35
Cohoos, 1's	6 00
Pumpacks, 1's	4 60
Fruits and Vegetables—	
Apples, per bbl., Ontario	4 00
Cranberries, per bbl.	7 90
Grapefruit, per crate	5 50
Sweet potatoes, per crate	4 30
Lemons	5 90
Oranges	3 25
Dried Fruits—	
Apricots, per lb.	0 12%
Apples, per lb.	0 07%
Currants, per lb.	0 09%

ALBERTA MARKETS.

By Wire.

Edmonton, Jan. 21.—Beans are firmer; rolled oats higher. Cheese market is advancing. Flour also is advancing sharply. Rice is cheaper to-day than in many years, and quality of new crop is good. Sugar reports from New York a stiffening, but it is not felt here. Tea is firm in view of talk of war tax. Lard is easier. Ontario beans are lower at \$2.90 to \$3.10. Potatoes are now 65c bushel. Rolled oats twenties seventy-eight, bail three-fifty. Rolled oats are up. Rice shows decline from \$4 to \$3.55. Lemons are now \$5 case.

Produce and Provisions—	
Cheese, per lb.	0 17%
Butter, creamery, per lb.	0 32
Butter, dairy, No. 1, 28c; No. 2.	0 23
Lard, pure, 5's, per case	7 25
Lard, pure, 10's, per case	7 10
Lard, pure, 20's, each	2 33
General—	
Beans, Ontario, per bushel	2 90
Beans, Japan, per bush.	3 25
Coffee, whole roasted, Rio	0 18
Evaporated apples, 50's	0 08%
Potatoes, per bush.	0 35
Roller oats, 20's	0 78
Roller oats, bail	3 50
Flour, 98s, \$3.80-\$3.90; roller oats, 80's	3 10
Rice, per cwt.	3 55
Sugar, standard gran., per cwt.	7 15
Sugar, yellow, per cwt.	6 40
Canned Goods—	
Apples, gals., case	1 50
Corn, standard, per two dozen	2 05
Peas, standard, 2 dozen	2 16
Plums, Lombard	2 25
Peaches	3 25
Strawberries, \$4.45; raspberries	4 00
Tomatoes, standard, per dozen	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	9 50
Cohoos, 1's, \$5.75; Pumpacks, 1's.	4 35
Fruits—	
Lemons	5 00

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Jan. 21.—The uncertain condition of flour market is feature of the week. Ontario is up another 25c, and Manitoba is likely to follow. Dealers are expecting higher quotations, as market is reported strong. Ontario is now \$7.60. There is little else of interest. Corned beef is easier at \$2.75 to \$2.80. Buying is active in teas owing to the talk of a war tax. Though New York sugar market is stronger, sugar is unchanged locally. Market is fairly steady. Business in general is quite encouraging. Dealers report orders are again coming in well, with travelers busy through province. Collections are unimproved.

Produce and Provisions—	
Racon, breakfast, per lb.	0 20
Racon, roll, per lb.	0 17
Reef, barrel	25 75
Reef, corned, 1 lb.	2 75
Pork, American clear, per bbl.	25 00
Pork, domestic, per bbl.	27 00
Butter, dairy, per lb.	0 26
Butter, creamery, per lb.	0 29
Eggs	0 30
Lard, compound, per lb.	0 10%
Lard, pure, per lb.	0 13%
Cheese	0 16%
Flour and Cereals—	
Cornmeal, gran.	5 75
Cornmeal, ordinary	1 80
Flour, Manitoba, per bbl.	8 25
Flour, Ontario	7 50
Roller oats, per bbl.	7 25
Oatmeal, standard, per bbl.	7 75
Fresh Fruits and Vegetables—	
Lemons, Messina, box	7 00
Oranges, Val., case	4 00
Potatoes, bbl.	1 35
Sugar—	
Standard granulated	6 45

United Empire	6 35	6 45
Bright yellow	6 25	6 75
No. 1 yellow	5 95	6 05
Paris lumps	7 25	7 60
Beans, white, per bush.	2 95	3 00
Beans, yellow eyes, per bush.	3 15	3 20
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 35	0 36
Cream of tartar, per lb., bulk	0 36	0 39
Currants, per lb.	0 08	0 08%
Rice per cwt.	4 80	5 00

WILL CANADA HAVE TO IMPORT WHEAT?

(The Trade Bulletin, Montreal.)

"Will Canada have to import wheat?" was the question asked on the Corn Exchange on Tuesday last. Some ridiculed the idea, whilst others contended that sufficient wheat had already been sold for export, but not yet shipped out, to raise the question as to whether enough wheat would be left in the country for home consumption. Some millers, it is said, have become alarmed over the heavy export sales of wheat that have recently been made at such rapid and phenomenal advances in values, especially those who are still to go into the market for the requirements of their mills, never dreaming that prices would tower up to their present high and maybe dangerous levels in such a comparatively short time. Trade is passing through a war epoch in ancient, medieval or modern times; and before this dire struggle between the foremost nations on the earth is ended other abnormal changes in the business world will, no doubt, be recorded.

THE FIRST CUSTOMER.

If there is one customer that comes into your store that requires more careful attention than any other it is the first-timer. At all times there should be courtesy and prompt attention, but there are little things which the old customer who is well acquainted with the store and the staff will overlook which will make a strong and unfavorable impression upon the man or woman who comes into the store for the first time. They are susceptible to the slightest influence.

Perhaps the stranger may look like an out-of-date farmer, who may be seeking credit until the harvest, perhaps he is a new representative from a wholesale house or manufacturer, perhaps he is a passerby who wants to use the phone or spends a few cents and does not come near the store again—but if he comes to your store for the first time give him the best of your service.

Occasionally it will be found that the smile of welcome is wasted on desert air—that is an element of chance in salesmanship—but if a store is to enlarge its circle of trade one of the most important influences will be the first impression of the prospective customer.



Fruit and Vegetables



Navels Are Down: Sharp Advance in Celery

California Navels Slump Further in Montreal, But Not in Toronto
—Spies Up in Latter City—Leaf Lettuce Scarce
—Parsnips Advance in Montreal.

MONTREAL.

FRUIT.—Oranges will be worth watching for the next week or two. The price of navels is down, but a war tax is as likely to be put on oranges as anything. Oranges have been taxed before; so have lemons. The price of both these fruits is reasonable just now. The former tax on oranges was 25c a box, which is considerable. Valencias remain high in price, and inclined to be scarce. Apples continue strong, and good sales are being made. The best demand in this province is probably for Spys, and \$6 is being asked for fancy No. 1's. Cranberries are still bringing \$6, although there is no scarcity, good supplies being held in storage. Lemons are slow at the same quotations. There are lots of pears on market, but little demand.

Apples—	
Baldwins, No. 1, bbl.	3 80
Spys, No. 1, bbl.	4 00
Russels, No. 1, bbl.	3 75
Greenings, No. 1, bbl.	6 00
Fameuse, No. 1, bbl.	6 00
McIntosh Reds, No. 1, bbl.	6 00
No. 2, all varieties, 50c less per barrel.	2 00
Bananas, crate	
Cocoanuts, sack	4 50
Cranberries, bbl.	6 00
Grapefruits, Jamaica, case	2 00
Grapes, Malaga, keg	5 00
Grapes, Belgium hothouse, lb.	1 25
Lemons—	
Messina Verdelli extra fancy, 300 size	2 25
Malaga, 420 size	5 00
Oranges—	
Cal. Navel, 150-176-200-216-250-288	3 15
Cal., 96-126 size box	2 50
Florida, 176-200-216	2 75
Florida, 196-150	2 50
Mexican, 126-150-176-200-216-250	2 75
Valencias, 714 size, large cases	5 50
Pineapples, case	3 25

VEGETABLES.—Parsnips started to advance last Friday, and reached 90c a bag. An advance usually takes place about this time of the year, when supplies are a little scarce. Turnips and carrots remain the same—75c per bag, or possibly a little cheaper. Canadian Brussels sprouts are bringing 15c per quart, and are not plentiful or in big demand; Americans are worth 22c quart. California cauliflowers are slightly cheaper, from \$3.75 to \$4 being asked for crates of two dozen. Cucumbers are also a little cheaper, the demand in the States being not so good; quotations are 1.50-

2.00, depending on the size. A sharp advance took place in celery last Friday from 5.00 to 6.00. Red onions are slightly dearer. For a long time 100-lb. bags have sold for 2.00; they are now 2.25. Spanish onions remain about the same. Green Mountain potatoes are quoted 70 to 75c, and Montreal potatoes 65c. Spinach is slightly dearer \$3.25. A feature of the vegetable market this week is a decline in hot-house tomatoes owing to the arrival of Floridas. They declined from 30c to 25c per lb. Floridas are offered in crates at \$4.00 to \$5.00, and are outside grown. Mushrooms are bringing 2.00 for 4-lb. baskets.

Artichokes, bag	1 25
Beets, bag	0 75
Brussell Sprouts, quart	0 15
Cabbage, per bbl.	1 25
Carrots, bag	0 50
Cauliflowers, 2 doz.	3 75
Cucumbers, fancy, doz.	1 50
Celery, crate	6 00
Leeks, bunch	0 50
Lettuce, head, per box	1 75
Curly lettuce, per box	1 25
Onions—	
Spanish, per case	3 75
Spanish, per 1/4 case	2 75
Red, 100-lb. bags	2 25
Parsnips, bag	0 80
Parsley, doz. bunches	0 60
Peppers, green, 3/4-qt. basket	0 75
Potatoes—	
Montreal, bag	0 65
Potatoes, sweet, Jersey, hpr.	2 50
Spinach, American, in bbls.	3 00
Turnips, bag	0 50
Tomatoes, hothouse, lb.	0 25
Tomatoes, Florida, crate	4 00
Watercress, doz.	1 35

TORONTO.

FRUIT.—Apples are still firm and the Spies are up to \$3.00 to \$4.00. There is a big demand and stocks are none too heavy. Cranberries are slightly easier, bottom price being \$6.50 instead of \$6.75. Late Valencia Californias are now quite off the market. Navels have firmed after the drops of the last three or four weeks and we quote \$2 to \$2.50. Messina lemons are down 25c, and Californias right down to \$2.75 to \$3.00. This decline is said to be in sympathy with the slump in Messinas. Pineapples find a very good demand at ruling prices. There is the steady call for grape fruit that has been the rule for the last two months. Grape fruit is finding a distinct

market here. Trade generally is quiet. Buying continues to be hard to mouth in character, and at that, retailers' requirements appear to be small.

Apples—	
Wagners	2 25
Greenings	2 25
Kings	2 25
Baldwins	2 50
Spies	3 00
Seeks	2 25
Canada Reds	2 50
No. 2s, 40-50c less.	
Bananas, per bunch	1 80
Cocoanuts, sack	4 00
Cranberries	6 50
Grapes—	
Canadian, 6-qt. bkts.	0 16
Tokays	2 50
Malaga, barrel	4 50
Malaga, fancy, barrel	6 50
Belgian, per lb.	1 25
Oranges—	
Florida	2 25
California, late Valencias	4 00
California navels	2 00
Lemons, Messinas	2 75
Lemons, California	2 75
Limes, per 100	1 25
Pears—	
California, box	3 25
Canadian, late varieties	0 25
Pineapples, Porto Rico, case 10.	2 75
Grape fruit	2 50

VEGETABLES.—The whole market is unusually slow this week. The continuance of near-spring weather instead of the return of the cold snap that was hoped for has kept some trade away. Leaf lettuce continues to be scarce: for what there is there is a big demand. Celery is in good demand and is up twenty-five cents. We quote \$4.50 to \$4.75 for it this week. Cauliflower is easier though there is a good running demand. It is worth \$3.25 to \$3.50. Potatoes are easier, particularly in Ontario. Delawares get the big call. They are worth 75c to 80c, which is down a trifle from last week. Cucumbers from Boston are a good seller. Brussels sprouts from the other side are worth 22c to 23c a quart. Canadians are off the market now, but Americans find a ready sale. It is expected that things generally will pick up next week. Stocks appear to be light and demand will come.

Beets, Canadian, bag	0 50
Cabbage, Canadian, dozen	0 35
Carrots, bag	0 50
California cauliflowers	3 25
Citrons, doz.	0 45
Cucumbers—	
Slicing, hothouse	1 75
Medium pickling sizes	0 35

(Continued on page 45.)



Fish and Oysters



Oysters Moving Well: Mackerel in Demand

Over-the-Counter Demand for Oysters—Cod and Haddock Moving in Toronto—Salmon at Attractive Prices in Montreal—Manitoba Whitefish Popular.

MONTREAL.

FISH AND OYSTERS.—Exceptionally mild weather prevails for the time of the year, and fish business as a result is comparatively quiet. If colder weather were to set in, dealers would buy bigger supplies, but under present conditions are inclined to wait. The roads being soft, there is little circulation in the country. It interrupts all kinds of trade. Mention was made of a possible decline in frozen halibut and salmon last week: there is a feeling now that prices should hold at present level on halibut due to the poor fishing of the past few weeks. In fact, little fresh halibut is available to-day, and our neighbors will absorb large quantities of frozen, which will relieve the situation here. Plenty of salmon is available, and prices are low. No frozen herrings are in yet from Newfoundland, and prospects are for higher prices. Quotations are from 2.25 to 2.40. Fishing off eastern Nova Scotia is practically done because the fish have left the grounds. Stocks of all other kinds of fish are sufficient for immediate requirements.

TORONTO.

FISH AND OYSTERS.—The boom in oysters continues and again the over-the-counter trade is a feature. One retailer put a barrel of shell oysters in his window one Saturday morning, and at night they were all gone. Hotel trade is reported very good. It should be for the next five or six weeks. Cod and haddock are moving well. Mackerel is in from the east and finds ready sale at 12 and 13 cents a pound. It looks to be good stuff, too. Manitoba whitefish is a very popular line just now, while steel-head salmon from British Columbia at 15c is attracting a good demand. There is little fresh fish of any sort around now, although people who will bid for it can always procure fresh stuff—but they have to pay, and in most cases it is no better than the frozen lines. Trade gen-

erally is enough to keep dealers warm in this cold weather, and that is all. It's a good thing that Lent is somewhere in the offing.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07 1/2	.08-10
Haddies, 15-lb. and 30-lb. boxes, lb.	.07	.08-10
Haddies, filets, per lb.	.10	.11-12
Haddies, Niobe, boneless, per lb.	.08 1/2	..
Herring, Ciaco, per box	1.50	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth boaters, 60 in box	1.20	1.20
Smoked herrings, medium, box
Smoked boneless herrings, 10-lb. box	1.10	..
Kipperd herrings, selected, 60 in box	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.25
Smoked halibut	..	.30

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Gaspe, large, per lb.	.14	.12
Red, steel heads, per lb.	.15-11	.12-13
Red, sockeyes, per lb.	.10-11	.10
Red, Cohoes or silvers, lb.	.10	.10
Pale, quilla, dressed, per lb.	.07 1/2-.08	.07 1/2-.08
Halibut, white western, large and medium, per lb.	.08-.09 1/2	.09
Halibut, eastern chicken and medium, per lb.	.08-.09 1/2	.10
Mackerel, bloater, per lb.	.08-.08 1/2	.09
Haddock, medium and large, lb.	.04 1/2-.05	.07-.08
Market codfish, per lb.	.04 1/2-.05	.07-.08
Steak codfish, per lb.	.05 1/2-.06	.09
Canadian sole, per lb.	.08	..
Rhe fish, per lb.	.16-17	..
Smelts	.12	.16-20
Herrings, per 100 count	2.25	..

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7.00	7.50
Dried hake, medium and large, 100 lb.	6.00	..
Dried pollock, medium and large, 100 lb.	6.00	..
Dressed or skinless codfish, 100-lb. case	7.25	8.00
Boneless codfish, 2-lb. blocks, 20-lb. box, per lb.	0.08	0.08
Boneless codfish, 2-lb. blocks, 20-lb. box, per lb.	0.07	0.07
Boneless codfish, strips, 20-lb. boxes	0.12	0.10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1.00	1.00
Boneless codfish, in 2-lb. and 3-lb. boxes	0.15	0.15

MILK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1.70	1.65
Standard, bulk, gal.	1.40	1.40
Selects, per gal. solid meat	2.00	2.00
Best clams, imp. gallon	1.50	..
Best scallops, imp. gallon	2.25	..
Best prawns, imp. gallon	2.00	..
Best shrimps, imp. gallon	2.25	..
Sealed, best standard, quart cans, each	0.50	..
Sealed, best select, quart cans, each	0.60	..

CLAMS, MUSSELS AND SHELL FISH. CRUST.

	Montreal	Toronto
Case Cod shell oysters, per bbl.	8.00	..
Malinque shell oysters, selected J.A.P., per bbl.	9.00	..
Malinque shell oysters, G.C.I., bbl.	12.00	..
Clams, per bbl.	6.00	2.00
Live lobsters, medium and large, lb.	0.25	0.40
Live lobsters, medium and large, lb.	0.25	..
Boiled lobsters, medium and large, lb.	0.25	..
Winkles, bush.	2.00	..
Little Necks, per 100	1.25	..

FRESH FISH.

Haddock, fancy, express, lb.	0.05	0.07
Steak cod, fancy, express, lb.	0.06 1/2	0.08-0.09

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10	.10
White fish, small tullboas, per lb.	.08 1/2-.07	..
Lake trout, large and medium, lb.	.10-11	..
Dore, dress or round, lb.	.08 1/2-.09	.08-10
Pike, dressed and headless, lb.	.08-.08 1/2	..
Pike, round, per lb.	.05 1/2-.06	.07-.08
Tom cods, new, per bbl.	2.25	..

PICKLED FISH.

Salmon, Labrador, Hercules, 300 lb.	30.00	..
Salmon, Labrador, bbl., 300 lb.	14.00	..
Salmon, Labrador, half bbl., 100 lb.	7.50	..

Salmon, B.C., bbls.	13.00	14.00
Sea trout, Baffin's Bay, bbls., 200 lb.	12.00	..
Sea trout, Labrador, half bbls., 200 lb.	6.50	6.50
Mackerel, N.S., bbls., 200 lb.	12.00	..
Mackerel, N.S., half bbls., 100 lb.	7.00	..
Mackerel, N.S., pails, 20 lbs.	1.75	2.00
Herrings, Labrador, bbls.	5.50	6.25
Herrings, Labrador, half bbls.	3.00	3.25
Herrings, Nova Scotia, bbls.	5.00	6.25
Herrings, Nova Scotia, half bbls.	2.90	3.40
Lake trout, 100-lb. kegs	6.00	..
Quebec sardines, bbls.	6.00	..
Quebec sardines, half bbls.	3.50	..
Tonges and sounds, per lb.	0.07 1/2	..
Scotch herrings, imported, half bbls.	8.00	..
Holland herrings, imp'ted milkers, hf bbls	7.00	..
Holland herrings, imp'ted milkers, kegs.	0.85	0.75-1.00
Holland herrings, mixed, half bbls.	7.00	..
Holland herrings, mixed, kegs.	0.75	0.70-0.95
Lochfyne herrings, box	1.35	..
Turbot, bbl.	14.00	..

WINNIPEG.

FISH.—Prices are steady with a normal demand and market well supplied.

Fish—	Price
New fresh jackfish	0.03 1/2
Lake Superior herring	0.03 1/2
New tullboas	0.04
Fresh mulletts	0.03
Fresh whitefish	0.08 1/2
Fresh pickerel	0.07 1/2
Trout	0.12 1/2
Gold eyes	0.12
Halibut	0.09 1/2
Frozen halibut	0.10
Salmon	0.18
Frozen salmon	0.10
Fresh cod	0.10
Fresh smelts	0.11
Oysters, per gal.	2.00
Shell oysters, per cwt.	2.00
Shell oysters, per bbl.	17.00
Haddies	0.09
Bloaters, filets	0.12 1/2
Bloaters, per box	1.50
Kippers, per box	1.75
Ocean herring, lb.	0.06

At the last regular meeting of the Grocers' Section of the Retail Merchants' Association, Regina, Sask., an address was given by S. C. Burton, general manager of the Cameron and Heap Company. Mr. Burton dealt with the present system for the distribution of commodities, and went into the whole question of the high cost of living. He was inclined to the opinion that it was rather the cost of high and luxurious living with the service demanded which was making people complain in this respect. The principal factors which made for success in the retail grocery business, the speaker declared, were business ability and industry, applied experience, and capital.



Produce and Provisions



New Laid Eggs are Lower: Butter is Firmer

Firm Butter Market in Montreal and Toronto—Talk of Exports for Britain — Strong Position of Cheese Market — New Laid Down; Should Be Lower—Poultry in Good Demand.

MONTREAL.

PROVISIONS.—Business in smoked and cured meats is not so bad as might be expected. The market is not weak by any means, but there is a disposition to sell rather than turn down a price which is slightly under market. Business requires to be pushed, and there is no inclination to refuse business if daylight can be seen at all. This remark applies to both provisions and dairy produce. An advance took place on compound lard of 1/4c early this week bringing the price for tierces up to 33/4c. Cotton seed oil is quoted at 9c, and the market is firm. It is hard to say what will happen from now on, as this market is inclined to be jumpy, but there has been a marked strengthening for the past three weeks. Abattoir killed dressed hogs are quoted as high as \$11.50 to \$12, although \$11.50 is nearer market price.

Hams—		
Medium, per lb.	0 17	
Large, per lb.	0 18	
Backs—		
Plain, bone in	0 24	
Boneless	23	
Peameal	0 24	
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	0 18	
Shoulders, bone in	0 18	
Shoulders, boneless	0 18 1/2	
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 25
Hams, roast, per lb.	0 25	
Shoulders, boiled	0 25	
Shoulders, roasted	0 25	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15 1/2	
Long clear bacon, 80-100 lbs.	0 15 1/2	
Flanks, bone in, not smoked	0 15 1/2	
Barrelled Pork—		Per bbl.
Heavy short cut mess	27 00	
Heavy short cut clear	27 00	
Clear fat pork	29 00	
Clear pork	28 00	
Lard, Pure—		
Tierces, 50 lbs., net	0 12	
Tubs, 50 lbs., net	0 12 1/2	
Boxes, 50 lbs., net	0 12 1/2	
Falls, wood, 20 lbs., gross	0 12 1/2	
Falls, tin, 20 lbs., gross	0 12	
Cases, 10-lb. tins, 60 in case	0 12 1/2	
Cases, 3 and 5-lb. tins, 60 in case	0 12	
Bricks, 1 lb., each	0 13 1/2	
Lard, Compound—		
Tierces, 57 1/2 lbs., net	0 09 1/2	
Tubs, 50 lbs., net	0 10	
Boxes, 50 lbs., net	0 10	
Falls, wood, 20 lbs., net	0 10 1/2	
Falls, tin, 20 lbs., gross	0 10 1/2	
Cases, 10-lb. tins, 60 in case	0 11	
Cases, 3 and 5-lb. tins, 60 in case	0 11	
Bricks, 1 lb., each	0 12	
Hog—		
Dressed, abattoir killed	11 25	11 00

BUTTER.—Market is firm. Stocks are much smaller than they were this time last year, and receipts of fresh butter are practically nil. Little dairy butter is coming this way. Inquiries continue to come in from outside points, which help to hold market up against influences which would otherwise bring it down. Quotations for finest creamery are as high as 32-33c, but no difficulty should be experienced in securing supplies at 31c. A good price for dairy butter is 26c. Local trade is quiet.

Butter—		
Finest creamery	0 31	0 32
Dairy butter	0 26	0 27

CHEESE.—Supplies available on spot have been pretty well cleaned up, and the market remains firm. Considerable quantities have been exported, and prices on cables have advanced 1/2c. Exporters report that their stocks are getting exceedingly small. Receipts here show an increase over the previous week. Old specials are quoted at 19c to 19 1/2c, which is slightly higher.

Cheese—		
New make	0 16	0 17
Old specials per lb.	0 19	0 19 1/2
Stilton	0 18	0 19

EGGS.—An easier feeling is noticed in market for strictly new laid owing to more liberal supplies coming forward. New laid are costing wholesalers 35c; after adding express and profit, they are able to offer them at 40c, which is 5c lower than a week ago. Fresh eggs in cartons are offered at 34c. While the market is firm on storage eggs, it is difficult to say where it really is owing to disposition to sell.

Eggs, case lots—		
New laid	0 40	
Selects	0 32	
No. 1s	0 30	
Splits	0 20	

POULTRY.—While business has dropped to a low ebb, yet prices are holding up remarkably. Fancy turkeys show firmness, and are costing the grocer a cent more, to-day's quotations being 23c. Receipts are so small, this price can be secured easily. Frozen

turkeys are bringing 20 to 21c. Few live chickens are being offered. Milk-fed chickens are bringing 20 to 22c. Poorer stocks are selling as low as 13c. Fresh dressed ducks are worth 16c, and frozen geese 15c. Pigeons are selling for 30-35c pair, squab pigeons 40-50c; fresh ducklings 16-18c, and rabbits, which are not plentiful, 35c pair.

Fresh Stock—	Live.	Dressed.
Fowl	10-12	12-16
Spring chicken	9-10	12-16
Fancy, crate-fed chickens, 5 lbs.	12-14	18-20
Turkeys, fancy	15-16	22-23
Ducks	12-15	14-15
Geese	13-14	14-15
Pigeons, pair	0 30	0 35
Squab pigeons, pair	0 40	0 50
Rabbits, pair	0 35	0 35

TORONTO.

PROVISIONS.—There is a general good export demand in small light-weight stuff, and that has firmed prices while not actually advancing them. Hogs are easier at existing prices. They may go lower. Lard is firm at existing prices. Stocks in hands of retailers are said to be light.

Hams—		
Light, per lb.	0 18	0 18 1/2
Medium, per lb.	0 18	0 18 1/2
Large, per lb.	0 18	0 18 1/2
Backs—		
Backs, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 17 1/2	0 18
Roll, per lb.	0 18	0 18 1/2
Shoulders, per lb.	0 18 1/2	0 19
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13 1/2	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	28 00
Lard, Pure—		
Tierces, 50 lbs., per lb.	0 11	0 11 1/2
Tubs, 50 lbs.	0 11 1/2	0 12
Falls	0 12	0 12 1/2
Tins, 3 and 5 lbs., per lb.	0 12 1/2	0 12 1/2
Bricks, 1 lb., per lb.	0 13	0 13 1/2
Lard, Compound—		
Tierces, 50 lbs., per lb.	0 09	0 09 1/2
Tubs, 50 lbs., per lb.	0 09 1/2	0 10
Falls, 20 lbs., per lb.	0 10	0 10 1/2
Hog—		
F.O.B., live, per cwt.	7 45	
Live, fed and watered, per cwt.	7 75	
Dressed, per cwt.	11 00	12 00

BUTTER.—Prices are a good deal firmer this week, largely owing to the suggestion that Britain will become a buyer, and whereas there was a marked

CANADIAN GROCER

tendency to sell last week, dealers are inclined to hold. If the British demand materializes we shall see an advance of two or three cents on creamery. The effect of the rumor has reacted towards a general firming this week. Only the poorer quality stuff is going at low prices. The make is light in creamery. Dairy is more plentiful this week but demand is good. Stocks all round are inclined to be low.

Butter—

Creamery prints, fresh made	0 33	0 34
Separator prints	0 27	0 31
Dairy prints, choice	0 26	0 29
Dairy, solids	0 21	0 25
Bakers	0 18	0 20

CHEESE.—The light stocks held here taken in conjunction with a good export demand provide a firm market. Holders—and they are many—do not seem inclined to consider any and every offer. Shipments to Britain last week were considerably heavier than during the corresponding week last year.

Cheese—

Old, large	0 18	0 18½
Old, twins	0 18	0 18½
New, large	0 17	0 17½
New, twins	0 17½	0 17½

EGGS.—Noteworthy reduction in new lays this week is the feature. The supply is better. They are coming in much more freely, largely owing to the milder weather and may be had for 35 to 37 cents. The fact is they have got to get closer to the price of storage eggs. Three or four cents is enough difference. Export in storage is quiet, though stocks are not large. American stocks are even lower than Canadian, however. On new lays the country storekeeper should get his buying price lower still on new lays. Twenty-five to twenty-seven cents is higher. If he pays more he gets beaten when he tries to sell in town because town men can buy direct for 32c. The country store-keeper usually loses in spring and the way to avoid this is to force a lower buying price from the farmer.

Eggs, case lots—

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

POULTRY.—All kinds are coming in more freely now. Turkey and geese find a good demand for such as are shipped. Supply is of course a seasonable one, proportionately. It is not over high. Chicken finds a ready sale at 12 to 16c for dressed. Supplies are good; so is demand.

Fresh Stock—

	Live.	Dressed
Fowl	0 08-0 10	0 10-0 12
Spring chicken, lb.	0 14-0 11	0 15-0 16
Fancy, crate-fed chicken, 5 lbs.	0 15-0 16	0 18-0 20
Turkeys, fancy	0 15-0 16	0 20-0 22
Turkeys, old Tom	0 15-0 16	0 18-0 20
Ducklings	0 08-0 12	0 14-0 17
Ducks	0 15-0 13	0 15-0 15
Geese	0 12-0 13	0 15-0 16

WINNIPEG.

PRODUCE AND PROVISIONS.—Business in cured meats is steady with signs of improvement. Butter and cheese are firm with a probability of advances in the near future. Very few

eggs are coming in from country points and present prices will not hold unless supplies increase.

Cured Meats—

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

Lard—

Tierces	0 11
Tubs, 60s	6 75
Pails, 20s	2 32½
Cases, 5s	7 12½
Cases, 3s	7 20

Butter—

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

Cheese—

New, large	0 17½
New, twins	0 17½

Eggs—

Extra firsts	0 28	
Checks	0 17	0 18
Extra, in cartons	0 30	

Fresh Stock—

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

FRUIT AND VEGETABLE MARKETS

(Continued from page 42.)

Crate	4 00	4 50
Celery, California, case	4 50	4 75
Mushrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket	0 90	0 90
Onions—		
Spanish, big crate	4 00
Can., 75-lb. bags	1 35
Green peppers, basket	0 75	0 75
Potatoes, Delaware	0 75	0 80
Potatoes, Canadian, bag	0 65	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 17	0 20
Turnips, bag	0 40	0 40
Sweet potatoes, hamper	1 65	0 75
Squash, Hubbard, doz.	0 75	0 30
Lettuce, leaf	0 20	0 30
Parsnips, Canadian, bag	0 65	0 70
Persimmons, California, crate	2 80	3 00
Pomegranates, doz.	0 75	0 75
Pomegranates, crate	5 00	5 25

WINNIPEG.

FRUITS AND VEGETABLES.

Trade is fair, oranges, apples and grape fruit are decidedly cheap. Lists below cover all lines on sale here.

Apples—

Washington	1 25
Apples, bbls.	5 00
R. C. box apples	1 00
Cranberries, case	3 75
Bananas, lb.	9 00½
Grapes—	
Emperor, per keg	5 00
Almeria, keg	7 00
Grape fruit	3 50
Lemons—	
California	3 75
Oranges, California Navel	3 00

VEGETABLES.

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

MONTREAL PRODUCE ASSOCIATION.

At the annual meeting of the Montreal Produce Merchants' Association of the Board of Trade the following officers were elected by acclamation:—President, George Hodge; vice-president, A. Dalrymple; treasurer, E. Hodgson; executive committee—R. E. Graham, Albert Aver, F. A. Dorion and Thos. Hodge; arbitration committee—R. A. Gray, R. M. Ballantyne, John Wilson, E. Denning and W. H. A. Olive. The president, Mr.

Hodge, was chosen as the association's nominee for election to the council of the Board of Trade, and the following were appointed members of the Transportation Committee—A. J. Ayer, Jas. Alexander, R. M. Ballantyne, A. H. Dalrymple and Thos. G. Hodge.

ALARM OVER RISING WHEAT MARKET.

A Chicago despatch says that two-dollar wheat will mean that Americans will eat corn. A national agitation to induce Congress to place an embargo on the export of wheat and flour as well as on arms and ammunition will be introduced at the next meeting of the Chicago Retail Grocers' and Butchers' Association. S. Westerfield, chairman of the trades relations committee of the National Association of Retailers, planned to begin in this manner a determined fight against the high cost of flour and incidentally home-baked bread.

Leaders on 'Change predicted that in some instances if the price of wheat went much higher there would be a general turning to corn in place of wheat bread both in this country and in Europe. Other dealers declared that bakers' complaints were unwarranted—that a barrel of flour costing \$7 would make 275 loaves of bread, which the retailer sold for \$13.75 at five cents a loaf.

Grocers' Letter Box

Editor Canadian Grocer.—Will you please inform me where I can get clothes pins and other lines of wooden ware?
J. O. M.

Jan. 15th, 1915.

Drummondville, Que.

Editorial Note.—The Wm. Cane & Sons, Limited, Newmarket, Ont., are manufacturers of these goods.

Editor Canadian Grocer.—Kindly furnish me with the names of firms who manufacture tin cans suitable for holding tea and coffee.
G. V. H.

Calgary, Alta.

Editorial Note.—Sanitary Can Co., Niagara Falls, Ont.; The Thos. Davidson Mfg. Co., Montreal; National Metal Ware Co., Hamilton, Ont.; Soren Bros., Toronto; American Can Co., Hamilton, Ont., are manufacturers of these goods.

BETTER LATE THAN NEVER.

A Winnipeg man writes—"Please find enclosed M.O. for \$2.25 for Canadian Grocer. Kindly credit my subscription from Jan. 1st, 1915, to Dec. 31st. I have been out of work and found it hard to pay anything, but glad to say I am working now and I don't want to be without your valuable paper; sorry it's late."



Flour and Cereals



Ontario Flour Higher: Rolled Oats Advance

Manitoba Flour Firm—Ontario Winter Wheat Flour Higher in Toronto—Big Export Demand for Ontario Wheat—Rolled Oats Advanced in Toronto—All Markets Firm.

MONTREAL.

FLOUR.—Temporary weakness in wheat market both at Chicago and Winnipeg, was reflected in flour early this week. While quotations remained same, there were millers in the market offering first patents from 7.15 up. They were concerned who had the stock here, and were anxious to get the business. However, since the sensational advance of two weeks, millers have had little to complain about as regards volume of business done. The mild weather is having an effect on trade in general. The fall of snow will stimulate business. Wheat is too on the up grade again. It is freely predicted that higher prices are likely for flour. The only thing that would really affect the situation would be the opening of the Dardanelles by the allied fleet. This would allow Russian wheat to escape, and would ease the general situation. There is little change in the winter wheat situation, but the market is strong, and there may be higher prices. There has been quite a demand for it since the end of December and during January, but it is difficult to secure supplies. Millers have become very independent since the rise, declaring they cannot get the wheat.

Manitoba Wheat Flour—		Per bbl.	
First patents	7 40	
Second patents	6 90	
Strong bakers'	6 70	
Flour in cotton sacks, 10 cents per barrel more.			
Winter Wheat Flour—		Car	Small
		lots.	lots.
Fancy patents	6 50	6 70
90 per cent. in wood	6 90	6 25
90 per cent. in bags	2 85	3 10
Straight roller	6 00	6 25
Blended flour	5 85	6 25

CEREALS.—A curious situation exists in the rolled oat market. It was stated in last week's issue that an advance of 20c took place in rolled oats in Toronto. No advance occurred here, whereas it was difficult to secure 3.00 in Montreal, yet a sale of a thousand bags was made in Ottawa at 3.15. Quotations here went as low as 2.90, and these figures secured what business was going. Early this week, quotations were advanced. Some firms asked 3.15, while many remained

at \$3. So that it is difficult to state a price for rolled oats. Both hominy and corn flour advanced 5c during the last few days.

Cornmeal—		Per 96-lb. sack.	
Gold dust	2 20	2 25
Unbolted	2 05	2 15
Rolled Oats—		91's in jute.	
Small lots	3 25
25 bags or more	3 07½
Rolled oats in cotton sacks, 5 cents more.			
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.			
Rolled Wheat—		100-lb. bbls.	
Small lots	3 50	
Hominy, per 96-lb. sack	2 75	

FEEDS.—There is a fairly good demand for all by-products and feeds. Prices are maintained at the advances noted a week ago.

Mill Feeds—		Car lots, per ton	
Bran	25 00	
Shorts	27 00	
Middlings	32 00	
Wheat meal	35 00	
Feed flour, bag	2 45	
Mixed chop, ton	39 00	
Crushed oats, ton	41 00	
Barley, pot, 98 lbs.	4 00	
Oats, chop, ton	41 00	
Barley chop, ton	36 00	
Feed oats, cleaned, Manitoba, bush.	0 68	

TORONTO.

FLOUR.—The upward movement begun two to three weeks ago continues and the signs are that it will continue for some time. Manitoba shows no actual advance this week, though the market is firmer again. Ontario winter wheat flour shows another advance, however, which is nominally 20 cents. Most millers have actually raised their prices even more. 30 or 40c in most cases. The position of Ontario flour is somewhat different to that of Manitoba. The farmers in Manitoba depend on wheat more or less altogether. The Ontario farmer has mixed farming, and by reason of having more than one string to his bow he is not compelled to sell. There is distinct tendency towards holding at present, and the farmer knows that he can make his financial harvest at times like these. The miller, of course, adjusts his business accordingly. There is more business in winter wheat flour just now than the millers care to take. The strength of the Ontario winter wheat flour market is in the export of the

wheat—not the flour. This is heavy as daily market reports show. Winter wheat is going on basis of \$1.35 f.o.b. shipping points, and the demand shows no sign of letting up.

The relative advances in flour and wheat this last three weeks are interesting. Wheat has been climbing all the time: a drop of two points now and then has only been the step backward to take a bigger step forwards. In three weeks blended flour is up \$1.00. In the same period wheat is up \$1.12 a barrel. So that flour so far has not increased in proportion.

Manitoba Wheat Flour—		Small	Car
		lots.	lots.
		per bbl.	per bbl.
First patent	7 50	7 30
Second patent	7 00	6 80
Strong bakers'	6 80	6 60
Flour in cotton sacks, 10c per bbl. more.			
Winter Wheat Flour—		Small	Car
		lots.	lots.
		per bbl.	per bbl.
Fancy patents	6 80	6 60
90 per cent.	6 60	6 40
Straight roller	6 40	6 20
Blended flour	7 20	7 00

CEREALS.—The market all round continues firm and this is particularly true of rolled oats. Here a strong export demand is the big factor and the market is now actually higher than at any time since the opening at Winnipeg. One cereal man gave it as his opinion that this may be the strongest market in Canada within the next four weeks, and that prices will undoubtedly go higher.

Barley, pearl, 98 lbs.	5 00
Ruckwheat grits, 98 lbs.	6 50
Corn flour, 98 lbs.	2 50
Cornmeal, yellow, 98 lbs.	2 55
Graham flour, 98 lbs.	3 00
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	3 75½
Oatmeal, granulated, 98 lbs.	3 92½
Peas, Canadian, boiling, bush.	2 90
Peas, split, 98 lbs.	5 00
Rolled oats, 90-lb. bags	3 57½
Rolled wheat, 100-lb. bbl.	3 75
Rye flour, 98 lbs.	3 00
Wheatlets, 98 lbs.	3 75
Whole wheat flour, 98 lbs.	3 75

MILL FEEDS.—Market is firm all round, and bran in particular is moving well.

Mill Feeds—		Mixed cars, per ton	
Bran	26 00	27 00
Shorts	28 00	29 00
Middlings	30 00	32 00
Wheat meal	30 00	
Feed flour, per bag	1 85	1 90
Oats—			
No. 3, Ontario, outside points	0 80	0 81
No. 3, C.W., hay ports		0 80

MORE BUSINESS THAN USUAL

in

TILLSON'S OATS

The new advertising campaign is now being launched

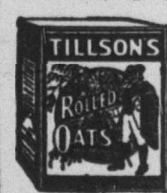
TILLSON'S

A Food—
not a Fad

That's My Boy!

Every parent looks with joy at their children as they romp and play; their rosy cheeks speak their robust health. Start your boy out each morning ready to face the fight. Give him a liberal dish of those energy-building, heat-producing

TILLSON'S OATS



Friday Night is Gift Night

If you present a package when our agent calls, YOU WIN A DOLLAR. Watch for our card

RAINBOW FLOUR MAKES GOOD BREAD

Canadian Cereal and Flour Mills, Ltd.

The popular
Canadian
Breakfast
Cereal

Now is the time to push Tillson's Rolled Oats

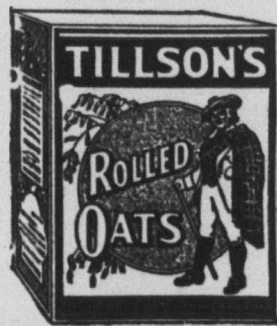
We have inaugurated one of the most direct co-operative advertising campaigns that has ever been carried out in the grocery trade. The effects of our campaign will extend sooner or later from coast to coast of the Dominion—putting vim and vigor into the sales of the well-known Tillson's Rolled Oats.

Our plans embody a house-to-house canvass in all the largest cities and towns in Canada, introducing and actually selling Tillson's Oats to

CHANGE OF PRICES.

The price to the Retailer is, until further notice, \$4.25 a case. Order **NOW** as the price may rise any day. Protect yourself.

On receipt of postal we will send you our beautiful Tillson's Oats Show-Card and Calendar, free.



housewives, placing the order with the wholesaler to be delivered by each woman's grocer, who will receive the immediate profits and future benefit. Every housewife will learn the real merits of these famous oats right in her own home and will become a steady user after trying the first package.

Now is the time to join hands for bigger sales and to create **More Business Than Usual in Canada's Famous Breakfast Cereal—Tillson's Oats.**

NOW 30c A PACKAGE.

Owing to the great advance in cost we have been forced to raise the price to the consumer to 30c a package.

Canadian Cereal & Flour Mills, Ltd.
TORONTO, ONT.

Margins and Profits

The margin between cost and selling price does not always represent profit.

Business is simply trying to sell something for more than you paid for it. But good merchandising is something more. The goods must be sold for more than they cost, the goods **must satisfy** the buyer. Repeat orders depend on customer satisfaction and your profits depend on repeat orders.

Suppose the goods don't satisfy your customer and you take back the broken package. Where is your profit?

Perhaps you don't take it back and your customer develops a healthy grouch. You know what that means.

It is important that you sell only goods that satisfy and **thoroughly satisfy**.

Your margin may be smaller but your profit is more secure. You must stand behind the goods you sell—so see that the manufacturer stands behind you.

Sell quality goods only and your store will soon be known as the **BEST** store in town—customers will flock to you—give them the best goods and they will seek you out. The price doesn't matter, the quality **does**.

The warranty which seals and guarantees every package of White Swan Pure Food Products is your absolute "Surety of Purity". This unswerving allegiance to purity has built up the White Swan business. It will do the same for you—it will bring trade to your store and keep it coming.

Let yourself be convinced with a trial order.

Sold through your jobber or direct.

White Swan Spices & Cereals

Limited

Toronto

Ontario

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. to case, weight 10 lbs.	\$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 45 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 55 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 50 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

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

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Per doz.	Bbl. lots Less than or 10 cases 10 case lots and over
Dime	\$.95	\$.99
4-oz.	1.10	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2 1/2-lb.	11.40	11.55
3-lb.	13.00	13.25
5-lb.	22.35	21.90

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

FOREST CITY BAKING POWDER.

6-oz. tins	\$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	\$0 17
In 10-lb. lots or case	6 16

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. \$1, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 33 1/2
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, 1/2 cent.

CEREALS.

	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	\$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00

	Per case
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

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

Aylmer Pure Jellies.

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

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

	5 lbs. 7 lbs.	10 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.	
Strawberry	0 11
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 30
Perfection, 5-lb. tins, per lb.	0 55
Soluble bulk, No. 1, lb.	0 20
Soluble bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 00
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 30
Sweet Chocolate—	Per lb.
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35



It's the Speed and Definiteness with which we place your goods on the Whole Western market—that measures the status of Nicholson & Bain Service. No body of salesmen less complete, less extensive; no connection less thorough, less intimate, could aspire to the RESULTS Nicholson & Bain service is achieving every day.

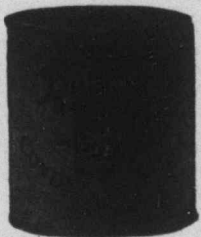
When Nicholson & Bain accept your product as one of their lines, you KNOW it will "GO" with the Western field—and go extensively—and speedily.

As it is their rigid policy to carry only one line of a certain product, it would be well to write them **to-day** to make sure there is still a vacancy for your product.

Nicholson & Bain

WHOLESALE COMMISSION AGENTS AND MERCHANTS

HEAD OFFICE: WINNIPEG. Branches: Regina, Saskatoon, Edmonton, Calgary, Vancouver



More Profitable Lines Never Left Your Shelves—
and left them more speedily

*The
favorite
of
careful
housewives*

The value of the Malcolm Lines of Condensed Milk and Coffee rests not so much on the profit of an individual sale, but on the accumulative profit of the larger sales it produces. Malcolm products move from your shelves quickly and continually. To push the Malcolm Line with any degree of vigor means unusual good profits and continued custom. Check over the lines you require and replenish your stock to-day. We deliver in 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c. per 100 lbs.

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

ORDER NOW

The Malcolm Condensing Co., Limited, St. George, Ont.

INCREASE YOUR TRADE

BY

Modern Show Card Lettering, Designing, Etc.



SIXTH EDITION---NOW READY

WITH THIRTY-TWO ADDITIONAL PAGES TO THAT OF FORMER EDITIONS

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

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

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

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

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

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

Page size of book 6x9 in., 144 pages

The MacLean Publishing Co., Ltd.

BOOK DEPARTMENT

143-153 University Ave., Toronto

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ¼-lb. packages, 2 doz. in box, per doz.	1 60
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes....	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes..	0 37
Lunch bars, 5-lb. boxes...	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box.....	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

JOHN P. MOTT & CO'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 50
Navy chocolate, ¼'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ¼'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings ..	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.	
Preserved Per case.	
Eagle Brand, each 4 doz.	\$6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85

Evaporated (Unsweetened)—

St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25

Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ¼ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

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

ENGLISH BREAKFAST COFFEE.

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

MOJA.

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

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.

Whol. Ret'l.	
1s, 1¼s, Grd.	25 30
1s, ½s, B. & G.	32 40
1s only, B. & G.	35 45
1s, ½s, B. & G.	38 50
Packed in 30 and 50-lb. cases.	
Terms net 30 days prepaid.	

MINTO COFFEE (Bulk).

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	52
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25
Packed in 25 and 50-lb. tins.	

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 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.

Special Delivered Price for Canada

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

"NUGGET"



**DRAWS
THE GOOD CLASS
CUSTOMER**

THE "NUGGET" POLISH CO., LIMITED
9, 11 and 13 Davenport Road **TORONTO, ONT.**

Fresh Pork Sausage

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

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

Made under Government inspection.

F. W. Fearman Company
LIMITED
HAMILTON

Men Around the Kaiser

By Frederic W. Wile

Berlin Correspondent of the London Daily Mail.

The only book giving complete and accurate information about all of the great German warriors, statesmen, business men, scholars and all those who figure most prominently in the affairs of that country at the present moment. By a man who has viewed German affairs at close range. Price \$1.00, Postpaid.

Book Department:

The MacLean Publishing Co.
LIMITED

143-153 University Ave.
TORONTO

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10%
Tubs, 60 lbs.	0 10%
Pails, 20 lbs.	0 10%
Tins, 20 lbs.	0 10%
Cases, 3 lbs., 20 to case ...	0 11%
Cases, 5 lbs., 12 to case ...	0 11%
Cases, 10 lbs., 6 to case ...	0 11

F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	\$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 35
F. D., ½-lb.	1 63
	Per jar
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND
CEREALS, LTD.

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

- List Price.

JELL-O.

Assorted case, contains 2 doz. 1 80
Straight.

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

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz. 2 50
Straight.

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

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

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

FELS NAPTHA.

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

WHITE SWAN LYE.

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

STARCH.

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

Laundry Starches—

Boxes.	Cents.
40 lbs., Canada Laundry06½
40 lbs., boxes Canada white gloss, 1 lb. pkg.06%
48 lbs. No. 1 white or blue, 4 lb. cartons07½
48 lbs. No. 1 white or blue, 3 lb. cartons07½
100 lbs., kegs, No. 1 white.06%
200 lbs., bbls., No. 1 white.06%
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.07½
48 lbs. silver gloss, in 6-lb. tin canisters06%
36 lbs., silver gloss 6-lb. draw lid boxes08½
100 lbs., kegs, silver gloss, large crystals07½
28 lbs., Benson's Satin, 1-lb. cartons, chrome label07½
40 lbs., Benson's Enamel (cold water), per case ...	3 00
20 lbs., Benson's Enamel (cold water), per case ...	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn07%
40 lbs. Canada pure corn starch06½
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—	
Boxes about 40 lbs.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.06%

First Quality White Laundry—

3-lb. canisters, ea. of 48 lbs.07½
Barrels, 200 lbs.06%
Kegs, 100 lbs.06%

Lilly White Gloss—

1-lb. fancy cartons cases 30 lbs.07%
8 in case08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case08½
Kegs extra large crystals, 100 lbs.07½

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00
---	------

Celluloid Starches—

Boxes containing 45 cartons, per case	3 60
--	------

Culinary Starches—

Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.06½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.07%
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.07%
(20-lb. boxes ¼c higher than 40's)	



SELLS ON SIGHT

If you will make it a point to keep Knox Gelatine well displayed in your store you will soon see the results of our steady advertising in the newspapers, magazines, etc. There is always a steady demand for Knox Gelatine because we are continually suggesting new recipes requiring its use and because it is an appropriate dessert in all seasons of the year.

CHARLES B. KNOX CO., JOHNSTOWN, N.Y.

Branch Factory: Montreal, Canada

Century SALT
is pure, clean salt.

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

The DOMINION SALT CO., Limited
SARNIA, ONT.

AN EVERY-DAY SELLER

THE average housewife dusts every day.
More and more housewives are using

LOCO
LIQUID GLOSS

to dust with.

A little on the dust cloth stops the dust from flying, and leaves a clean, polished surface.

Ioco Liquid Gloss is being extensively advertised in leading magazines throughout the Dominion. It's a staple product that it will pay you to carry on your shelves and display on your counter.

Put up in convenient sizes—half-pint, pint, quart, half-gallon and five-gallon lithographed tins; also in barrels and half-barrels. For prices write

THE IMPERIAL OIL COMPANY, LIMITED

Toronto	Montreal	Winnipeg	Vancouver
Ottawa	Quebec	Calgary	Edmonton
Halifax	St. John	Regina	Saskatoon

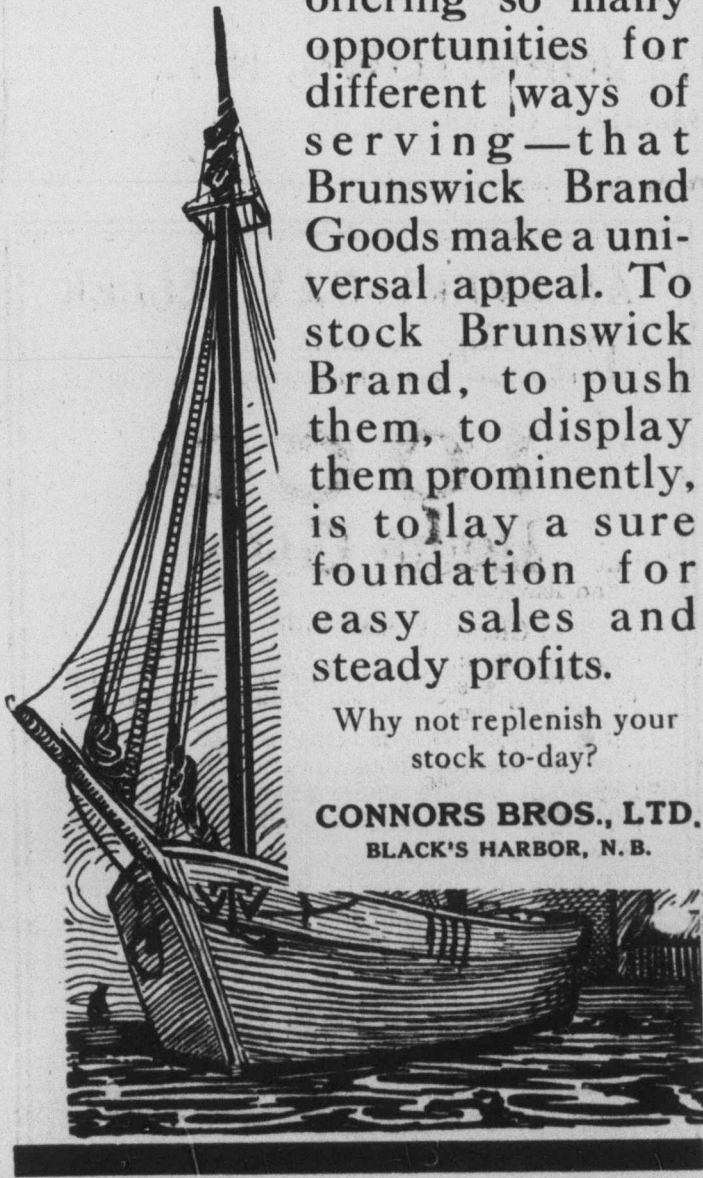


Brunswick Brand Goods

As nourishing food might easily be featured on the basis of economy, but as a matter of fact Brunswick Brand Goods are their own excuse, appetizing, nourishing, deliciously pleasing to all, offering so many opportunities for different ways of serving—that Brunswick Brand Goods make a universal appeal. To stock Brunswick Brand, to push them, to display them prominently, is to lay a sure foundation for easy sales and steady profits.

Why not replenish your stock to-day?

CONNORS BROS., LTD.
BLACK'S HARBOR, N. B.



OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, \$4; Ocean Borax, 8 oz. pack., 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack., 4 doz., per case, \$3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, \$7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, \$4.50; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, \$7.20.

COW BRAND BAKING SODA

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

SYRUP.

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

2-lb. tins, 2 doz. in case, \$2 65
5-lb. tins, 1 doz. in case, 3 00
10-lb. tins, 1/2 doz. in case, 2 90
20-lb. tins, 1/4 doz. in case, 2 85
Barrels, 700 lbs. 3 1/4
Half barrels, 350 lbs. 4
Quarter barrels, 175 lbs. 4 1/4
Pails, 38 1/2 lbs. 1 1/2
Pails, 25 lbs. each 1 40

LILY WHITE CORN SYRUP.

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

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.
2-lb. tins, 2 doz. in case, \$2 65
Barrels, 0 03 1/4
1/2 barrels 0 14

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO'S Agents.
Cases, 4 doz. each, flats, per case \$5 40
Cases, 4 doz. each, ovals, per case 5 40

INFANTS' FOOD.

Robinson's patent barley, 1/2 lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

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

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

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

DOMOLCO BRAND.

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

SAUCES.

PATERSON'S WORCESTER SAUCE.

1/2-pint bottles, 3 and 6 doz. cases, doz. 0 30
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen 1 90
H. P. Pickles—
Cases of 2 doz. pints.... 3 25
Cases of 3 doz. 1/4-pints... 2 20

STOVE POLISH.

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

NUGGET POLISHES.

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

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

Whole-sale, R't'l.
Brown Label, 1s and 1/2s .29 .35
Blue Label, 1s, 1/2s, 1/4s, and 1/8s 35 .45
Red Label, 1s and 1/2s ... 41 .55
Gold Label, 1/2s 49 .65
Red-Gold Label, 1/2s ... 55 .80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

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

MARMALADE.

2's, per doz. \$ 2 50
4's, per pail 0 40
5's, per pail 0 45
7's, per pail 0 65
30's, wood, lb. 0 08 3/4
12-oz. glass jar, doz. 1 20
Tumbler, glass, doz. 1 00
Prices subject to change without notice.

MINTO BROS., Limited,

Toronto.

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

MELAGAMA TEA.

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

MINTO TEA.

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

YEAST.

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

IMPERIAL TOBACCO CO. OF CANADA, LIMITED.

EMPIRE BRANCH.

Black Watch, 7s, 1/2 butts, 9 lbs., boxes 6 lbs. \$0 53
Bobs, 6s and 12s, 12 and 6 lbs. 0 46
Currency, 12s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 46
Currency, 6s, 1/2 butts, 9 lbs. 0 46
Stag Bars, 6s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 45
Walnut Bars, 8 1/2s, boxes 7 lbs. 0 64
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes 0 67
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes 0 67
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies 0 67
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 57
Empire, 7s and 14s, caddies 15 lbs., 1/4 caddies 6 lbs. ... 0 52
Great West, pouches, 9s. ... 0 67
Forest and Stream, tins, 11s, 2 lb. cartons 0 80

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1915 pack now ready.

Order early.

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"Golden Orange" Brand Navels

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ONIONS—SPANISH AND
DOMESTIC

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

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

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Fine Polished Colored Handles

No. 1 CANADA, 5 stg. - - \$4.50

" 2 " 4 " - - 4.00

" 3 " 4 " - - 3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.
HAMILTON

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TORONTO, ONT. GEO. J. CLIFF, Manager

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ROMAN MEAL CO.
MONARCH ROAD

EGG FILLERS

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

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

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

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The new food with a new Record. If not,
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are a simple but effective remedy
in all forms of headaches — a
remedy which every merchant can
recommend as a quick and sure
cure.

Try *Mathieu's Nervine Powders*
yourself at our expense as per cou-
pon attached, if you don't know
them and are a sufferer from head-
aches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of
Tar and Cod Liver Oil has become famous and this sister preparation
—Nervine Powders—is rapidly winning its way.

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

Please send regular box of Mathieu's Ner-
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With (Name of firm)
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Direct Railway connection. Car distri-
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Cliequot Club Beverages
Priscilla Prepared Flours
Bass Islands Grape Juice
Snow-Mellow

55-1

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The common verdict of your customers after they have
tried it: "There's only one thing just as good—More."
Order a case from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



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TISERS

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

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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.

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

AGENCIES WANTED

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

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

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A Few Dollars More a Week

makes a big difference in your yearly income.

Have you ever thought how you might add to your weekly salary without interfering with your regular work?

Will you let us solve this problem for you?

So far this year, we have shown seventy-five enterprising and ambitious clerks how to make \$5.00 a week more during their spare hours. They will each make additional salary every week this year, and longer should they wish.

If you would like us to show you, write to-day.

This is genuine.

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MACLEAN PUBLISHING CO.**
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Public Notice of Sale

Under and by virtue of Section 89 of the Bank Act and in pursuance of security Dated 23rd Day of MARCH, 1914, given by JOHNSTON BROTHERS, of the Village of JARVIS, County of HALDIMAND, Pickle Manufacturers, to the UNION BANK OF CANADA, there will be offered for sale by PUBLIC AUCTION, in the said

VILLAGE OF JARVIS,

At the Factory of said JOHNSTON BROTHERS, at the hour of 2 O'CLOCK, in the afternoon of the

28TH DAY OF JANUARY, 1915,

the STOCK and TRADE of the said JOHNSTON BROTHERS in their factory at Jarvis, consisting of: 22½ tons of Cucumbers in Brine; 1½ tons of Green Tomatoes in Brine; 18½ tons of Cauliflower in Brine; 1¼ tons Onions in Brine; 110 gals. Cut Cucumbers in Brine; 60 gals. Pickled Onions; 45 gals. Indian Relish; 16 one-gal. Pails of Pickles; 2 three-gal. Pails Pickles; 2 five-gal. Pails Pickles; 12 cases of 24 bottles each of Pickles; 22 cases of 36 bottles each of Pickles; 50 gals. Mustard, barrelled; 10 bus. Cut Cauliflower; 1 ton Mince-meat; 1,500 gals. Cider Vinegar; 270 gals. White Wine Vinegar; 1 ton Raw Sugar; 1 hbl. Preservative; 1 hbl. White Paste; 150 lbs. Mustard Seed; 15 empty Mince-meat Pails; 23 one-gal. Pickle Pails, empty; 4 two-gal. Pickle Pails, empty; 14 three-gal. Pickle Pails, empty; 10 five-gal. Pickle Pails, empty; 23 ten-gal. Pickle Pails, empty; 86 Pickle Boxes; 300 Mustard Dressing Bottles, empty; 45 gals. Gloss Oil; 50 lbs. Red Chillies; 60 lbs. Mixed Spice. At same time and place will be offered for sale the appliances and appointments of said factory, consisting of 220 empty barrels (cider) and 11 vats (large).

TERMS:-The property will be sold partly by piece and partly by bulk. Credit of FOUR MONTHS will be given on furnishing Acceptable Joint Notes. A Discount of SEVEN per centum per Annum will be allowed for Cash.

Dated at Jarvis this 11th day of January, 1915.

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Solicitors.

MILLER & MILLER,

Auctioneers.

Union Bank of Canada,

L. B. AVERY, Manager.

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is welcomed by confectioners everywhere - indispensable as Maple coloring and flavoring for caramel candies, ices, etc. Won't cook out or freeze. Order from



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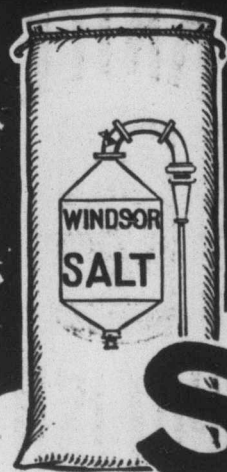
You can't get away from credit business without driving away trade. And if you don't use Allison Coupon Books you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

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Indianapolis, Indiana, U.S.A.

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You want to sell what your customers want to buy.

You know that practically every one of your good customers wants Windsor Salt—which is a good reason for your handling it, isn't it?

MADE IN CANADA

SALT



Competition

has only served to make "Paterson's" Worcestershire Sauce all the more popular.

There are no substitutes—no imitations to equal the piquancy and appetizing qualities of "Paterson's".

Stock and display now.

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GLASGOW, SCOTLAND

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("LA COUILLE")

Genuine Imported French Castile Soap



The Standard of Purity
A Pure Oil Soap

Has the largest sale of any Castile Soap in the Dominion

For sale by all wholesale houses

THIS SOAP IS ESPECIALLY MANUFACTURED BY
Messrs. COURET FRERES, MARSEILLES, FRANCE

For Messrs. **ESTRINE & CO.**

P. L. MASON & CO., Toronto, General Agents

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In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand
Fixtures,

Then you should use
Canadian Grocer's Classified Ad.
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It should find for you among the
progressive Grocers of Canada at
least one individual who is on the
lookout for just such a proposition
that you have to offer.

CANADIAN GROCER reaches the
retailer, the wholesaler, the manu-
facturer, the clerk and the travel-
ler, just the men to whom you
wish to sell or from whom you
would buy.

No Other Paper Reaches
All These Men.

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Daily arrivals of
fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring.
Just the thing for
deliciously appetizing
and economical
meals. Big margin
for the dealer.

¶ Only few hundred
barrels Georgian Bay
Apples left. Rush
your order through
—NOW.

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Owen Sound, Ont.

When quality
is desired

buy

"St. Nicholas"

The

B. L. O. E.

J. J. McCABE

Agent

Toronto

We Can Supplant German and Austrian Woodenware Specialties

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

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

THE WM. CANE & SONS CO., LIMITED

W. H. Escott Co., wholesale western repre-
sentatives for Winnipeg, Regina, Cal-
gary and Edmonton.
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Ont.

F. M. Baker, 27½ Front St. East, Toronto,
Ont.
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H. D. Marshall, 197 Sparks St., Ottawa,

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John, N.B.
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for British Columbia.

Say You Saw It
in
Canadian Grocer

7 Going Ahead **7**
| The 7-20-4 Cigar is "going ahead." |
| This we know by the repeat orders |
20 coming in from all over the **20**
| Dominion. |
| Why not get your share of the |
| trade? Let us send you a trial |
4 order. **4**
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SHERBROOKE, P.Q.



There is an extra profit for you here

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If not, do it to-day!

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Black Currant Jam	48/1s glass	Red Currant Jelly	48/1s
Red Currant Jam	48/1s glass	Black Currant Jelly	48/1s
Peaches, Jam	48/1s glass	Calf Foot Jelly	48/1s
Plums, Jam	48/1s glass		
	Orange Marmalade	48/1s glass	
	Orange Marmalade	144/1s glass (Barrels)	
	Orange Marmalade	36/4s tin	
	Orange Marmalade	36/7s tin	

CAIRN'S

Strawberry Jam	24/1s glass, 12/5s tin	Black Currant Jelly	24/1s
Raspberry Jam	24/1s glass, 12/5s tin	Red Currant Jelly	24/1s
Black Currant Jam	24/1s glass, 12/5s tin	Calf Foot Jelly	24/1s
	Orange Marmalade....	24/2s Stone	

MILLER'S

Strawberry Jam	48/1s and 24/2s	Greengage Jam	24/2s
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Black Currant Jam	48/1s and 24/2s	Plums, Jam	48/1s

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Aylmer's, Upton's, E. D. Smith's, Banner, Lindner's and W. H. Dunn's.

Complete assortment including:

Strawberry, Raspberry, Black Currant, Red Currant, Peaches, Plums, Greengage, Cherries, Crab Apple, Orange. Jam, Jelly and Marmalade. All sizes and packages.

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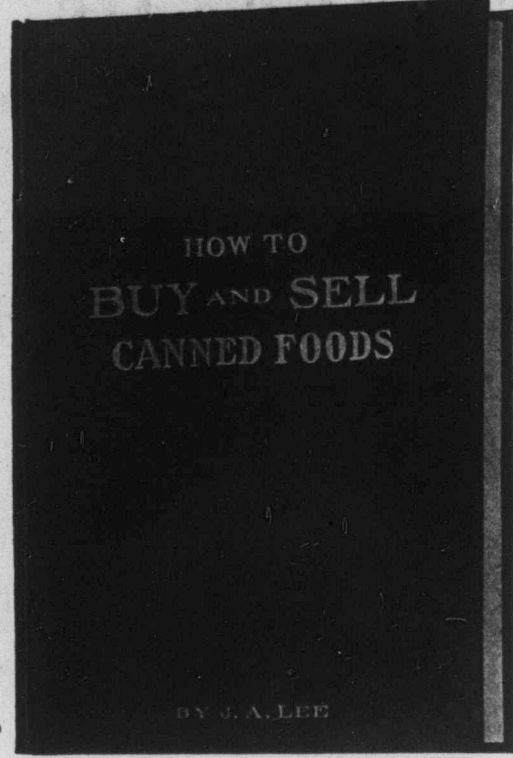
Montreal

Tel. Main 3766



INDEX TO ADVERTISERS

A		M	
Allison Coupon Co.	59	MacGregor Paper Co.	12
American Computing Co. of Canada	2	MacLean Pub. Co., Ltd.	63
Anchor Cap & Closure Corp. of Canada	7	MacNab, T. A., & Co.	16
Anglo-B.C. Packing Co.	9	Magor, Son & Co.	22
B		N	
Balfour-Smye & Co.	12	National Licorice Co.	10
Benedict, F. L.	58	Nicholson & Bain	49
Betts & Co.	13	Nickel Plate Stove Polish Co.	10
Bickle & Greening	52	Nugget Polish Co.	53
Borden Milk Co.	3	O	
C		P	
Campbell Brokerage Co.	16	Oakey & Sons, John	59
Canada Starch Co.	22	Ott Co., W. T.	58
Canada Sugar Co.	55	R	
Canadian Cereal & Flour Mills, Ltd.	47	Ritchie & Co., Harold F.	17
Canadian Salt Co.	60	Robinson & Co., C. E.	12
Cane & Co.	60	Rock City Tobacco Co.	8
Chase & Sanborn	4	Roman Meal Co.	58
Church & Dwight	9	Rowat & Co.	60
Clark, Ltd., W.	11	Ruttan, Alderson & Lound, Ltd.	16
Classified Condensed Ads. ...	59	S	
Cleave & Co.	14	Salada	20-21
Coles Mfg. Co.	2	Sanitary Can Co.	12
Comte & Cie.	58	Security Storage Co.	58
Connors Bros.	56	Sherbrooke Cigar Co.	69
Crescent Mfg. Co.	59	Smith & Son, E. D.	3
D		T	
Dominion Cannery, Ltd.	5	Tanglefoot	58
Dominion Glass Co.	15	Tippet, Arthur P., & Co.	1
Dominion Salt Co.	55	Thum Co., C. W.	58
Dominion Warehousing Co.	58	Trent Mfg. Co.	58
Duncan & Co.	15	Tucketts, Limited	6
E		U	
Eckardt, H. P., & Co.	51	Upton Co., T.	57
Escott & Co., W. H.	16	W	
Estabrooks, Ltd.Back cover		Wagstaffe, Limited	15
Eureka Refrigerator Co.	19	Walker Bin & Store Fixtures Inside back cover	
F		W	
Fearman Bros.	58	Walker, Hugh, & Son	57
Fearman, F. W., Co.	54	Warren Bros. & Co.Front cover	
Financial Post	64	Watson & Truesdale	16
Freeman Co., W. A.	8	Wellington Mills	59
G		W	
Guelph Soap Co.	2	Wethey, J. H.	57
H		W	
Hamilton Cotton Co.	10	White & Co.	52
Hargreaves (Canada), Ltd. ...	9	White Swan Spices & Cereals	48
Hillock & Co., John	2	Wiley, Frank H.	16
Holland Rusk Co.	58	Woods & Co., Walter	57
Horne Co., Harry	16		
Hugon & Co.Inside front cover			
I			
Imperial Extract Co.	14		
Imperial Oil Co.	55		
Irish Grocer	58		
J			
Jonas & Co.	19		
K			
Knox Company, Charles B. ...	55		
L			
Lambe & Co., W. G. A.	16		
Laporte, Martin & Co.	62		
Leeuw, Henri de	16		
Leitch Bros.	8		
Lemon Bros.	61		
Lytte & Co.	7		



A Practical Text-Book of the Canning Trade

it was written by a practical man for practical men and intended to help all distributors of canned foods.

INDEX TO CONTENTS

- Origin and History of Canned Foods.
- How to Regulate Stocks and Purchases.
- Apparent and Real Costs.
- How to Handle Swells, Leaks and Rusties.
- How to Prevent Business Leaks and Stealages.
- Buying and Selling Futures in Canned Foods.
- Use and Expense of Samples.
- Arrangement of Samples in Salesroom.
- Employment and Training of Salesmen.
- Selling Points Applied to Canned Foods.
- A Model Business Organization.
- Advantages and Disadvantages of Private Labels.
- Advantages and Disadvantages of Packers' Labels.
- Window and Counter Displays; Illustrated.
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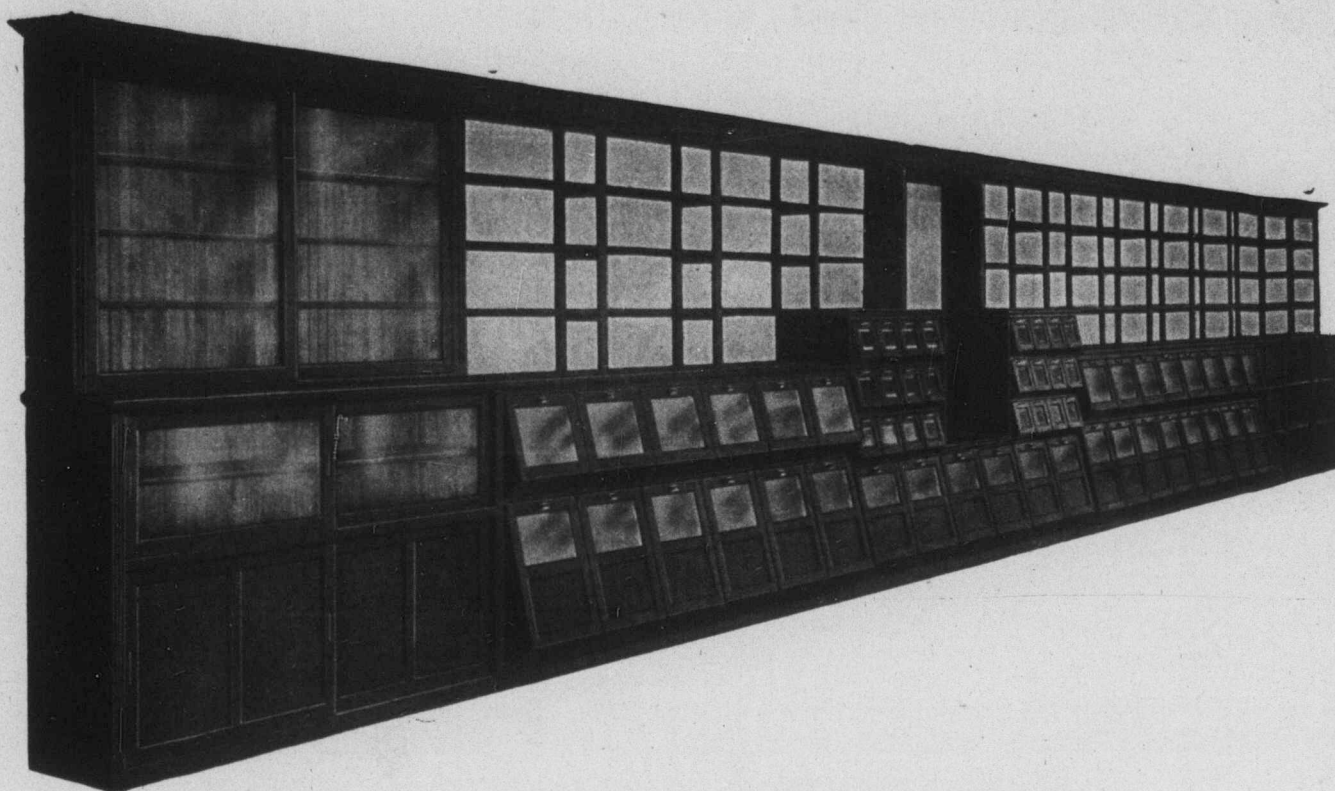
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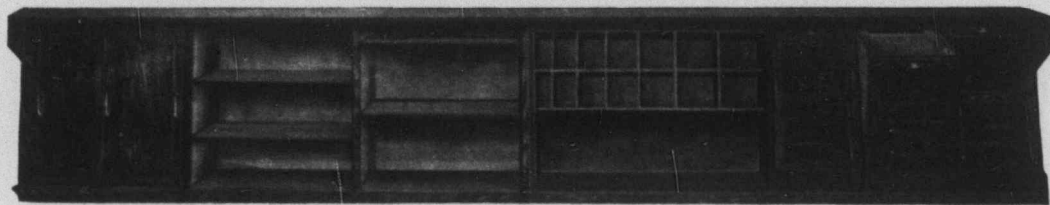
Grocery Wall Case Combination X-3

Section No. 41, 6 ft. Section No. 100, 9 ft. X-3 spice, 9 ft 7 in. No. 100, 9 ft. long. Open No. 40 to order.

Lower case 48 in. high, 18 in. wide top; Shelving 48 in. high, 10 in. wide; Bevel mirror in spice section 32 x 56.

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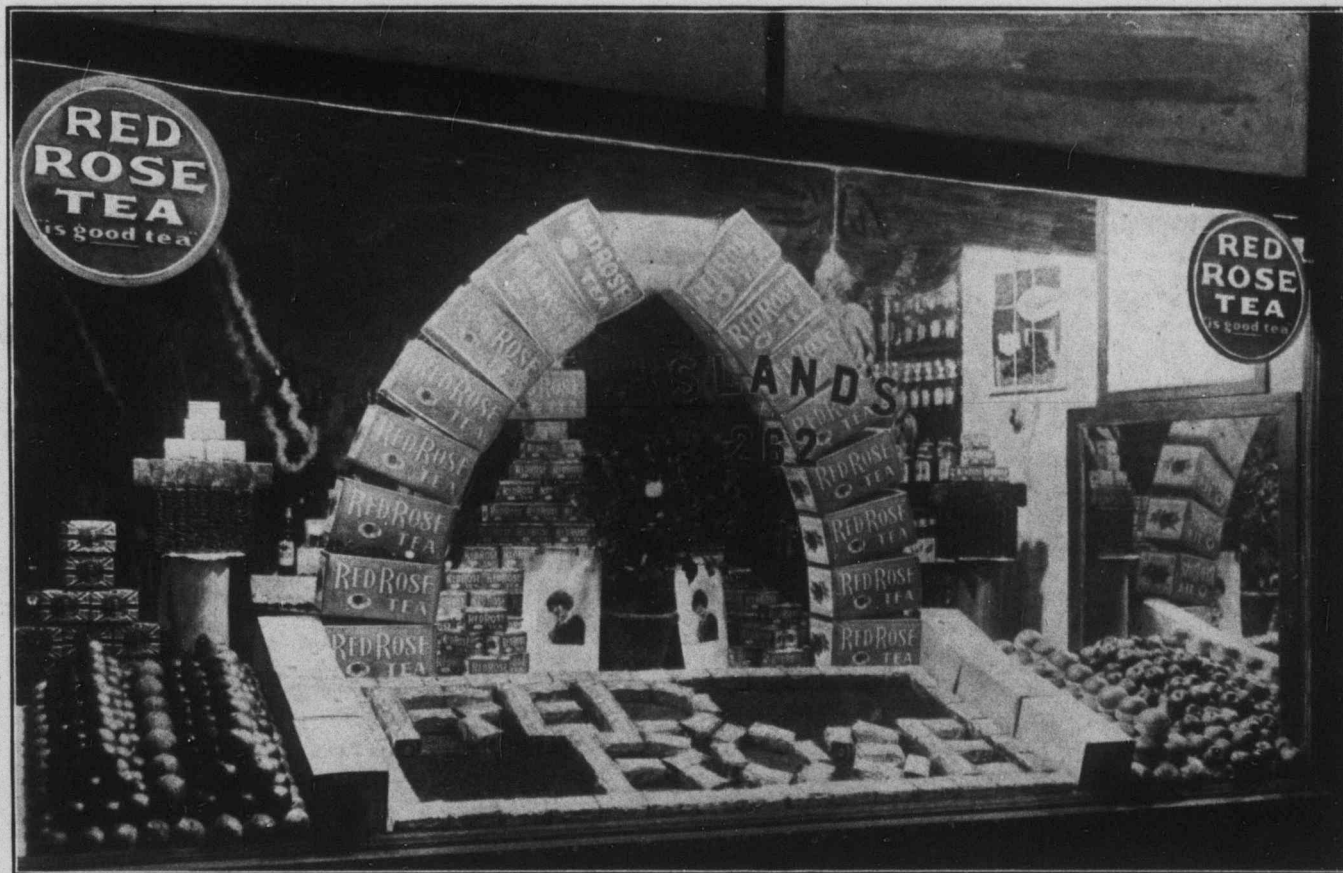
Rear of Standard Grocery Counter

This shows rear equipment to be had in standard counter. Inclosed sliding doors for tobacco, bread or sundry articles, 2 shelves, shelf and paper space, bag holder for 1/2-lb. to 20-lb. sacks and full-sized sack or barrel bins, or 2 rows medium-sized bins.

Send us floor plan and measurements of your store, and let us show you how we can save you money, and increase your business.

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BERLIN, ONTARIO



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