

**PAGES
MISSING**

CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, DECEMBER 14th, 1917

No. 50



*When she asks
for matches hand her
Eddy's "Silent 5"*

It's the safest match in the world, a chemically self-extinguishing match, the result of 66 years of practical match-making experience.

The big feature of the "Silent 5" is the complete absence of smouldering or burning after the match is blown out. This improvement, coupled with the Eddy quality reputation, is making the "Silent 5" the biggest seller of the match world.

Be sure you are well stocked with this Eddy line. There are 30 brands of Eddy's matches, comprising 15 to 20 Domestic. Wax Vestas in several sizes. Gaslighters, Eddystone Torches, Flamers, Etc.

EDDY
ESTABLISHED A.D. 1851.

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

Important Notice

The International Sugar Committee at New York have fixed basis for new Cuba Raw Crystals at \$5.92 duty paid New York. This is one cent lower than recent prices ruling for Cuban Raw Crystals. The new crop of Cuban Raws will commence arriving in January.

The prices of refined sugars will necessarily have to decline in sympathy with the lower prices for Raws.

The St. Lawrence Sugar Refineries, Ltd.
Montreal

PROHIBITION **BY THE BRITISH GOVERNMENT**

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

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

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

BETTS & COMPANY, LIMITED

1 Wharf Road LONDON, N., Eng.

Cable Address: **CHECKMATE, LONDON**

The Women's Vote

on the question of Quality and
Deliciousness in Condensed
Milk Products is always
cast in favor of

Borden's

The experi-
enced housewife
knows that she can
always depend upon Bor-
den Milk Products. And
everybody everywhere is learning,
through our consumer advertising
how very good the Borden lines
really are.

Live, aggressive dealers in every
community are pushing Borden
Milk Products and making good
money by so doing. Be one of them.
Show your Borden stock in to-day's
displays.

Bank on Borden's.

Borden Milk Co. Limited

"Leaders of Quality"
Montreal

Branch Office:
No. 2 Arcade Bldg., Vancouver

TO MANUFACTURERS AND SHIPPERS!

Are you interested in a first-class packing-case for shipping your goods? If so, we have it.

4-ONE WIREBOUND BOXES

Bound to be the Universal Packing Case.

- BECAUSE:**—1—They are Strong, Light, Secure, Economical.
2—The strength of 4-ONES is measured in terms of steel wire and not in terms of wood.
3—The peak load is carried by the wire.
4—Cuts the freight cost 50 per cent.

18,451,526 used in 1916

Write us for particulars and literature. We will make you samples and will have them demonstrated.

All manufacturers know the difficulty in getting seasoned lumber for their requirements and the high prices they have to pay. The coming year will see still higher prices, caused by the shortage of labor, the extra heavy demand for boat building and the greatly reduced output from the sawmills.

Look into our proposition to-day. Be prepared.

**CANADIAN WOOD PRODUCTS,
LIMITED
1000 Gerrard Street E.
TORONTO**

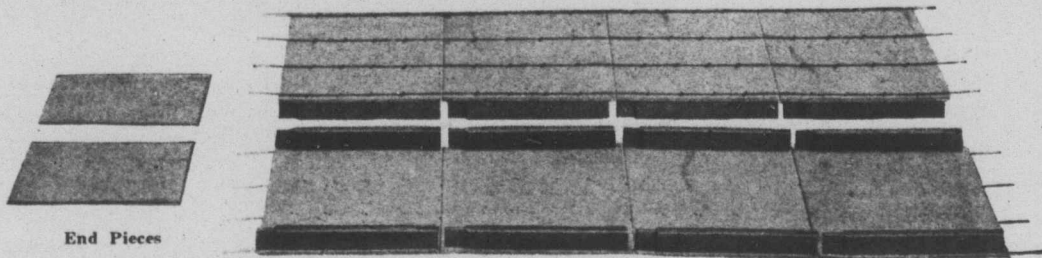
4-ONE WIREBOUND BOXES

knocked down, consist of four separate sections, top, side, bottom, side, connected only by continuous steel binding wires, and of two separate end pieces:

The four separate sections are separated from each other by a distance less than the thickness of the thin boards, so that the wires are tensioned at the corners when the sections are folded.

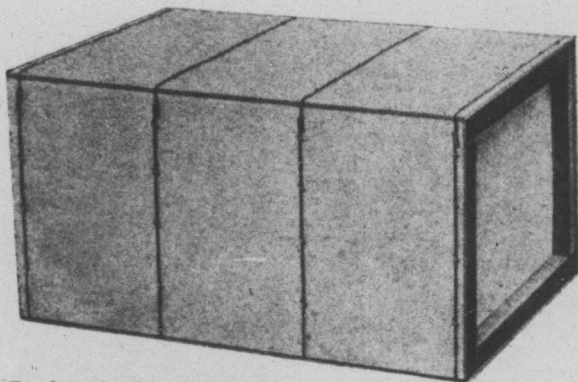
4-ONE Boxes are made by folding these four separate sections at right angles to each other, which tensions the wires at the corners, causes the top and bottom sections to overlap the side sections along the full length of the corners, and gives tight, square corners. The end pieces are nailed or stapled to the cleats from the inside.

Outside View

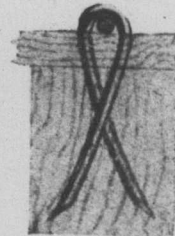
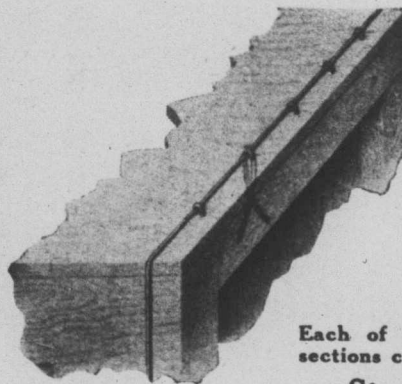


Inside View

4 SECTIONS CONNECTED BY WIRES



To close the Box the wires are twisted together at their ends.



Cross section of cleat, showing how the staple is anchored.

Each of these four separate sections consists of:

**Staples, Wires,
Thin Boards, Cleats**

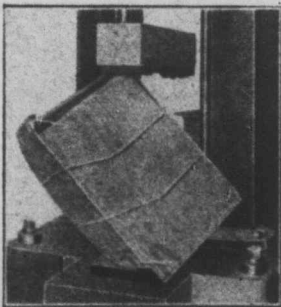
The staples are driven, straddling the wires, through the thin boards, and into the cleats, and are anchored in the cleats.

Staples, wires, thin boards and cleats, in each section, because of the above unique construction, become ONE.

Under external strains, the four separate box sections slide on each other at their edges, causing the strains to be taken up immediately by the tensioned steel binding wires and to be borne by these steel binding wires during the whole period of strain.

Staples, wires, thin boards and cleats of each separate section, due to the unique construction illustrated above, are compelled to work as ONE. Four acting as ONE.

Each of the four separate sections is compelled to work during the whole period of strain, and the four sections work together as a unified and co-ordinated whole.



Bulging strains are also resisted by the steel binding wires.

CANADIAN WOOD PRODUCTS, LIMITED

1000 Gerrard Street East, Toronto

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

Ontario or Quebec?

Victory Loan money—the \$415,000,000—which Province will get most of it? It involves the question of labor. Some say that Quebec will benefit most. THE POST for last week the answer.

Priority Board for Ontario

THE embargo which the United States has put on certain raw materials is hurting Canadian industry in several ways. The feeling is growing that Canada should have a Priority Board which will work in conjunction with a similar board at Washington to assure Canada sufficient supply of needed raw materials to enable Canada to continue certain industries without let or hindrance. The Canadian Manufacturers' Association had a meeting this week to enquire into the whole matter. Read about the proposed solution of a serious difficulty in this week's issue of THE FINANCIAL POST (out to-day).

Saving Billions for Uncle Sam

ONE thousand or so big business men of the United States have volunteered to serve the United States Government, without pay, to help the Government get goods at rock-bottom prices and to organize industry at this time of pressure and crisis. Read in this week's POST this second article of a series by FINANCIAL POST Editor, who went to Washington to get his material and facts first-hand.

\$30,000,000 Per Month

IT is authoritatively announced that Canada will receive British munitions orders every month throughout 1918 to the tune of at least \$30,000,000—this in addition to what similar business we are getting and to get from the United States. This spells continued industrial and commercial prosperity for Canada. Read about it in this week's POST.

Securities News—Every man owning Canadian securities needs to know just how the market stands with reference to the securities he holds or may think of buying or selling. In THE POST, for 6 cents a week, he can get the very best and latest news about every listed Canadian security, and a rare amount and quality of authoritative and well-informed information. THE POST is invaluable to investors. Also, it is readable in the extreme.

Subscription price is \$3 per year. It is published every Saturday.

FINANCIAL POST OF CANADA

143-153 University Ave., Toronto

FOR CONVENIENCE IN ORDERING THE FOLLOWING FORM MAY BE USED:

The MacLean Publishing Co., Ltd.,
143-153 University Ave., Toronto.

Send me THE FINANCIAL POST regularly, for which I will remit the annual subscription price of \$3 on receipt of bill.

NAME

ADDRESS

C.G.

TEA MARKET

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

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

Have you protected yourself?

KEARNEY BROS., LIMITED

WHOLESALE TEA AND COFFEE MERCHANTS

33 St. Peter St.

Montreal

A High Quality Favorite

Housewives who pride themselves on the excellent quality of their baking are strong for

COW BRAND BAKING SODA

You can't stock another line of Baking Soda so likely to please particular people.



Church and Dwight

LIMITED

Manufacturers

MONTREAL



Worth featuring at any time—

MATHIEU'S NERVINE POWDERS

Neuralgia, Headaches, Sleeplessness and other nerve complaints are effectively removed with Mathieu's Nervine Powders.

Free from harmful drugs such as morphine, chloral, opium, etc., these nerve soothers may be safely recommended to everybody requiring a quick and sure remedy for nerve troubles.

Stock Mathieu's Nervine Powders now and add to your profits.

J. L. Mathieu Company
SHERBROOKE, QUEBEC

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

THE MARMALADE HABIT

Use "Curling Brand" Marmalade with white bread or brown bread, at breakfast, at luncheon, or at dinner. It makes war-breads most palatable, and this combination may take the place of meats in the daily dietary.



"CURLING BRAND" Seville Orange Marmalade

is made with the same care and regard for high quality that were put into the Scotch-made Marmalade of your grandparents' days. Made in Canada. "Curling Brand" is cheaper.



Look and ask for the gold label with the curling stone and handle. Study the picture of the jar in this advertisement.

St. Williams Fruit Preservers Limited
ST. WILLIAMS ONTARIO

The Name
"CURLING"

"Marmalade" and "Scotland" were names that went together in the days of your grandparents. This is why we've chosen a Scottish word, "Curling," for our marmalade.

"Curling" Brand Seville Orange Marmalade

is true Scottish as to its quality. Why should it not be? We use the best Seville orange, the best sugar, the best care, and the best care in its making.



A Quality Standard

LIAM'S FRUIT PRESERVER
ST. WILLIAMS ONTARIO

MEATLESS DAYS ARE NO HARDSHIP

What good breakfast is better than "Curling Brand" Marmalade on toast? The place is made whole, palatable and delicious. We guarantee the same quality and the same price as our Scotch-made product.

Be sure to use good bread, good butter and

"CURLING BRAND" Seville Orange MARMALADE

This brand is made in Ontario, at St. Williams. Hence it cannot be made. Note the Scotch character of the name and label—the gold and curly stone and handle. We have chosen the name "Curling" because it means to us Scotch quality. Put your label on "Curling Brand" and you'll not regret it.

Ask your grocer for this brand. Make yourself familiar with this label.



St. Williams Fruit Preservers, Limited
St. Williams, Ontario

These Advertisements

will appear in **MACLEAN'S MAGAZINE** for the months of December, January and February. They are three in a series of twelve—one each month—to appear in this national magazine. They are placed there to acquaint the Canadian public of the goodness of

St. Williams Jams and "Curling" Brand Marmalade

Also, to make your work as a distributor of these superior lines easy and pleasant. We believe in helping you, by consumer advertising, to sell what we sell you.

But there is this thought in addition: The goodness of St. Williams' Products leads to continuous demand by the public. Which means that St. Williams' Products become self-sellers eventually.

Attractive packages, quality supreme, consumer-advertising—these are three good reasons why every good grocer in Canada should give his favor to our lines. When our representatives or agents call on you, give them, first, a good hearing; then a good order; for you will find it good business to sell our goods and to be linked up with a firm which helps you sell your stock.

St. Williams Fruit Preservers
St. Williams LIMITED Ontario

Maclure & Langley
Toronto and Winnipeg

Selling Agents

Geo. Hodge & Son, Limited
Montreal

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

Your Customers

Mr. Grocer, are to-day
studying **ECONOMY**
more than ever before.



Don't hesitate to tell them that

CLARK'S PORK & BEANS

are just what they want.

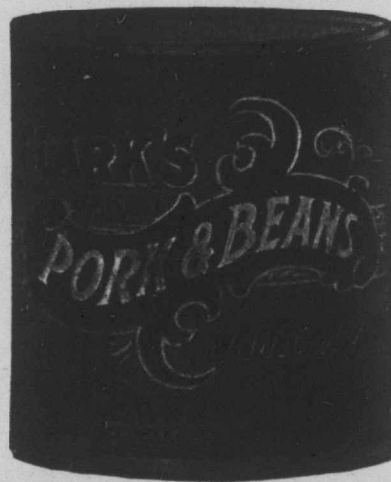
They are a perfect meal.

They Save Worry.

They Save Time.

They Save Labour.

They Save Money.



and for you they are the quickest sellers.

W. CLARK LTD.

Clark's

MONTREAL

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

*Wholesale Grocery Commission
Brokers*

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

PUGSLEY, DINGMAN & CO., LTD.
JOHN TAYLOR & CO., LTD.

The above are two examples of firms we represent in Western Canada. Let us give your product the same attention.

F. D. COCKBURN CO.

Grocery Brokers
Manufacturers' Agents **WINNIPEG**

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

The Canada Nut Co., Limited

*"Specialising in Shelled Peanuts."
Large stock always on hand.*

VANCOUVER, B.C.



Would you like better Western representation?

We can give it to you. We are equipped—splendidly—in every respect to give you the best possible results.

Ours is an old-established and reliable firm. Our twelve representatives are in touch every day with the wholesale and retail trade of the West. (Our salesmen are constantly calling on the Western retailers).

Write us now for full particulars of our selling organization.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. E., Winnipeg

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

MANUFACTURERS:
Do you require first class representation? Write us. Satisfaction guaranteed.
GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - - Manitoba

THE Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS,
MANFS. AGENTS,
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

WHOLESALE GROCERY BROKERS

*Manufacturers' Agents
Commission Merchants*

W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
W. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.
Correspondence Solicited.

G. B. Thompson & Co.
Wholesale Commission Brokers and
Commission Agents
We can handle a few more good lines.
Storage Warehouse and Transfer Track.
149 Notre Dame Ave. E. - WINNIPEG
Established 1898.

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

C. H. GRANT CO.
Wholesale Commission Brokers and
Manufacturers' Agents,
1206 McArthur Bldg., Winnipeg
We have the facilities for giving manu-
facturers first-class service.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG
Head Office

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

Live sales forces at each of the above points - Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

Have you any
POTATOES, BEANS
to offer? If so, forward me full particulars.
FRED J. WHITE, Broker
Board of Trade Bldg. - Toronto, Ontario

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

Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department.
143-153 University Avenue, Toronto.

GOODMAN, JAFFEY & CO.
Kent Bldg., Yonge St., Toronto
MANUFACTURERS' AGENTS
AND BROKERS
DISTRIBUTION AND SERVICE
FROM COAST TO COAST.

If you want

Split Peas

let us hear from you.

**W. H. Millman
& Sons**

Wholesale Grocery Brokers
TORONTO

**Hamblin-Brereton
Co., Limited**
Wholesale Grocery and Confectionery
Brokers
KITCHENER WINNIPEG CALGARY

DRIED AND EVAPORATED APPLES.

Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

More Lines Wanted

Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."

If you want results write me.

A. Lalonde

Post Office Box 123. TIMMINS, ONT.

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

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

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

EL ROI-TAN PERFECT CIGAR

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

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

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

Results Furnished
C. B. HART, Reg.
*Wholesale Grocery & Merchandise
Brokers*
489 St. Paul Street W., Montreal
Efficiency Guaranteed

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

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

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

**There is an Information
blank on page 58. Use it**

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

This service is for *YOU* and will only be of benefit when you use it. Send your enquiries along, they are welcomed. This service is *free* to subscribers.

USE THE BLANK FORM

Canadian Grocer
ENQUIRY DEPT.
143-153 UNIVERSITY AVE. :: TORONTO

WANT ADS.

If you want a buyer for your business, or have a situation to fill, or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

TRY IT OUT

If you are about to order your supplies of Laundry Blue, remember that

5 C.

OCEAN BLUE

packets will add to your reputation, as well as your profits. It is the Blue that helps most on washing days.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
The Gray Bldg., 24-25 Wellington St. W., Toronto.
WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co. Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Ivory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



A True Canadian Salt

—and true to the trade—because it puts every dealer on the same plane.

Windsor Salt is sold only through wholesalers and jobbers—and all retailers pay the same prices. There are no special discounts or secret rebates.

Windsor Table Salt
Made in Canada
THE CANADIAN SALT CO. LIMITED

Anchor Caps on Your Orange Marmalade

When you order your new orange marmalade, specify Anchor sealed glass.

Their attractive appearance will mean new sales and because the customer gets the goods with their full flavor and freshness they make repeat sales easy and sure.

Goods properly put up and sealed under Anchor Caps retain their freshness and flavor indefinitely under the most trying conditions. They prevent leakers, spoiled labels and unsaleable goods, which means that all your purchase is saleable at full retail price.

Push goods sealed under Anchor Caps and reap your reward in satisfied customers, increased sales and added profits.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 DOvercourt Road
TORONTO, ONTARIO

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

License Granted

Mr. Grocer:



Our application for a license to manufacture and sell Kellogg's Toasted Corn Flakes has been granted.

You can now purchase and sell Kellogg's Toasted Corn Flakes in the Red, White and Green packages as heretofore. The original.

Made in London, Ont.

The demand already is very heavy, retailers are well sold out. Get your order in early for prompt delivery, for Kellogg's Toasted Corn Flakes, the quick seller. Always the best and most profitable Corn Flakes.

The Red, White and Green Package.

Only made in Canada by

**The Battle Creek Toasted Corn Flake
Company, Limited**

HEAD OFFICE AND FACTORY: LONDON, ONT.

Prohibition has increased tea sales

SINCE Prohibition came into force there has been an increase in tea sales.

Are you getting your share of this increase, or is the pedlar getting it?

The pedlar is keen after this business, and the best way to keep him from getting it is to sell your customers a line of tea the pedlar cannot get.

Red Rose Tea is sold only to the trade. The pedlar cannot match its distinctive blend, its distinctive flavor, its distinctive name and trade-marked package. Red Rose is something "different" to sell your customer, whereas bulk tea is just ordinary tea to her, whether you sell the tea or the pedlar sells it.

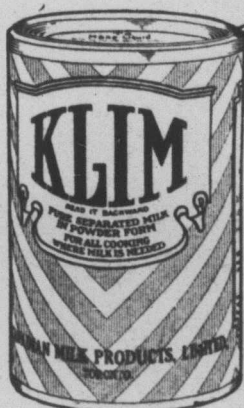
Red Rose Tea is a trade-winner for the progressive grocer.

T. H. ESTABROOKS CO., LIMITED

St. John Toronto Winnipeg Calgary

The Solution of the MILK PROBLEM

Frozen milk, sour milk, uncertain deliveries and high cost, are all vital problems to every housewife. Women welcome any suggestion that will overcome these difficulties. Klim—which is all the food value of pasteurized, separated milk, in powder form—will not freeze or



turn sour, and can be used from the tin as needed.

A pound makes four quarts. Suggest Klim to your customers and divert the milk business and profits into your store. Klim is a steady repeater. It is replacing liquid milk in thousands of homes all over Canada.

Order from your Wholesaler.

CANADIAN MILK PRODUCTS, LIMITED
 10 William Street, Toronto 10 Ste. Sophie Lane, Montreal
 W. H. Escott Limited, Winnipeg Kirkland & Rose, Vancouver



Bull Dog Brand Products
 will give you a firm grip on big business

There are 19 of them — 19 quick-selling household necessities that every housewife needs. Bull Dog Brands offer the highest value in quality and quantity.

The
John B. Paine Co., Ltd.
 TORONTO and WINNIPEG

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



KEEN'S OXFORD BLUE

Show Keen's in your displays—keep it where the housewife will see it.

She knows Keen's and just needs to be reminded that you are selling it.

Keen's Oxford Blue is always a seller and every sale gives you a good margin.

Keep well stocked.

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL 30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

COWAN'S COCOA—

"Perfection Brand" Purest and Best

Grocers----

Sell Canadian made products to-day and every day --- By so doing, you keep the money in the country --- You and others need it. Push this Canadian Cocoa, made by Canadians

*"In
Every
Home!"*



B-25

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

CANADIAN GROCER

Vol. XXXI.

TORONTO, DECEMBER 14, 1917

No. 50

All Food Distributors to be Licensed

Far-reaching Proposals of Advisory Committee to Food Controller, Will, if Adopted, Radically Change Conditions Existing To-day.

By Special Correspondent at Ottawa.

RADICAL PROPOSALS

Every retail grocer in Canada to be licensed.
All present dealers to get licenses under certain conditions but proposed plan would make it harder for new men entering the trade.
New dealers to have previous experience and at least \$1,000 capital.
License number to appear on all stationery.
Nominal fee charged for license.
Wholesale grocers and foodstuff manufacturers to be licensed also.
Status of retailer, wholesaler and manufacturer to be clearly defined.

OTTAWA, Dec. 12.—A number of more or less sensational changes in the conduct of the grocery business in Canada have been proposed to Hon. W. J. Hanna, Food Controller, by representatives of retailers, wholesalers and manufacturers acting through an advisory committee.

These changes have been summarized above and are so comprehensive and far reaching that if they become effective—and there is every possibility that a number of them will—it is the feeling of prominent members of the trade that many of the old standing abuses that have crept into the distribution of food products will be eliminated. They involve some rather drastic changes.

It was stated in last issue of CANADIAN GROCER that some influential members of the trade had been called to Ottawa to confer with the Food Control Department on methods calculated to better the present existing conditions. It was later found out that these men were wanted to act in somewhat of an advisory capacity in framing proposals that if put into effect in the end tend to lower cost of distribution of food and therefore ultimately reduce the price.

In the rough, the program outlined is somewhat as follows:

The Retailer's License

Every retailer would be required to have a license under the new proposals. This would be granted to all existing businesses. These businesses would however be compelled to maintain a certain standard. The stores would have to be kept in sanitary conditions and have a certain measure of equipment. This

necessarily means they would have to be inspected.

For the man who desires to get into the trade the course would not be quite so simple as it has been in the past. To obtain a license it would be necessary for the applicant to have served an apprenticeship of some years in some grocery business. In this connection two years has been mentioned. He would moreover have to have a certain financial backing. The capital to begin with would in all probability be placed in the neighborhood of \$1,000. The store he occupied would have to possess sanitary conveniences and sanitary equipment capable of the proper protection of the goods to be sold. Only under some such terms would a license be granted, if these suggestions go through.

The license fee would be merely nominal. It is probable, for instance, that a small business would carry a license fee of only a dollar a year while a business having a turnover of a hundred thousand would have a license fee of five dollars, and five dollars for every additional \$100,000.

The funds thus obtained would it is suggested be used for administration expenses. What are these expenses likely to be? There is a suggestion of the appointment of provincial committees with representatives of the manufacturing, wholesale and retail interests. These would form advisory committees to work in conjunction with the Deputy Food Controller, while a committee from these committees would form a Dominion advisory council. The expenses of these organizations would be met by the license fee imposed, so that there would be no call upon the government for assistance.

So far the proposal applies only to food-stuffs.

Defining the Status of the Different Branches of the Trade

A definite understanding of the status of each branch of the trade is another important item on the proposals. This will decide the conditions that constitute a manufacturer, a wholesaler or jobber, or a retailer. There have been tendencies at times for these different activities to overlap one another. Under this new regime the character of each distributing activity will be definitely defined.

All Food Activities to be Licensed

To achieve this result every manufacturer, wholesaler and retailer will be licensed. This license will empower them to conduct activities along the defined line of the department to which they belong. No wholesaler, for instance, as such, will be permitted to sell direct to the consumer, save in the case of hotels and restaurants. If the wholesaler so desires he may also on the payment of a small fee and on giving certain undertakings be granted a retailer's license. This license number, however, as well as his wholesale license number must in such a case appear on all his stationery, letter-heads, bill forms, etc. In this way it is made perfectly patent and above board the kind of business that the firm is doing.

This license according to the proposals of the committees of the various branches of the trade would also prohibit the selling by manufacturers at cut rates to large mercantile activities. The manufacturer under the condition drafted to be presented to the Food Controller's department, would not be prohibited from selling direct to the retailer if he so desires; but he would be required to sell at a figure not lower than he would be willing to sell the same quantity of goods to the recognized wholesale trade.

It will be seen that these proposals if acted upon by the Food Controller's department ensure a very clear cut line between the different branches of the

(Continued on page 29.)

Fate of Wheat Foods Undecided

No Licenses Yet Issued For the Manufacture of Wheat Foods—Questions Put to Applicants Seem to Indicate Food Control Department Still Clings to Bulk Idea—
—Report of Package Committee Interesting.

LATE last week as was forecast in last week's CANADIAN GROCER there was an announcement from the Food Controller's office that it had been decided to license specific cereals to be manufactured in bulk under certain conditions. Up to the present many manufacturers have received assurance that licenses will be granted them for a variety of cereal products. As far as CANADIAN GROCER has been able to discover, however, there has been no license yet issued for the manufacture of wheat foods. In some instances application to manufacture these products was made at the same time as the application for other cereal foods. In the one case the manufacturers have been assured of license in one instance, and in the case of wheat products have been sent a questionnaire asking what action the manufacturing company had taken with the idea of conserving wheat by substituting other products in its place, and what consideration had been given to the matter of lowering the price of the product.

Selling in Bulk Will Not Aid Conservation

The evident implication is that wheat products are not being judged on quite the same plane as other cereal products. It would almost seem that there is still a tendency to believe that selling goods in bulk will result in conservation of the product. This would hardly seem to be justified by the investigating committee's contention that the package goods actually do cost more than the bulk. There is a feeling too among the trade that this hesitation to grant licenses for wheat foods argues that the Food Controller still stands by his prohibition on this one point. If selling goods in packages makes them cost more, then that in all good sense seems to be one way at least of curtailing consumption. If on the other hand wheat foods are sold in bulk, and at a cheaper figure, it is reasonable to suppose the public will begin to take an extra interest in these cheapened foods, and all that the Food Controller claims to be striving for will have been lost.

Costly Delay

Still the delay goes on, and the grocery trade generally is put to a great deal of trouble and loss. In that connection it might be mentioned that a month or more after the order forbidding package goods was passed, a month when the industries connected with package goods were practically dead, when many factories had practically ceased to operate, when others had been compelled to let a number of their employees go, when industry had been disturbed, when loss of time and goods, and a general dis-

ruption of trading conditions had been engendered, then the Food Control Department were content to listen to the voice of the trade, and incidentally the voice of the public behind that trade, and realize that the original order had been ill advised. The withdrawal of this order is a matter on which the trade may well congratulate themselves, but perhaps it is not too much to say that the Food Control Department is getting experience at a somewhat too great cost to the interests that they are supposed to be regulating. It ought to be possible to regulate without temporarily ruining business. It is certainly hardly too much to expect that a drastic order such as the package goods order should be promulgated without the fullest understanding of conditions. The unnecessary wastage that has resulted from the uncertainty due to the order must unquestionably be charged against the Food Control Department, and as far as can be discovered there has not been a single item of compensation to be set against this loss.

The report of the special committee appointed to consider this matter notes some interesting points. Probably the most interesting of these is the prohibition of premiums or prizes in these package goods. It is not likely that there will be any great wail of protest over this prohibition on the part of the manufacturers. The premium idea is one that has been kept alive by its own momentum. It is probable that very few of the firms who have adopted this method have any great love for the system, and they will probably see the idea killed without any great degree of regret. The regulations prepared by the committee as forecast in last week's CANADIAN GROCER require that all packages of cereals of less than twenty pounds weight must bear the license number of the commodity in question. The price charged the public must not exceed an amount allowing only a reasonable profit on the cost of such cereals in bulk, plus the cost of containers. The cost of containers must be only a small proportion of the total price of the cereals sold in packages. The use of coupons, premiums, prizes, presents or similar inducements to purchase is to be discontinued in connection with the package cereals trade. Provision is made for examination of manufacturers' books with a view to ensuring against excessive prices.

Profit in Package Goods Declines

The committee's report states that before the war profits derived from the package trade in cereal foods were considerably larger than those ruling today. Many package goods, the committee found, are now sold at practically

cost, and two cases of selling at a slight loss are recorded.

The report emphasizes the wide variation in the food value of various package preparations. For instance, one thousand energy units when obtained from one food cost 4.41 cents while the same number of calories, when obtained from another food, cost 21.93 cents. The contention of the manufacturers that package cereals are as cheap to the consumer as those sold in bulk was not substantiated. At present, owing to war conditions, the prices approximate more than formerly for package and bulk goods.

SHREDDED WHEAT COMPANY TO GET LICENSE

It was learned on Thursday morning as CANADIAN GROCER went to press that the application of the Shredded Wheat Company for a license to operate had been granted. This information was received over the signature of the Food Controller, and gave assurance that their license for application had been granted, and that they were permitted to continue manufacture. This would mean that there will be no change in the character or method of handling of this company's products.

ACADIA SUGAR REFINERY ONLY LOSES OLD PLANT

Halifax Disaster Did Not Wipe Out Plant As Suggested by Early Reports—Main Plant Only Slightly Injured. Heavy Casualties Among Employees of Refinery

In connection with the terrible disaster at Halifax, N.S., it has been reported in the press that "the sugar refinery" was destroyed. It would be well to explain in this connection that the refinery mentioned applies to the old plant, the Richmond refinery, situated in the north end of the city in close proximity to where the collision took place.

The new Woodside refinery, being situated on the other side of the harbor, two or more miles south from the town of Dartmouth, appears to have escaped uninjured, according to direct advices from the office of the Acadia Sugar Refining Co.

Since the Woodside plant was built, the Richmond refinery has remained idle, therefore its destruction will not affect the productive capacity of the plant at present time, and just as soon as anticipated supplies of fresh raw sugars come to hand they will be in position to resume operations at Woodside.

The office staff of the company appears to have escaped the disaster uninjured, but there have been some sad casualties among the workmen.

High Court Reverses Magistrate's Decision

Case Under the Lottery Act Decided in High Court—Interesting Chain System Activity For Exploiting a Credulous Public—Dangerous Example to Follow.

A CASE of some interest and importance was recently decided when the Appellate Division of the High Court quashed the conviction standing against William Harding of Hamilton, who had been convicted in the Police Court of a breach of the Lotteries Act of Canada.

The said William Harding was a gentleman who had a proposition of enabling you to get an eight dollar pair of shoes for a gross expenditure of \$2.00. This gentleman was not a regular resident of Hamilton, but was merely bidding there while he presented to the citizens this great opportunity. The system was a variation of the endless chain, which in the past has been known to roll up a tidy fortune through a contribution of dimes.

How the System Works

William Harding's system was as follows: First, a person interested in a new pair of shoes was a necessity, a smooth tongue readily supplied this interested party. Then came the unfolding of the plan. The interested party subscribed 50 cents for which he received four tickets, these tickets he went out and sold to four other parties interested in boots, on the understanding that the presentation of the ticket and 50 cents entitled them to four tickets from the head of this boot philanthropy. With two dollars in hand the first apostle of the system would return and would be provided with an order on a prominent firm of shoe jobbers in Hamilton for the delivery of pair of shoes. That in brief was the scheme. The man actually did get the boots, at least some did get them and there was no charge of fraud in connection with the case.

Now of those four purchasers of tickets from the original buyer probably a considerable number, seeing that they had purchased, would be likely to spend another half dollar to get in the running for that pair of boots. It would look at first blush as though the originator of the idea was in a bad way and would have to purchase a lot of shoes, without very much coming in. That is quite true, and very probably a goodly number of shoes were thus disposed of for there was no hint at the proceedings that there had been any attempt to defraud, even though similar schemes in the past have usually ended dramatically by the benefactor departing somewhat suddenly at some time, and leaving a large number of people who had contributed more or less largely to the scheme with nothing to show for the outlay. There was no suggestion, however in this case of the dramatic departure being part of the programme.

Where Did the Originator Profit?

How then did the benefactor profit? In

this wise. The first man sold to four others; providing that they were all equally interested they each sold to four others or 16 different parties, these sixteen in turn sold to four each, making 64 and this sixty-four to four others each or 256 and this two hundred and fifty six in turn passed on their good fortune to four others or 1,024. This is, of course, an extreme illustration but it illustrates the principle. Up to the present the business is only six steps removed from the originator, yet there are over a thousand people interested. Now these parties having, it is presumed, parted with an initial fifty cents it is reasonable to suppose that a very considerable number of them might be expected to be interested enough in the scheme to invest another 50 cents. Very possibly, however, they might not be as fortunate as the first salesman in finding four others of an optimistic temper enough to induce them to embark on the adventure. In the initial stages the game must have been fairly costly, but as it advanced, the number of people engaged would ensure a fairly continuous stream of half dollars coming in, and the chances would be that a very much smaller percentage of boots would be going out. Unquestionably there must have been some profit in the business, for William Harding who had no place of business in Hamilton rented an office

to care for the inflowing tide of half dollars.

The Case in Court

Everything went well till a constable laid hands upon him and brought him before the police magistrate on the grounds that he had been running a common lottery in defiance of the Lottery Act. He appeared before Magistrate Jelfs of Hamilton and was found guilty despite the spirited argument of his counsel, C. W. Bell, that there was no evidence of a game of chance shown. Mr. Bell urged that whatever the possibilities of the scheme were it was not a lottery, that every one investing had it in their power to make sure of the goods for which they had paid. The magistrate, however, continued to uphold his judgment, and as a result the case was appealed and came recently before the appellate division of the High Court at Osgoode Hall where the following question was tried: "Was there any evidence upon which the court could find the accused guilty of the charge set forth under the clauses in the criminal code respecting lotteries?" The court answered the question in the negative and the conviction was quashed.

Since the receipt of the judgment the defendant has left Hamilton for other scenes of activity.

It is a simple scheme, but it requires a great many dupes, and despite the dictum of the late Mr. Barnum that one was born every minute, the supply would likely run out if there was any considerable adoption of these tactics. Moreover the scheme is sailing close enough to the wind to make it a rather dangerous one in which to indulge.

Transient Traders' Tax Upheld

Efforts of Oil Firms Selling Direct to Farmers to Reduce License Fees Meet With Failure—Review of Recent Activities.

THE latest activities of some oil concerns who make a practise of selling coal oil from tank cars direct to the farmer and consumer have been quashed in York country. It has been necessary that a license fee of \$300 be paid by all transient traders, and the efforts of the oil concerns interested have been directed towards getting this amount reduced to \$50. The question came up at a meeting of the county council who were inclined to consider the matter favorably until the retailer's point of view was presented. Discussion of the matter finally led to their maintaining the license fee of \$300 instead of granting a reduction to \$50.

There has been considerable activity evidenced by some oil concerns during the past few months in their operations throughout the province of Ontario in taking orders for coal oil from farmers and others and having same delivered in special individual tanks direct from the railway sidings. Some time ago repre-

sentatives of the firm were arraigned before one of Ontario's chief county magistrates on charges of selling coal oil without having first obtained a license. In this they were found guilty and a fine imposed. Appeals to higher courts were made by the company until one court allowed their appeal.

This resulted in an amendment to the Statutes which aimed at eliminating such methods of trading and the municipal act now covers the transient trader's activities in selling coal oil in this manner as follows: "or who go from place to place or to other men's houses to take orders for coal oil which is to be delivered afterwards from a tank car, moved on a railway line, or who go from place to place or to a particular place to make sales or deliveries of coal oil or other oil from such tank car."

This latest move to reduce license fees may be followed out in other counties and it might be well for dealers to guard against this possibility.

Getting Results from Display Window

The Drawing Power of the Window Display—Works 24 Hours a Day and 7 Days a Week—Points to be Considered in Arrangement — The Value of Price Cards—Christmas Goods Should be Featured Now.

WITH the winter and Christmas holiday seasons fast approaching, merchants who are looking for the largest returns from business during these seasons are busying themselves in the preparation of window arrangements that will be effective in drawing trade during these special periods of the year. Competition for business at these times is greater than usual and the only way to successfully compete is to have such window dressings that the passing customer will instinctively be drawn to further investigate and ultimately become a purchaser. Window displays have a tremendous effect upon the individual, and sometimes this effect reaches the proportions of a semi-hypnotism which literally carries him off the street into the store. Really effective window displays

are irresistible and represent the most powerful medium for the attraction of trade. For this reason some few suggestions along the line of window dressing will not be out of place at this point.

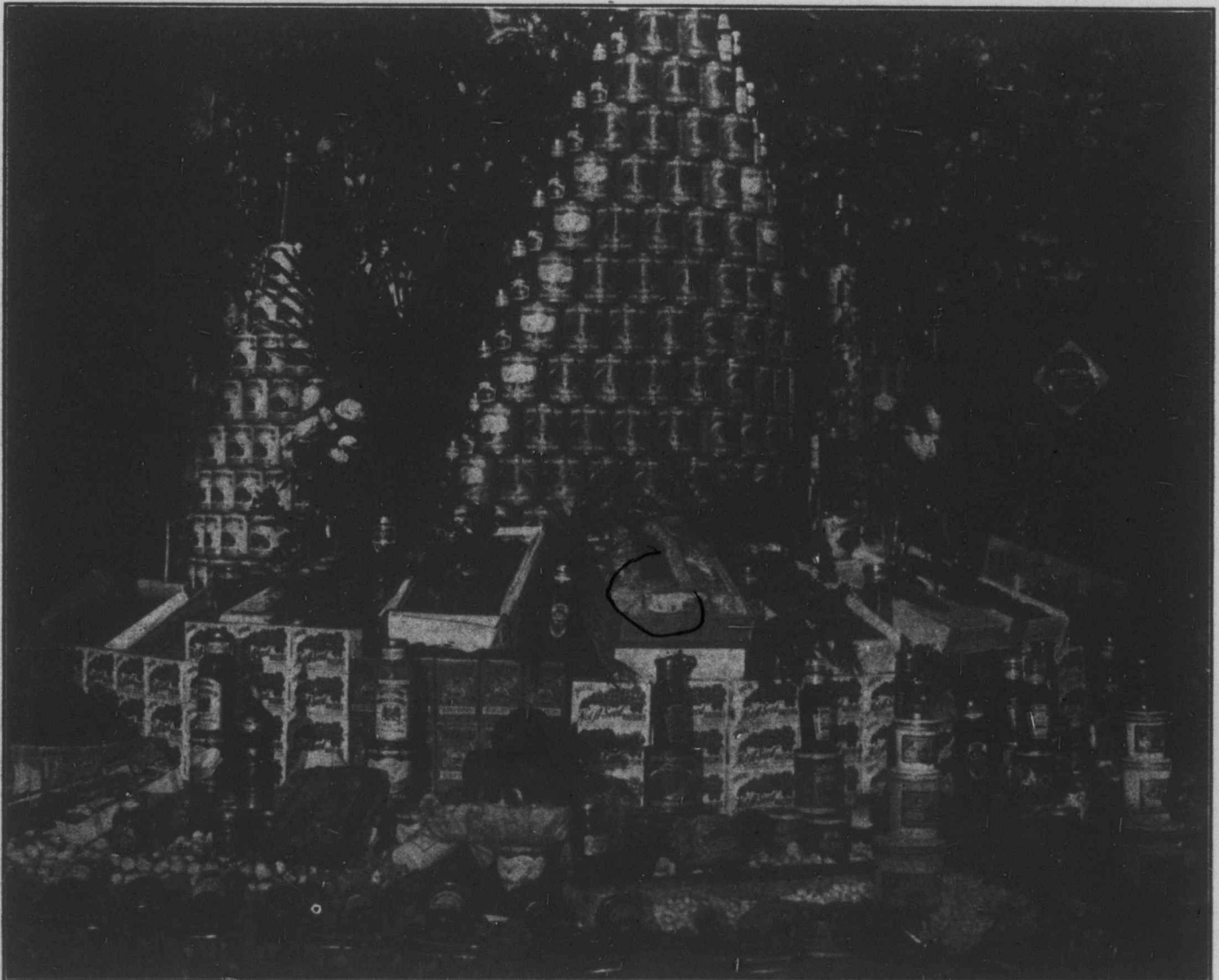
Windows Always Open

In the first place, the merchant should remember that when his store is closed to the public the windows are always open, that is if he uses his windows to the best advantage. Generally during the holiday season this is the case, even if such is not the practice at other times of the year. At night, on Sundays and holidays, when your store doors are closed the windows can be made pay a dividend. People strolling along the street will pause before a well-lighted, tastefully arranged window display and pass by the

dingy, unkempt one with disdain. At Christmas time the number of people on the streets at night is much greater than normally and this element is, therefore, of greater importance at this season. The people who are attracted will become your customers, all things being equal.

A certain merchant in a small city made it a habit to keep his windows dark; as a result he had no attraction after nightfall. On the other side of the street was a storekeeper who spent a few dollars a year for light and reaped a harvest by so doing. Which pays the better, and what course do you pursue?

It matters little what is placed in the windows as long as the goods are fresh and clean. Certain holiday goods are peculiar to every store and it is not necessary to enumerate these herein, but



A window with a strong Christmas selling appeal.

freshness and cleanliness should be the predominating elements. Some merchants use their windows for a sort of dumping ground for broken and damaged goods, figuring, "Oh, well, it's only for display and not for sale." Better by far throw damaged goods on the scrap heap than to place them before the eyes and judgment of the buying public. The story is told of a merchant who made a practice of displaying his damaged goods to such an extent that the public got the idea he dealt only in damaged goods and "seconds," with the result his business was almost ruined.

A Few Simple Points to Watch

After each rainfall the windows should be quickly rubbed over with a damp cloth. At the approach of night be sure to switch on the lights. One merchant makes a habit of turning on the lights each time a dark cloud obscures the sky, in fact at certain times of the day when the sun causes a glare he also switches on the lights, thus counteracting the effect of the sun by interior illumination. In the winter when frost is apt to cover the windows an electric fan kept running day and night is effective. In summer a fan constantly operating will keep the flies on the move and prevent a loss of merchandise, as nothing cheapens a window display as much as speckled and dirty goods. Never make the day time your window-changing period as it blocks the view of your merchandise when people are passing; do this work at night and be ready the next day for business with a fresh display.

The Price Tag

No goods should be shown without a suitable price tag. The necessity of showing a price is especially important in the holiday season. Some "high-grade" stores figure it is beneath their dignity to price goods displayed, but it has been the experience of many retailers that to make the windows a paying proposition they must have the power to attract. The greatest attractions are, first, the goods and then the price. Without tags a person can only guess at the price of goods admired. A price tag is a silent salesman, as often a person will gaze into a window and be attracted to the goods by the price or what is asked for the merchandise.

Coated cardboard is the ideal window tag, and a change of color is advocated. One week use white, next a tint and in summer use a black card with white letters as this keeps clean the longest. It matters not what color ink is used so long as the sign is readable and to the point. Abstain from the so-called "comic" signs such as "Take me home for \$4" or "Use Bink's pills and never be ill." All persons will not have the same idea of humor as you.

Use Stands for the Cards—Not Pins or String

Use a neat stand to display your large cards and "bulldogs" for the small ones. Never use a pin or a piece of string to attach a ticket to the merchandise as both cheapen the display and ruin the card. It is better to invest a few dollars

in suitable fasteners than to ruin many dollars' worth of cardboard year after year. A letter file may be used to advantage in storing unused signs; thus they are classified for future use.

When a card is soiled it should be thrown away for it never pays to use a card which has become dirty; it loses sales and gives the store a cheap appearance. In most every store will be found a young man with a knack for lettering. If you have no such person, select a clerk and let him read some good material on card writing, such as appears in the trade newspapers. It will pay you to invest a few dollars along these lines for the convenience of a man on the premises who can letter is of great value and saves much time. The card writer who makes a business of doing rush jobs is seldom a good workman.

Don't Crowd the Windows

There is oftentimes a tendency on the part of retailers to do either one or two things in regard to window dressing. They will either sacrifice the selling value of their windows entirely or crowd them to a point where the display is worth little or nothing. Once again the merchants should put himself in the position of the person on the street. There is no attraction in the window where the goods are piled helter skelter and packed up against the front with about the same care displayed as when you throw corn in a bin.

The window is one of the best salesmen in the store, and, particularly when a store front offers two roomy, attractive, and well-lighted windows, it is little short of a merchandising crime to sacrifice them through negligence, carelessness or any other phase of mismanagement. A window well trimmed is an ex-

ample of the same business acumen which induces the peddler selling produce to put the better and more attractive part of his stock on the top of the basket. The practical dealer selects the more attractive part of his stock, both as regards price and quality, and puts it in his windows. It will pay you, especially during the Christmas holiday season, to regard your windows as one of your most efficient salesmen.

Christmas Specialties Should Shine Forth

Merchants should require no reminder to see that any merchandise peculiar to the Christmas season is exclusively brought before the public eye at this period of the year. Each class of store has its distinctive line of goods which receive special attention for Christmas trade and no time should be lost in working these into advertising and window displays. It is not too early to commence this practice right away and results will soon be forthcoming. Quantities of Christmas gifts are purchased weeks before the heralded day arrives, and quantities of food supplies are bought in weeks ahead in order that special Christmas delicacies may be made up in advance.

Every store has some special lines of merchandise to be pushed, and these should be made the feature of window and other kinds of advertising. The foregoing paragraphs outlines some of the most outstanding pitfalls to be avoided and should be of value to the merchant in arranging his window displays. The chief points to be watched are seasonableness, cleanliness, tendency to overcrowd, necessity of price tags, keeping windows open at night, and commencing to display Christmas goods early.

Abnormal Coffee Crop Cripples Brazil

The Producer of Three-quarters of the World's Coffee Finds Half the World's Markets Closed and the Balance Curtailed—Serious Situation Facing the Country.

WITH the market of the central empires, the second greatest coffee drinking countries, entirely closed, and with a rumor current among trading circles that American shipping facilities will be largely curtailed, Brazil, always the great coffee nation of the world, is facing the record crop of her history. Latest reports indicate that the coffee production is far in excess of the wildest estimates of early months. Under the normal conditions prevailing in times of peace the news would be of comparatively minor significance.

For then the rules and regulations of Brazilian valorization would very promptly be brought into play and prices regulated accordingly.

The market would not suffer a glut, but the surplus stocks would be stored in government warehouse in Brazil and held to await more encouraging conditions through the channel of supply and demand.

Not Sufficient Capital Available

As matters stand, however, Brazil has not sufficient available capital or the financial stamina to weather the tide in these troublesome days by gathering in the bumper crop and holding it against the day of a rising market in the uncertain and, from present indications, far distant future.

If, as is being persistently rumored in the trade, the United States government really intends to bar all shipments for the present from Brazil and other South American ports, or reduce the tonnage of these importations to a working basis of positively actual requirement, then the plight of the great coffee producing country will be deplorable to say the least.

To harvest the largest crop in her entire history and find many of the world's largest markets barred to her is the height of irony.

(Continued on page 32.)

Apply a Cost System to Your Business

A Cost System is Simple as This Article Shows—A Knowledge of the Cost of Doing Business is Both Satisfactory and Essential—It Causes the Merchant to Speed Up Sales and to Abandon Cut-price Sales—Getting a Profit on Effort as Well as on Capital—This in Addition to Your Salary.

By John C. Kirkwood

THE very first thing to be done by the man who would know his selling costs is to know and record the various items that together constitute the cost of doing business. To know and record these items calls straightway for methodical accounting. Fortunately the separation, calculation and recording of the various items constituting selling cost are exceedingly simple operations, within the ken and ability of any man.

To ascertain the cost of doing business:

1. Charge interest on capital.

Charge the rate of interest it would earn if invested in gilt-edge mortgages or bonds, say 6 per cent. By capital is meant net assets—inventory, cash, accounts receivable.

2. Charge Rent.

Charge rent even if you own your premises. Should this be the case put down as rent the amount they would bring if occupied and used by another—say 8 per cent. of market value, plus repairs, taxes, and water.

3. Charge Your Own Salary.

Put down an amount representing your salary worth to your business—a sum probably double that paid your highest paid employee. Include in this the worth of the services of any member or members of your family not on the pay roll, yet who render business a service worth real money.

4. Charge Salaries of Hired Help.

Omit from this, if you are so minded, the salaries or wages of the one or more engaged mainly or solely in the work of delivery, charging such wages under the item of delivery.

5. Charge Fixed Expenses.

Included here are such determinable or known items as insurance (fire, casualty, plate glass, partnership), taxes, telephone rental, water rates, light and fuel.

6. Charge Freight.

Include here freight and express on incoming goods; the cost of packages or packing, drayage; duty paid (if any).

7. Charge Delivery.

Include here wages of drivers or messengers; horse and wagon, or motor car; stable or livery or garage items; repairs, supplies, freight and express items on outgoing goods, wrapping papers, packing, twine, etc.

8. Charge Incidentals.

Include here stationery and office

Many take stock on or about January 1. If this is your practice you will be in an excellent position to begin right away doing business on the basis of the known cost of operating your business.

Success is becoming more and more dependent on a knowledge of the cost of doing business and on intelligent, purposeful and successful effort to recover this cost plus a profit on your effort.

The accompanying article will prove very helpful to those who want to be successful merchants. The matter is set forth lucidly and soundly, and we sincerely trust that many of our readers will resolve and keep their resolve to conduct their business on the basis of known and actually recovered costs, plus a desired profit on effort.

supplies, postage, telephone calls, telegrams, exchange, cleaning, miscellaneous repairs, etc.

9. Charge Advertising.

Include here newspaper and other forms of publicity, including printed matter, catalogues, novelties and other disbursements properly coming under this head.

10. Charge Donations and Subscriptions.

Include here special discounts or allowances made, or goods given in the name of charity, benevolence and good-will.

11. Charge Losses.

Include here bad debts, shrinkage, leakages, shortages, thefts, spoilage allowances, discounts, and losses not provided for elsewhere.

12. Charge Interest Paid.

Include here interest paid on borrowed money, and interest lost on uncollected book accounts, and cash discounts forfeited because of inability to take them.

13. Charge Depreciation.

Include here the depreciation on buildings owned and employed by you in your business; and depreciation on furniture, fixtures, horses, vehicles, stock, etc.

Here one has a baker's dozen of headings under which to record the many items that constitute, when aggregated, the annual cost of doing business.

Easy to Record Selling Costs

With these headings and helps it should be a simple matter for any dealer to set down his selling costs, day by

day, week by week, month by month, quarterly, semi-annually and annually.

Each individual disbursement has to be recorded sometime, somewhere, somehow. Why not record it in its right place at the right time and under its proper heading? Thus will the dealer have the record or records necessary and desired. He will know then just what it is costing him to run his business.

Costs Studied More Closely

In the foregoing presentation of group headings some may possibly be merged with others. For example, Advertising may be included under Incidentals; and Interest may be included under Losses. Donations and Subscriptions may be included under Incidentals. But there is an advantage in the separation of these several classes of expense: They reveal boldly, challengingly and perhaps shockingly classes and amounts of expenditures capable of reduction, and perhaps calling for reduction.

Also in the foregoing presentation of the factors of selling costs, Freight or incoming goods is included. Many will say that Freight, Express, Drayage and Packages or Packing should be added to the invoice price immediately; and in saying this they are quite correct. But not always is this class of expense included in the marked cost price of goods. On articles of heavy weight—such as sugar, nails, coal, for example—the freight expense is immediately added to the invoice price by all wise dealers, but on many lines the practice of many dealers is to ignore in their cost marking the item of freight, or delivery-to-store expense. Accordingly, in the enumeration of the factors of cost, as above, Freight is set down, and when this annual aggregate expense is reduced to a percentage of sales, it can quickly be added to invoice prices. For this reason is Freight on incoming goods included among the factors of costs.

Recovering One's Losses

Under the heading of Losses are to be assembled all such expenses and losses not properly belonging under other headings. Bad debts should be charged here, for so will they be recovered by being assessed against all customers as a whole. Leakage, shortage, shrinkage and spoilage should be charged here, for thus will their costs be recovered.

The average dealer treats bad debts, leakage, shortage, shrinkage and spoilage as irrecoverable, but this view and practice is unsound and dangerous.

All such losses should be charged into the cost of doing business, so they may be collected and recovered.

Leakage, shortage, shrinkage, and spoilage, in the aggregate, may amount

DO YOU KNOW?

A competent authority has, by careful investigation of over 1,500 retailers in each line, and in every section, developed the following facts:

	Turn Stock per year No. Times	Cost to Do Business Per Cent.
Grocers	10	16
Dept. Stores ..	7	26½
Druggists	4	24¾
Dry Goods	4	24
Hardware	3½	19½
Furniture	3	24
Shoes	2	23¾
Clothing	2	20¾
Jewelers	1½	25¾

to a very considerable item, and are incident to the doing of business, to providing the public with a service needed and desired by them. Therefore the public as a whole—the dealer's customers as a whole—should pay for such losses.

When Goods Are Sold Below Cost

Under the heading Losses can be included the loss sustained in the sale of staples that do not and will not, as things are, bear their proper percentage of advance to cover the costs of doing business. Sugar and nails are two familiar and common examples of merchandise which sell retail at a very small percentage advance on invoice cost. Suppose that the actual cost of doing business is 25% of the invoice price, and a staple sells at an advance of only 10% on invoice price, then there is a clear loss of 12% on the annual sales of this particular commodity. The total loss, as represented by this 12% loss, should and must be recovered, and, therefore, must be collected in the sales of merchandise on which can be imposed the full costs of doing business.

Interest on Outstanding Accounts

Under the heading of Interest Paid there should be included the interest lost on outstanding accounts. These accounts may total, say, \$1,000 at any and all times during the year—this in a business done on a capital of \$5,000 or so. They represent non-earning capital. But capital should bear interest. Reckoning interest to be earned at 6%, there would thus be an item of \$60, when the average amount outstanding is \$1,000, to be charged as an operating cost.

Providing For Depreciation

Under the heading of Depreciation should be included all items relating to property, furniture, fixtures, and delivery equipment whose inventory value diminishes each year through use, loss of style, etc., wear or damage and which in the course of time require to be discarded or replaced. The percentage

amount of annual depreciation for each article or possession will probably vary, being 5% in the case of a possession good for 20 years, 10% in the case of a possession good for 10 years, and 20% in the case of a possession likely to require replacement in 5 years.

A special bank or ledger account should be opened for charges of this sort—a sort of sinking fund account, which can be reckoned as capital. In this way the money necessary for replacing worn out or useless or valueless equipment will be provided systematically, and will be instantly available when needed.

Recording the Items of Cost

The thing remaining is the essential thing—the recording of these costs methodically, fearlessly, and accurately—and in recovering them from sales. This is the hard thing—hard because of the average business man's lack of system, will power, resolution and well-disciplined habits. You can lead a horse

WHY BUSINESS MEN FAIL

According to a statement by Edward N. Hurley, vice-chairman of the Federal Trade Commission, there were 22,000 failures in the United States in 1915. Ninety per cent. of them resulted from cut-throat competition prices. In an investigation made by the commission since its appointment, 200,000 out of 260,000 firms had no method of determining cost; of these, 100,000 firms did not earn a penny, and little, if any, provision had been made for depreciation. In another survey of a national industry it was found that twenty-seven large corporations, representing an investment of \$12,500,000 and annual sales of \$8,000,000, had earned only \$300,000—a little less than 3 per cent. on the capital stock, and altogether they had charged off only \$69,000 for depreciation. The number of small businesses run on odds and ends or on bank check stubs is amazing

to the water, but you can't make him drink. You can show a merchant how to ascertain and recover his selling costs, but you can't make him record and get them back. It is a matter for the individual himself whether or not his performances shall be in accord with his knowledge and conscience. At the same time it is earnestly hoped, now that retailers have been shown how to ascertain, record and recover selling cost, that many of them will become possessed of the purpose, resolutely maintained, to conduct their business intelligently, knowingly, with full light on matters that aforesaid may have been hidden in darkness.

Getting a Profit on Effort

In what has been said, the matter of getting a net profit on one's effort has not been considered. Provision has been

made for a salary for the proprietor or partners; but the matter of a profit over and above all costs of doing business is a thing by itself. The desired profit—\$1,000, \$2,000 or so—must be

STOCK AND HOW TO KNOW IT

You must know your stock and its weaknesses at all times.

You may be passing merchandise through your place of business at a loss.

The only system which successfully stands the test is organized, systematized and daily visualized business.

The wiser the man and the better the institution, the closer is everything watched, and the less guessing indulged in.

The easiest way to take stock is to prepare for it.

added to the costs of doing business as above defined and elaborated, and the sum of the costs of doing business and the profit on effort desired will give the merchant the full sum he must obtain in a year over and above the invoice cost of goods sold. For calculation purposes the cost of doing business should include the sum one desires as profit on his effort.

Sales Must be Stimulated

But putting down all costs and adding the profit or effort desired is not any guarantee or pledge that the merchant will get this gross sum. To get this sum he must sell enough goods—must have a minimum annual turnover, and must obtain an advance on invoice cost of goods sold sufficient to give him all costs plus the profits.

Suppose, for example, that the costs and profit, as above set forth, total \$5,200 in the year, or a neat \$100 a week. Then it becomes clear that the merchant must sell enough goods each week, on an average, throughout the entire year, to give him \$100 a week above the invoice cost of his goods. Suppose his average advance on cost is 25%, then it means that his average weekly

HOW TIME INCREASES COST

In an eight-hour day you have only 480 minutes. Thus, whenever you waste five minutes you decrease your value 1 per cent. Your stock falls from par to 99 per cent. If you waste 50 minutes your stock falls to 90, and so on. Few of us ever have a day at par. If you borrow \$120,000 at 5 per cent. you are paying 4 cents a minute. If your accountant makes a mistake, and you borrow it a day too soon he causes you a loss of \$20. Many a business man has gone down to bankruptcy because he did not realize this ruthless persistence of interest. Interest is like the tortoise in the well-known fable—it is slow, but it never stops to rest.—System.

sales must be \$500, of which \$400 will represent invoice costs, and the other \$100 the gain over cost. \$500 a week sales means an annual turnover of \$26,000.

If the merchant averages only 20% advance on cost, then it means that to obtain weekly \$100 above invoice costs, he must have average weekly sales of \$600, made up of \$500 invoice costs plus \$100 advance. In this case his turnover would require to be \$31,200.

So it becomes clear that if turnover (goods sold) falls below \$26,000 in the one case, or \$31,200 in the other case, the costs of doing business, plus the required profit for effort, are not obtained.

When the merchant perceives in ad-

not be very enthusiastic about bargain sales or clearance sales when ordinary or regular prices surrender all or nearly all the advance over cost contained in them. Big turnover in which there is insufficient advance on invoice price will look less good than a smaller turnover which contributes an adequate advance over invoice cost.

All this goes to prove that being a real, profit-making merchant is something vastly different from being just an ordinary storekeeper.

Analysis a Secret of Success

Analyze! This is one of the first words to be learned in the language of efficiency. Always it should be remembered that the prudent man who has an ideal record of costs, and applies his

knowledge practically, is the one who out-distances all his competitors in the long run. Also, one needs to remember that 90% of the men in business are getting no profit from their effort—this because they are ignorant of, or unwilling to take the trouble to ascertain, the costs of doing business, and whether a profit on top of costs is being earned. The necessary knowledge is so simply and surely possessible and the trouble so very minor, that one wonders why any dealer should continue ignorant or indifferent, especially when ignorance and indifference are robbing him of due compensation or remuneration for the labor and skill required on his part in the conduct of his business and for the risk involved—the risk of his capital.

COMMERCIAL FAILURES

Taking it all round, 1916 was the best business year the United States ever experienced; yet there were seventeen thousand business failures. Compared with twenty-two thousand the year before, this is encouraging; but practically one out of a hundred of all concerns in business failed, and, year in and year out, through good times and bad times, the proportion of failures never varies very far from one per cent.

In only two hundred and sixteen of the seventeen thousand failures did the liabilities exceed one hundred thousand dollars. Nearly all the failures, in other words, were of small concerns.

Credit men assign many reasons for these failures, such as lack of experience, insufficient capital, injudicious extending of credit, overbuying—which merely means unwise buying—and so on. But we venture to guess that one cause was present in nearly all of them, to wit, poor bookkeeping. They did not keep books so as to know exactly what it cost them to do business and precisely how they stood all the time.

We recommend again to every business concern an accounting system that will show costs accurately—Saturday Evening Post.

vance—which he can—just how much he must sell yearly and weekly to recover his costs and obtain his desired profit, he knows just what effort he must put forth to keep up sales to the necessary weekly minimum. Certainly he dare not go on, trusting to luck, as so many do; nor will he be content with just hoping and trusting; on the contrary, if he is made of the right stuff, he will speed up his sales and his sales staff, and begin to study his business as never before. He will do his utmost to swell the sales of goods on which he can obtain an advance over invoice cost of 30%, 40%, 50% or more; and he will not be over-eager to spend much time, or have his staff spend much time, in selling goods on which only 10% or 15% or so is obtained over invoice cost. Also, he will

Maritime Grocers Respond Generously

Halifax Tragedy Taxes Resources of Eastern Provinces —
Grocery Trade Rushes to Assistance of
Desolated City.

THE one event of overwhelming importance in the Maritime Provinces this week was the disaster which wiped out the greater part of the business district of Halifax, as well as a large part of the residential district. The shocking loss of life, with an death list of more than 2,000 according to careful estimates, has startled the continent and the suffering of the thousands of injured has excited universal sympathy and elicited prompt and generous aid.

But even before the problem of caring for the dead and injured could be dealt with adequately, the ever present problem of a city's food supply began to assume serious proportions. Thousands were rendered homeless and destitute, many of the retail grocery stores were demolished and practically all the wholesale grocery and provision establishments were in the district which was laid waste by the explosion of the munitions vessel.

The first step towards meeting the most pressing need was the spontaneous and generous action of practically all the merchants in throwing open their doors and giving of their stocks to those who were in need.

The next step was the organization of the citizens' relief committee to put this work on a more systematic basis, and arrangements were promptly made for administering the supplies of food which were available to the best advantage.

Destruction of Stocks Enormous

The destruction of stocks and supplies made it impossible to feed the city in the ordinary way and, in addition to this, the extraordinary conditions created new demands for ready cooked foods, etc.

To meet this demand the neighboring towns all over Nova Scotia and New Brunswick responded promptly. In most of the towns committees of business men

were formed, food supplies, groceries and other necessities were collected and rushed off to the scene of the disaster. In St. John, leading wholesale grocers not only assisted in organizing the relief but several of them proceeded to Halifax with the supplies to aid in distributing them.

Commercial Travellers Assist

The Maritime Commercial Travellers' Association also delegated a large number of their members to assist in the relief work in Halifax who hurried to the scene. For some time the city will need such voluntary assistance and contributions of supplies but the energetic spirit of the business men of Halifax made itself felt almost immediately and before the ruins were cool plans were being formulated and orders given which would lead to the restoration of business on business lines.

Even at the time of writing, two days after the event, the confusion still existing makes it impossible to give any comprehensive record of the details of loss and damage suffered by the grocery trade. It is not too early, however, to pay a tribute to the way in which the grocery merchants of Halifax faced the disaster and its after problems and to the merchants of the neighboring towns for their prompt and generous assistance.

POTATO "SPREAD" TO BE LIMITED

Hon. W. J. Hanna, Dominion Food Controller, recently stated that while it is not proposed to fix the price of potatoes, the "spread" between the price paid the producer and that paid by the consumer will be fixed. By means of fixing the "spread," and licensing dealers throughout the country, the Food Controller will be in a position to control the potato market to as great an extent as is practical.

Coffee: Its Growth and History

Of African Origin, it Has Later Become Mainly the Product of the Western World—
Its Early Struggles Frowned Upon by the Church and the Politicians—Of
Later Years Has Found a Growing Field of Favor Throughout the World.

COFFEE is among the comparatively limited list of food products that have become household words. The tastes of countries differ, and the universal food product of one country may be hardly known in another, but coffee has come to be known almost the world over.

It is true that there are some countries where comparatively speaking coffee is a rarity. Of the coffee drinkers the United States stands well at the head of the list consuming 40 per cent. of all coffee offered for sale. A very close second, however, was formerly found in Germany, Austria, and the Balkan countries, before Sir John Jellicoe shut off the supply. Britain and Russia on the other hand are great tea drinkers, and it is probably due to her British origin that Canada up to the present has not been a coffee drinking country. It is an illuminating fact, too, that the bulk of the coffee consumed in Canada is consumed in the less thickly settled sections of the west, where American and Central European influence has been most directly felt.

Coffee A Product That Has Not Risen

Coffee is peculiarly interesting in that it is practically the only widely used commodity that has not been increased in price through the effects of the war. That is due of course to the fact that practically all the coffee growing is done in this hemisphere and that a very fair proportion of the coffee drinking is done in the other hemisphere, that is coffee drinking was one of the great traits of that hemisphere a few short years ago, and will undoubtedly be again, but just at the moment, owing to causes over which they have no control, the bulk of the European coffee drinkers are going coffeeless. Naturally there has not been the consumption to meet the production, and the result has been comparatively low prices.

Where Did Coffee Originate?

Just where coffee originated no one seems to know. Apparently Africa might be called its home for it is from Africa that the first definite record of coffee comes. Toward the end of the thirteenth century the coffee plant strayed into Abyssinia, the mountainous kingdom of North-east Africa. Just where it came from no one seems to know, but it was probably brought by traders from some of the highlands of the interior, where wild coffee is still to be found. There is a break of some 200 years in the history, during which time apparently the Abyssinian gentry maintained the coffee plant for their own particular enjoyment, without a thought of the outside world. Some time about the end of the fifteenth century, however, some



Drying coffee on a Costa Rican coffee plantation.

seeds drifted into Arabia. Just at this time the Arab merchants were the traders of the East, and at their hands coffee got its first commercial start. Coffee shipped from the port of Mocha,

SOME CANADIAN COFFEE FACTS.

Canada's consumption of coffee is, roughly speaking, two pounds per capita, and it is only of comparatively recent years that Canada has been even that heavy a consumer. From 1912 to 1914 there was a steady climb in the coffee consumption of the country, and while the outbreak of the war and the consequent tariff changes gave it a temporary setback the product has once again forged to the fore; the returns of the three months ending June show an import of 5,224,706 pounds.

The bulk of the coffee is consumed west of the Great Lakes. In the West there is an admixture of American settlers and also many Central European races. These are the representatives of the coffee drinking nations and not unnaturally they have assured a demand among themselves and have encouraged a demand among their Canadian neighbors.

The coffee consumption in this section of Canada, taking the population as roughly two million, amounts to five pounds per capita, while in the East where the English stock predominates with a population of, roughly, six million, the per capita consumption is only one pound.

In the Western provinces, too, the Brazilian grades represent about 85 per cent., while in the East they represent only about 45 per cent. of the consumption.

Brazilian coffee, however, represents about 68 per cent. of Canada's purchases. Other sources of supply are Colombia, 9 per cent.; British West Indies, 5 per cent.; Costa Rica, Venezuela, Guatemala, Mexico, 3 per cent. each; Dutch East Indies, India and Arabia, 2 per cent. each.

from which one famous grade has received its name, was about the first commercializing of the product. From this port the fame of coffee spread into Persia and Syria, and then to Cairo and as far as Venice. It also spread eastward to Constantinople where it was seized upon with delight. Coffee houses dotted its streets and crooked lanes, to become the fore-runners of many a modern counterpane.

Western Europe Slow To Appreciate

Western Europe was slower to receive and to realize the possibilities of the new drink. Louis XIV. of France, be it said to his credit, was about the first Western European to realize the possibilities of this new product, and as a result plantations sprang up in the French West Indian colony of Martinique. That was a start and very shortly other European nations began the cultivation of the berry in the West Indies. The Dutch also started the cultivation of the berry in their colonies of Java and Sumatra and other islands of the Malayan Archipelago. In 1700 it was introduced into India, and about twenty years later it was brought from Java and planted in Ceylon. In 1740 Spanish missionaries introduced the plant into the Philippines.

About this same time the plant was carried from some of the older Colonies of the West Indies to Brazil, now the premier coffee-growing country of the world, and from there to Cuba, Porto Rico and Mexico, and to all the Central American countries, as well as the northern countries of the South American continent.

The Briton Viewed Coffee With Suspicion

Coffee did not receive as enthusiastic a reception in all countries as it had found in those of the farther east. The

conservative Briton looked upon it with something of suspicion. It was even denounced by religiously inclined people with the characteristic thoroughness of such people in such as age as an "insidious and pernicious beverage," and that in a time when heavy drinking was almost a part of the day's routine. Politicians even scented in the convivial influence of coffee a source of danger. The coffee houses were places where men gathered to talk. The friction of mind with mind was evidently considered likely to lead to disastrously original thinking, and therefore the statesmen of the day saw their followers dispersing, and blamed no small amount of the dispersion on coffee. Many coffee houses were closed by the orders of different governments, this failing in its effect a method of combining business and moral suasion was originated, and there are records of legislation imposing heavy taxation on every gallon of coffee brewed.

Despite all this, however, the taste for coffee continued to grow. The "Coffee House" in London and Paris became of outstanding importance, not only because of its ubiquity but because of the fashionable, literary and political classes that frequented it daily.

Coffee had found its place in the public favor, and from that day to this it has been constantly adding to its list of friends.

Coming as it does from so many different quarters of the globe coffee has naturally developed many different characteristics.

A Word About Coffee and the Coffee Plant

In the main, however, the coffee plants all have the same general character. The common coffee plant is an evergreen shrub, which under cultivation is kept in a state of short close growth from four to six feet in height. The leaves are oblong in shape, about six inches long and three to four inches in width. The flowers are white and fragrant, and the fruit which quickly follows the flower is a fleshy berry, green at first, changing to a yellowish tint, then to a red then to a smooth glossy purple or dark red. The flesh of the fruit encloses two seeds or beans each enclosed in a thin parchment. The coffee plantations are mainly on rich well irrigated uplands for under such conditions the coffee flourishes best. The plants are propagated by budding cuttings or seeds. These cuttings are started in small bamboo like baskets, and when they are about 18 inches in height they are planted in deep holes, the bottom of which has been filled in with the berry husks. Here the young shoot is planted, the basket being left to rot away. The trees begin bearing in the fourth year and will continue to produce from ten to twenty years. The picking is done by hand when the fruit is fully ripened.

A Word On Varieties

It used to be thought that the Java and Mocha blends were the coffee par excellence, but of recent date blendings of

The Virtue of the Coffee Drink

First publicly made and sold in England by Pasqua Rosee.

The grain or berry called Coffee, groweth upon little trees only in the deserts of Arabia.

It is brought from thence and drunk generally throughout all the Grand Seignor's Dominions.

It is a simple innocent thing composed into a Drink by being dried in an oven and ground to powder, and boiled up with spring water, and about half a pint of it to be drunk fasting an hour before, and not eating an hour after, and to be taken as hot as possibly can be endured; the which will never fetch the skin off the mouth or raise any blisters by reason of that heat.

The Turks' drink at meals and other times is usually water, and their dyet consists much of Fruit, the crudities whereof are very much corrected by this Drink.

The quality of this drink is cold and dry, and though it be a dryer it neither heats nor inflames more than Hot Posset.

It closes the orifice of the stomach and fortifies the heat within. It is very good to help digestion and therefore of great use to be taken about 3 or 4 a clock afternoon, as well as in the morning.

Its use quickens the Spirits and maketh the heart lightsome. It is good against Sore Eys and better if you hold your head over it and take in the steam that way.

It suppresseth fumes exceedingly, and therefore good against the head-ache, and will very much stop any deflusion of Rheums that distil from the Head upon the Stomach and so prevent and help Consumptions, and the cough of the Lungs.

It is excellent to prevent and cure the Dropsy, Gout and Scurvy. It is known by experience to be better than any other drying Drink for people in years, or children that have any running humors upon them such as King's Evil, etc.

It is very good to prevent mis-carryings in Child-bearing Women.

It is a most excellent remedy against the Spleen, Hypochondriac Winds or the like.

It will prevent drowsiness and make one fit for business, if you have occasion to watch, and therefore you are not to drink it after supper unless you intend to be watchful, for it will hinder sleep for three or four hours.

It is observed that in Turkey where this is generally drunk that they are not troubled with the Stone, Gout, Dropsie or Scurvy, and that their skins are exceedingly clear and white.

It is neither laxative nor Restricting.

Made and sold at St. Michael's Alley in Cornhill by Pasqua Rosee at the Sign of his own Head.

This is the first known advertisement of coffee, issued by Pasqua Rosee, in London, 1650. The original of this advertisement is preserved in the British Museum.

other varieties have been discovered to give equally good results. The receipts from these sources are very limited, and could not possibly meet the enormous demand. About 50,000,000 pounds of coffee are produced in the Dutch East Indies, of this total about 7,000,000 comes to the United States; of the Mocha coffee about 3,000,000 pounds reaches the United States; these millions of pounds sink into an insignificant figure when they are faced with the immense demand from the people of the United States. The bulk of this coffee comes from Brazil which produces 13,500,000 bags of the total of 18,000,000 bags annually con-

sumed throughout the world. Brazil, then, is the great coffee nation, though Colombia, Guatemala, Mexico and Costa Rica also provide their share. This year the output of Brazil promises to be the record crop in the history of the country.

Once picked the coffee goes to the washing tanks in which the berries are scraped about until the husks and pulp are removed. After that the coffee is taken to the drying platforms or patios, such as are shown in the accompanying illustration. Once dried in the blazing sun, the beans go to other machines which further clean them, after which the green coffee is placed in bags.

Canada Fundamentally Sound

Machinery of Country at Present Directed Towards Prosecution of War—Address by Banking Authority on Present Financial Condition and Future Outlook.

WHEN the war is over Canada will experience an era of heavy taxation, provision will have to be made for interest upon loans, and the public will have diminished purchasing power. On the other hand Canada is fundamentally sound, we have unlimited resources, and in all probability there will be a period of real prosperity following the war. Such were the views expressed by Wm. Moffat, Assistant General Manager Imperial Bank of Canada, in an address to upwards of 100 members of the Canadian Credit Men's Association, at a meeting and dinner held in the Board of Trade Club Rooms, Toronto.

The meeting was attended by business men representing all classes of industry and was presided over by W. H. Lamont, of H. S. Howland Sons & Co., Toronto, President Canadian Credit Men's Association.

In his address Mr. Moffat dealt with many angles of the present business situation. The address which will interest all branches of the trade follows:—

"Gentlemen,—Your president has asked me to say a few words to you regarding the present financial situation as it appears to a banker, and to give my impression of what the conditions are likely to be after the war. Prophecy is a thankless task, but all business is more or less based upon our ability to gauge the future. I may be wrong, but in my opinion the process of reorganization after the war is likely to impose upon financial interests a greater strain than anything we have felt in the past. At present practically the whole machinery of the country is directed to the prosecution of war—this condition of affairs is abnormal and must sooner or later come to an end. When that end comes—which we hope will be soon—manufacturers must face about and direct their energies first to the production and then to the sale of a different class of products.

Market Must Be Found

"The machinery which is now making shells must be used to make something else or it must be scrapped. If it is scrapped it will only bring scrap prices, if used to make products required in ordinary life a market must be found for

A period of real prosperity in Canada will follow re-adjustment after war.

Canada in a position to share in tremendous Russian market.

Russia may have to go through one or more revolutions before settling down.

Necessary for merchants and bankers to keep business on solid basis.

Borrowing by Government does not directly increase amount of credit in use.

Farmers should now be able to pay store accounts, mortgages and bank loans.

Bankers and merchants are working towards same end.

Do not wait until a storm comes before reefing your "sales" and collecting your slow accounts.

In past credit has been too freely granted by both merchants and bankers.

Any man who has carried on a legitimate business or is doing so now should be able to pay his legitimate debts, and if he is wise he will do so. If on the other hand, he cannot you had better have that inquest now rather than a year from now.

Canada has unlimited natural resources

Room in Western Canada for ten times present population.

them after they are produced. This means organization for selling as well as for producing. If, on the other hand, the war is to go on for another year we can look forward to a demand for almost everything that this country produces, especially for the products of agriculture; but these products must be paid for in cash or its equivalent if the country is to benefit. If we can make, as appears likely, shells for the American Government these will be paid for in cash or equivalent credits in New York. If we sell our wheat and other farm products against payment in New York the country will be ahead to that extent, but if, on the other hand, these products are to be settled for by loans from Canadian banks or the Canadian Government the result may be a curtailment of mercantile banking credits unless through currency inflation the burden is shifted on to the people of Canada as a whole.

To Face Declining Market

"When the war is over our taxes must be heavy, provision will have to be made for interest upon loans which have been created, and the profits which we have been receiving on munition contracts will not be forthcoming. The public as a whole will have diminished purchasing power seeing that lower prices will have to be accepted for products without a corresponding reduction in cost of production, and we shall at the same time have to face a declining market for goods carried.

Canada Has Unlimited Resources

"On the other hand, we have a magnificent country, one of almost unlimited natural resources. On a recent visit to the West, including the Peace River country, I had the pleasure of traveling over a considerable portion of territory, and I have no hesitation in saying the country is one of which every Canadian should be proud. There are miles of farms, but the farmers which are now cultivating them are only the scattered pioneers of future citizens. We have room there for ten times the present population without crowding, and good land for all. This country is fundamentally sound, and once the war is over a

period of real prosperity will I am satisfied ensue—not immediately but as soon as the readjustments have been made.

The Shipbuilding Industry

"We expect great things from our shipbuilding program, and while the war lasts and also during the reconstruction period there is room for optimism. Whether we can continue to build ships in competition with the world when conditions are normal I am not prepared to say, but it appears to me to be at least doubtful. We have the raw material and all facilities except cheap labor. With our scale of wages, which is bound for years to be higher than in Europe, I question our ability to compete in the open market with the cheaper labor and Europe's necessity for greater production, and unless we can do so shipbuilding cannot be made a permanent success. The waters of the ocean being free to all, a ship built in Japan by cheap labor can carry freight to New York from Liverpool at lower rates than a Canadian vessel built under different conditions.

Great Market in Russia

"There is the Russian market also to consider, which, no matter what has happened or may happen, is bound to be a large factor. The Russians may have to go through one or more revolutions before they settle down, but I have no doubt as to the ultimate result. They are of little or no assistance to us at present, but after the war the purchasing

power of 150,000,000 cannot be ignored, and Canadians should not forget that we are in a position to obtain a share of this trade if we cultivate it properly and in time.

The Reconstruction Period

"If I am correct regarding the reconstruction period it becomes necessary for both merchants and bankers as business men to consider the future carefully and see that their affairs are in apple-pie order. There should be systematic siftings of outstandings, and an effort made to put business upon as solid a basis as possible. Stocks of goods at present represent a very much larger cash investment than heretofore; possibly in some cases the actual bulk of goods carried may be no larger but the value is greater, and we are more closely concerned in values. For the last two or three years merchants have been doing business on advancing prices and increased borrowings.

"The time is coming when this process must be reversed, that is, after the war closes you will for a time have to sell your stocks for less money than at present, and write down the value of those in store sufficient to cover depreciation. Borrowing by the Government you must remember does not directly increase the amount of credit in use, and while the effect is not quite the same as an increase in irredeemable currency yet the tendency is to increase the cost of living and the price of all commodities as expressed in money. If after the Government has borrowed large amounts to pay war expenses the public goes on its usual course attempting to carry on business as usual there are sure to be demands for labor and materials which cannot be met and which will inevitably force up prices.

"In financing the war a considerable amount of such expansion is unavoidable—the wants of the Government are imperative—they are on an enormous scale and they cannot be immediately met except by the use of credit.

"It is impossible for the people to adjust immediately their private affairs to new conditions. Business attempts to go along in its accustomed channels and living expenses cannot be suddenly adjusted. Gradually, however the natural remedies make themselves felt. Prices of all commodities rise, and as Government demands must have priority the people at large are forced to get along with fewer luxuries and possibly fewer necessities.

Retailers' Purchases Curtailed

"This will have a tendency to curtail the buying by retail merchants as a diminishing number of their customers will pay the higher prices demanded. It is of course very undesirable to have the plane upon which business is done lifted to a higher level, as after the war prices that are high will have farther to fall. All investments in land except for cultivation and production should be avoided. No money should be locked up unless absolutely necessary in plants or buildings, and municipalities should not

undertake improvements that can be postponed.

Farmers Should Pay Up

"At present farmers are receiving exceedingly high prices for everything they produce and should be in a position to pay their store accounts, mortgages and bank loans. It is very much in the interest of the merchant and of the community at large that advantage be taken of the present situation to collect outstanding accounts, especially those that have in the past been inclined to be slow. Farmers have heretofore been, as you know, considered dilatory in their payments even when in a position to pay, but if their accounts and the accounts of wage-earners are allowed to run until conditions change on account of unsatisfactory crops, lower wages or prices, or for any other reason, merchants will have to face hard times with large amounts outstanding, having lost the opportunity of putting their business upon a safe and sound footing during the period of agricultural and business prosperity.

"The Credit Men's Association has in the past done much to assist and improve the position; the educational value of their work has been great, and if it can continue along the same lines it should in a few years help to place the retail trade of Canada on a very much sounder and more satisfactory basis. Even I can remember when long credits were the rule and cash business almost unknown.

Conflict Between Bankers and Merchants

"At times there appears to be a certain conflict of interest between bankers and merchants—this I am sure is only imaginary—we are both working towards the same end, and a banker's best customer is the successful merchant; bankers prosper only when their customers prosper. It is true that at times you find a banker holds an assignment of your retail customer's open accounts; but remember the wholesalers got the benefit of the money when the advance, secured by the assignment, was made. It may be that in some cases it would have been better had the merchant been allowed to go to the wall in place of being bolstered up by such advances, but so far as my experience goes these loans are made to help the merchant tide over a temporary stringency, due to disappointing sales, weather conditions, bad country roads, etc. In other words, when business in consequence of conditions has been disappointing, a merchant is very reluctant to allow his acceptances to go back, and if by an advance of this nature he can be helped over a temporary difficulty he and his creditor are both helped.

Most Loans Repaid

"You must remember that the majority of such loans are repaid as expected and the retail merchant's credit helped or saved. It is only when advances have been unwisely made by the banker that you have cause to complain, but even then the banker has only had a profit of six or even eight per cent. on his goods, and has, like you, overhead expenses to

meet. No business works on as narrow margins—the turnover alone saves the banker, not the gross profit. Do not think that I am making a special plea for the banker; he is fallible like his neighbors, but bear in mind we are trustees for the shareholders of the bank.

Preparing for the Future

"What you gentlemen are probably more interested in, however, is what steps should be taken to prepare for the after-war reconstruction period in Canada. What can be done now to put our financial affairs in shape? I would say get your business 'snug.' Do not trade upon borrowed capital if it is possible to get along without it, but as most merchants must borrow, keep your business liquid. See that your stocks are no higher than necessary for the proper carrying on of your business. I would even suggest losing a few sales rather than risk overstocking. No doubt with the difficulties you have at present in obtaining deliveries it is almost impossible to keep stocks down, but all our tasks are hard to-day, and while we cannot expect perfection, we can aim at it. What, with your permission, I would like to impress upon you is to have a clear-cut plan.

"Look to the future and study it, and do not be satisfied with looking only at last month's sales and collections. Then what I consider at least as important as watching your stock is to watch your customers' accounts for signs of weakness. Accounts that are not satisfactory should be liquidated while there is yet time. Do not wait until the storm comes before reefing your sails and collecting your slow accounts. They will realize more now than under changed conditions; if they are weak now, they will probably be bad later on.

Co-operation With Retailer

"In what way can we as credit men—for we claim fellowship with you—help the merchants to carry out this programme? Chiefly I think by co-operation and consulting freely. In the past credit has been too freely granted by both merchants and bankers; we should try to correct this and to shorten terms where possible. The war has done one good thing for us in Canada in that it has given us as citizens of an agricultural country this opportunity to 'clean up.' High prices, while hard on the consumer, have made the farmers rich, and they have given the careful wage-earner more ready money; take advantage of these conditions to get your outstanding accounts paid. I do not think there need be any conflict between merchant and banker in this connection; we are both interested in having the business of the country placed on a sound footing. Any man who has carried on a legitimate business or is doing so now should be able to pay his legitimate debts, and if he is a wise man he will do so. If, on the other hand, he cannot, you had better have that inquest now rather than a year from now.

"There should be co-operation also between us when a mutual customer meets with misfortune. In such a case we

should get together and consult—in fact, exchange confidences. However, these cases are always exceptional and should be treated as such.

Man Who Neglects Books

"In my experience the country merchant who neglects his stock neglects his book accounts, and book accounts not collected in season have a strange habit of becoming bad debts.

"I do not know that I have been able to tell you anything new—probably not—for there are singularly few new things in this world, and probably fewer in business than in most lines; but to sum up: (1) In my experience straight, honest dealing pays in the long run. (2) Look after your collections while the collecting is good. (3) Carry no more stock than your business requires, for dead stock means depreciation at all times, and if I am right it will mean serious depreciation in the years that are ahead."

Following the address of Mr. Moffat, President Lamont referred to the excellent work the trade newspapers are doing in Canada, and called on G. D. Davis, editor of **HARDWARE AND METAL**.

Mr. Davis reviewed briefly the work of the trade newspapers, and pointed out that the trade papers were really pioneers in many branches of the work which is now being carried on by the credit men. He also outlined the increased efficiency found in many retail stores to-day when compared with conditions of a few years ago. There is also a marked improvement in the collection methods of retailers and a general tendency towards doing a cash business wherever possible.

The report of the Improved Mercantile Agency Service Committee was delivered by L. F. Monypenny. A report on the "Special Information Sheet" was dealt with by F. W. Black, Swift Canadian Co., Ltd.

ALL FOOD DISTRIBUTORS TO BE LICENSED

(Continued from page 17.)

trade. The petty patronage of the well-to-do man who has been accustomed to buy his food at wholesale would be eliminated. The wholesaler who does this type of business would have to make that fact amply manifest, or else be in danger of losing his license. Thus the trade that legitimately belongs to the wholesaler would be his and the retailer would be free from wholesale encroachments.

That, roughly speaking, is a sketchy review of the probable next move in the Food Administration program as far as present developments are concerned. If the proposition finds favor with the Food Controller, and there is little likelihood that it will not—in a number of respects at least—then it may appear in the form of an Order in Council at a very early date.

They are startling changes. Until the details have been worked out, it is not possible to go fully into the merits or otherwise of the proposals. More definite information will be available next

week. The Order in Council may be placed on the statute books at any time.

Trade agencies have for a long time past been urging the necessity of an Inland Trade Commission, to deal with such points as are now being brought up by the representatives of the retailers, wholesalers and manufacturers.

present it is impossible to say how extensive any legislation on this matter might be, whether it would be restricted to the smaller places, where experience has taught that it is entirely practicable, or whether an effort will be made to introduce some such system all over the country.

**Goodly Eatables
at Goodly Prices.**

YOU can read this both ways—the quality and selection of these necessities of life are the best—therefore "goodly"—the prices of all of them are as low as is consistent with the times—also "goodly." As "purveyors extra-ordinary" to those who like the best in eatables—we are particular about the grade of everything we offer for sale. We know all about them and stand behind them solidly. They are dependable foods at dependable prices.

Our telephone services will be found as reliable as when customer calls in person. Our deliveries cover the whole city.

And—as a convenience—we open monthly accounts with reliable people. Ask us about this.

Fish

- Boned Haddies, per pound 20c
- Loggie's Cod Fish Fillets, 1 pounds box 25c
- Loggie's Cod Fish Fillets, 3 pound box 65c
- Golden Crown Lobster 1-2 lb. 32c, 1 lb. 60c
- Salmon—Clover Leaf 1-2 lb. 25c, 1 lb. 40c

Meats

- McGregor's Sausages, per lb. 30c
- Jellied Hocks, per lb. 20c
- Jellied Tripe, per lb. 20c
- Cooked Meats of all kinds.

Groceries

- Betty's Home Made Strawberry Jam 32c
- Betty's Home Made Raspberry Jam 32c
- Betty's Grape Fruit Marmalade 15c and 30c
- Betty's Orange Marmalade 15c and 23c
- Wagstaff's Green Fig Marmalade, per jar 33c
- Wagstaff's Bramble Jelly, per jar 33c

Our Famous Teas, per lb. 50c, 60c, 75c.
Special Coffees, per lb. 40c, 50c.

Large assortment of goods for Overseas—such as Tinned Fruit Cake—Biscuits—Coffee—Chocolatta—Meats and Candies.

Phone
Your
Orders



McGregor's

M 9 R. McGregor, Limited. 1119
225 Bank Street— Between Nepean and Lisgar Streets.
Phones 6501—6502 Queen.

An effective style of advertisement used by an Ottawa firm.

FOOD CONTROLLER MAY LEGISLATE FOR CO-OPERATIVE DELIVERY

One of the Matters That is Likely to Come Up for Decision in the Near Future

There is every likelihood that the matter of co-operative delivery will be one of the next matters that will be dealt with by the Food Control Department. It is generally felt that here is a place where there is a totally unjustifiable overlapping and consequent increased expense, such as should not exist at the present time. CANADIAN GROCER is reliably informed that this matter is under consideration and may be expected to occupy the attention of the Food Department officials in the near future. At

This matter will probably be decided in the next week or so.

FIRE IN SUGAR PLANT

The plant of the Dominion Sugar Company at Wallaceburg, Ont., was damaged to the extent of \$100,000 by fire on the night of December 10. The fire followed an explosion, believed to have been caused by combustion in direct fire driers in the pulp buildings. The building and machinery along with 7,000 bags of pulp were destroyed. The pulp buildings were separate from the main factory, which was undamaged.

Mr. Sanche Monahan, of St. Lin, came to Montreal the first of the week and was a caller on the firm of Jos. Ward & Co.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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

THE MACLEAN PUBLISHING COMPANY, Limited

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MAKE YOUR WINDOWS SALESMEN

ALREADY we are having indications of the interest that is being taken in the Christmas window displays. We have had a number of requests for numbers in which displays have appeared, an indication that these are going to be used as a basis for other windows. We are also receiving word that many merchants contemplate entering this competition.

Keep this matter at the front of your mind and see what you can do to make the most attractive window that has ever graced your store.

There is more selling punch in a good window display than most merchants realize, there is more than is to be found in almost any agency of the store. More especially is this the case at Christmas time, when people are on the streets looking for things to purchase. To fail to take advantage of this great opportunity is to throw away your best selling appeal. Make your windows salesmen, and having so made them, have them photographed and enter them in our Christmas window contest.

THANKS FOR MARGARINE

WHILE there is some hitch in the actual admission of margarine into Canada this has resulted from the activities of the United States Food Department and is expected to be arranged in the near future.

In this matter the Food Controller is to be congratulated. He has actually succeeded in getting this regulation through, over the strong opposition of the dairy interests, interests so strong in their politi-

cal power that it was doubted if the introduction of margarine was a possibility. Well, the Food Controller has done this thing and deserves the thanks of the people who will benefit from this measure. It has not been possible to see eye to eye with this department in everything they have done, but here at least there will be a practically undivided opinion that the Hon. W. J. Hanna has succeeded in fathering a measure that will mean some alleviation of the serious food situation that is facing the country to-day.

SUBSTITUTE THE POUND FOR THE DOZEN

THE selling of eggs, oysters and ice cream by weight was advocated by the New York State Commissioner on weights and measures. It is to be hoped that this idea will gain other friends. It is difficult to understand why we should stick so steadfastly by systems of measurement that mean absolutely nothing. Why, for instance, should a customer be forced to buy eggs by the dozen? It is buying something of which the purchaser has no way in the world of reckoning the actual value, and no way of being assured that she will get fair treatment. One customer will pick the large eggs in the basket or the large bananas on the bunch and will pay no more than the last purchaser who gets only what nobody else wants. Goods that are made to a standard size can be sold by the dozen, but to sell everything that way is an absurdity.

THE LOST CUSTOMER

EVERY store has them, people who suddenly disappear from the list of the store's customers without any explanation of their disappearance. The store probably gets no statement of the reasons for this sudden disappearance, and that is the main difficulty. The unvoiced complaint is always the hardest to combat. If in looking over your books you find that some customer has apparently stopped dealing with you, surely it is good business to find out why. We are not urging any merchant to beg for business. Not only does that demean the solicitor, but it gives the customer a wholly unwarranted advantage. But something surely may be done by a tactful letter stating that you have missed the business and that you would be glad to know if there has been a service that has been lacking through any fault of yours. A personal call may often straighten matters out because the things that make people change stores, it has been proved time and again, are little things, little annoyances, little discourtesies and a little attention will often set these matters right and hold a customer for the store. It is worth trying anyway.

CURRENT NEWS OF THE WEEK

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

Maritime Provinces

The smelt season opened November 28 and very good catches are reported from the east and north shores and shipments of the frozen fish are beginning to go forward. Prices started at six cents per pound for net smelts and seven for hooked fish.

The announcement from Ottawa that the sale of package goods may continue as heretofore, which was received this week, has settled problems which have been vexing the wholesale and retail trade since the announcement that small packages of cereals, etc., were to be prohibited.

At the annual meeting of the St. John Board of Trade members of the council for the coming year were elected as follows: George E. Barbour, T. H. Estabrooks, J. Hunter White, M. E. Agar, W. Burditt, R. B. Emerson, H. C. Schofield, Hon. W. H. Thorne, F. W. Daniel and P. W. Thomson, A. H. Wetmore of Puddington, Wetmore and Morrison was re-elected president.

The potato market in New Brunswick is reported quiet and dull this week. December usually is somewhat slack for potatoes but this month has opened especially quietly. The explanation given is Montreal and Toronto are well supplied with western potatoes which were secured at prices so much lower than the N. B. stock, even though more attractive, could not compete.

Three local business men of Liverpool, N.S., have joined J. F. Clifford, a Boston fish man, who has been buying and shipping fish from here for some months. The company has leased the wharf and stores of Henry Limited, where they have built a large smoke house and office and will engage in smoking different kinds of fish in connection with their other business. The company will be known as the South Shore Fisheries, Limited.

Quebec

N. Richard, grocer, Quebec, has sold assets.

T. B. Rider, general store, Fitch Bay, is dead.

The Russell-Murray Cocoa Mills Ltd., Montreal, has obtained charter.

Flynn Bros, general store, Gracefield, have been succeeded by H. T. Flynn.

Mr. Marshall, of the Western Canada Flour Mills Co., is confined to his home this week.

Canadian Oriental Produce Co., Ltd., Montréal, has changed style to Sterling Chocolate Co., Ltd.

J. Gillies, of Cornwall, has purchased the grocery department of P. P. Boileau, 68 St. Viateur St.

J. M. R. Gugeon, has opened a grocery

store at 626 Mount Royal Avenue, formerly the address of A. Bastien.

C. Ritz, of the Robin Hood Mills Co., is this week in the Maritime Provinces, where he is meeting with the managers of the Company's plants at various points.

H. P. Briggs, Halifax manager for H. D. Marshall, was an unfortunate victim in the Halifax disaster, having his face somewhat severely cut. Definite particulars are still lacking.

Zephirin Hebert, President of the firm of Hudon, Hebert et Cie, Montreal, is this week in Ottawa, where he is in consultation with the food controller's committee on matters relative to licenses, etc.

The firm of Chaput, Fils et Cie. have responded to the call for aid from Halifax, and on their own initiative, feeling the need to be great, they have forwarded to the Mayor of Halifax a cheque for \$500 to be spent at his discretion in relieving distress.

The following message was sent to Halifax in view of the disaster by the Montreal Branch of the Canadian Fisheries Association:

S. Y. Wilson, President Canadian Fisheries Association, Halifax, N.S.

"The Montreal Branch of the Canadian Fisheries Association deeply sympathize with Halifax in their unfortunate distress, and in the bereavements of so many worthy citizens."

(Sgd.) F. W. Wallace, Secretary.

In addition to this expression of sympathy, the local branch will immediately open a list for contributions from its membership and the proceeds will be forwarded to the president within the next few days.

Ontario

R. A. Dunlop, grocer, Ottawa, has sold assets.

The Crompton Grocery, Brantford, has sold his assets.

George Hinton, grocer, Hamilton, Ont., has sold out.

J. Stewart, grocer, Ottawa & Westboro, has sold his assets.

Mrs. C. Mitchell, grocer, Hamilton, has been succeeded by her son T. S. Mitchell.

Young & Brown, general store, Ridgeway, has dissolved, F. C. Brown continues.

The William Davies' pork and beans factory at Harriston, Ont., has been closed down indefinitely.

J. L. Widdman, one of the pioneers of St. Jacobs, passed away recently in his eighty-fourth year. He has been engaged in the general store business in this section for many years.

William H. Newport died in Hamilton on Dec. 4. Mr. Newport has been

associated with the confectionery business in that city for the past 25 years and was highly respected in the community.

The death occurred recently in Hamilton of John Henry Cummer, head of Cummer and Sons, mineral waters. Mr. Cummer has been associated with the business life of Hamilton for the past half century. He has been ailing for some time past.

Western Provinces

F. Charles has recently opened a grocery store at Russell, Man.

E. Morris, general store, Mildred, Sask., has moved to Kerriemuir.

H. J. Harris, grocer, Winnipeg, has been succeeded by S. Batt.

Hong Hing Ling Co., grocers, Letellier, have changed proprietorship.

A. N. Bourassa & Son, general store, Lafleche, Sask., has discontinued.

Mrs. A. Doner, general store, Letellier, Man., has removed to Erickson.

Farris & Dahrouge, general store, Brandon, have dissolved partnership.

St. Martin Trading Co., general store, St. Martin, Man., has registered partnership.

F. W. Eder, general store, Denzil, Sask., has been succeeded by Denzil Supply Co.

Hanna Bros., general store, Pine Creek, Man., has been succeeded by J. R. Lippington.

G. L. Foerster, general store, Neepawa, Man., has been succeeded by Ralph & Simpson.

Mrs. M. H. Jordan, general store, Readlyn, Sask., has been succeeded by Denzil Supply Co.

George F. Dent has been appointed manager in Regina for D. H. Bain Co., manufacturers' agents, Winnipeg. Mr. Dent was formerly assistant manager.

Miss Walker, formerly of Nokomis, Sask., who has been conducting a grocery and confectionery business at Alsask, Saskatchewan, for the past four years, has disposed of her store and has left for Millgrove, Ont.

Harvey Davis, well known to the retail trade of Western Canada, is now with Harold F. Ritchie & Co., Ltd. His friends will be glad to see him back on the road again, looking well after a serious illness.

SPECIAL TRAINING COURSE FOR GROCERS

The special grocer's course in the department of special and technical training of the New York Y.M.C.A. is under the chairmanship of Charles A. Elliott. Mr. Elliott, who is an Ontario boy, is now associated with Arbuckle Brothers, New York. This technical training

course in which he has been interested for some time is an instance of one of the best types of specialized training. The lecturers are the actual heads of large mercantile concerns, and men well posted in the grocery business. It is an undertaking worthy of the most pronounced success.

NEW MANAGER FOR WESTERN BISCUIT FIRM

C. C. Wardrope has been appointed general manager of the Paulin-Chambers Co., Ltd., Winnipeg, biscuit and confectionery manufacturers. Some months ago the death took place of L. C. Macintyre, at that time general manager. This necessitated a number of changes, and among the most important of these is the appointment of Mr. Wardrope to succeed Mr. Macintyre. The latter was one of the pioneers of the West, and was well on in years. Mr. Wardrope is a young man scarcely out of his twenties, who started with the firm as clerk twelve years ago, and step by step has reached one of the highest positions attainable in the company's services.

Paulin-Chambers Co., Ltd., was established in 1876. They manufacture biscuits and candies, operating between Kenora and the British Columbia boundary.

NEW GROCERY BROKERAGE FIRM

G. B. MacCallum & Co. have commenced business as grocery brokers and confectionery jobbers in Montreal. Their office is at Room 18, Woolworth Bldg., cor. St. Catherine & McGill College Ave. G. B. MacCallum and R. J. Spargo are partners in the concern. Both are returned soldiers, Mr. MacCallum was a Lieutenant in the 112th Battalion which went from Nova Scotia, and Mr. Spargo was Sergt.-Major in the 12th Battalion from Quebec. At present they are handling Vozans, Ltd., Toronto, line of cakes as the Montreal agents and the Charbonneau lines of confectionery and biscuits for the English-speaking section of Montreal. They also handle syrups.

MORE POWER FOR MERCHANTS OF SASKATCHEWAN

The Retail Merchants' Association of Saskatchewan recently waited upon members of the law amendments committee of the Saskatchewan Legislature with a request for more latitude for the creditor in the small debts court, the giving of power to local J.P.'s to have debtors brought before them and examined for discovery; the increasing of the provincial fee for hawkers and pedlars, and statutory power being given to cities and towns to declare a half holiday each week during certain of the summer months. In dealing with the first request it was outlined that the association desired that the retail merchant be given the privilege of obtaining executions for a sum smaller than \$50, the amount now settled in the small debts court. The merchants' deputation consisted of Messrs. Polson, Hutchinson and Raymond. A fee of \$200 was suggested as a fair taxation on hawkers and pedlars.



Lieut. R. C. Gillespie, 2321 Stephens Street, was killed in action October 31. He enlisted two years ago and was well known in Vancouver, having lived there for seventeen years. Previous to his enlistment he was employed by the A. McDonald Company, Limited, of that city.

Milton R. Nichols is an old Kincardine boy and a son of Mrs. J. Nichols, Princess Street. Was at one time reported killed. He has recently been visiting his mother in Kincardine. Prior to the war he was employed by the National Grocery Co., Seattle, Wash.

New Goods Department

4-ONE BOXES

The Canadian Wood Products, Ltd., 1,000 Gerrard St. E., Toronto, are now putting on the Canadian market 4-ONE boxes which it is stated are used by many manufacturers in packing their products. It is stated the strength of 4-ONE boxes is measured in terms of steel wire and not in terms of wood, the peak load being carried by the wire.

4-ONE boxes, knocked down, consist of four separate sections, top, side, bottom, side, connected only by continuous steel binding wires and of two separate end pieces.

4-ONE boxes are made by folding these four separate sections at right angles to each other, which tensions the wires at the corners, causes the top and bottom sections to overlap the side sections along the full length of the corners, and gives tight, square corners. The end pieces are nailed or stapled to the cleats from the inside.

It is claimed that under external strains the four separate box sections slide on each other at their edges, causing the strains to be taken up immediately by the tensioned steel binding wires and to be borne by these steel binding wires and to be borne by period of strain, and that bulging strains also are resisted by the steel binding wires.

H. Dalabarre, St. Ours, spent a day or two in the city, and while here made his headquarters with Jos. Ward & Co.

ABNORMAL COFFEE CROP CRIPPLES BRAZIL

(Continued from page 21.)

Coffee men in the United States are anything but optimistic over the present outlook.

It is estimated that the state of Rio de Janeiro alone, which in past seasons has averaged a normal yield of 2,750,000 bags, will, according to receipts, send in a total of 4,000,000 bags for the year.

The state of Espirito Santo, which has always hovered about the 750,000 mark, will, according to the predictions of local experts, reach at least a total of 1,000,000 bags.

The state of Sao Paulo will turn in a crop of no less than 12,000,000 bags.

It would be entirely too much to expect that the marching armies of the Allies could possibly consume enough coffee to offset or reduce to a normal basis the glut which is sure to come.

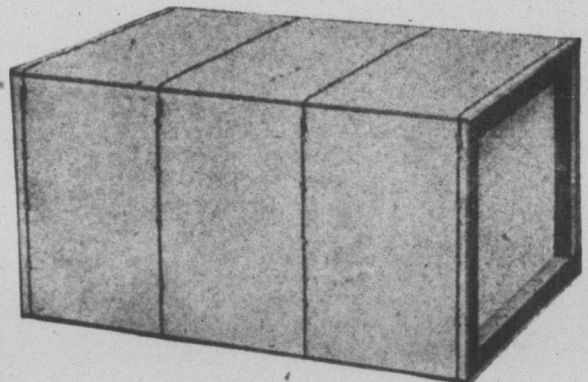
It is pointed out, however, that there need be no waste or actual loss of stocks from deterioration from storage if this is done under proper conditions, for the keeping qualities of coffee are good.

As to the domestic angle of the unprecedented situation, it is generally believed there will be considerable hoarding of coffee stocks against the close of the war and that American importers, if not prevented by the eventuality above spoken of, may invest heavily with this end in view and in this manner lend a financial helping hand to Brazil.

Teddy had been invited out to tea. He wanted to have the afternoon off from school, but his mother would not hear of it. As his bedtime was 7 o'clock he had rather a short visit, and as he was leaving his hostess said cordially:

"I'm so sorry you've been able to stay such a little while, dear."

Teddy remembered his mother's injunctions to be polite on all occasions, and answered, sweetly: "Oh, it's quite long enough, thank you."



4-One Box Ready for Shipment

PICKLES AND LIME JUICE

The United States naval marines are fed with sour pickles in large proportions for the purpose of preventing scurvy, etc. In the British Navy lime juice is given the sailors at regular intervals for the same reason. This is why tars in the British Navy are known as lime juicers.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

OLEOMARGARINE of Canadian manufacture came into the market during the week but importations from the United States have not yet started. The United States Department of Food Control had not yet issued the necessary licenses to export this commodity. It is expected these licenses will be forthcoming, although nothing definite has been given out. Advances have been numerous during the week and include such commodities as marmalade, tobaccos, vinegar, small sizes of package teas, sauces, jelly powder, pickled and smoked fish, storage eggs. Nuts are moving freely. There is a firm situation in peanuts owing to the shortage of supplies. Brazil nuts were in firmer market with advances recorded in certain quarters. Some Manchurian walnuts in the shell came into the market during the week. While shelled Manchurian walnuts have been brought in heretofore, it is stated that this is perhaps the first time they have been brought to sell in the shell. Rangoon beans gave evidence of an easier market. Ontario beans are scarce and hard to get. Honey continues to be very scarce, with an advance recorded in honey in jars. There are fairly heavy supplies of barrel apples in the Ontario market and it is anticipated lower prices would not be improbable. Potatoes showed an easier tendency, although farmers are still holding for high prices in the Ontario field. Carrots are in abundant supply but are not moving. Arrangements have been completed for the purchase of the new crop Cuban raw sugar on the basis of 4.60c f.o.b. Cuba. This should mean a reduction in the price of Canadian refined when the new-crop sugar begins to come on the market early in January. Business in grocery lines was reported very good during the past week, equal to the pre-holiday trade of last year.

QUEBEC MARKETS

MONTREAL, Dec. 11.—With more snow on the ground relieving the poor road conditions there is a noticeable improvement in the state of trade. Many of the jobbers are well satisfied with conditions, but these are not, of course, as brisk as they have been. Demand for strictly holiday lines is good, and one of the larger jobbers states that part of his staff has been working at night. Some relief has been afforded two or three jobbers in that they have received additional shipments, though small, of dried fruits. Raisins of the table variety have come in. Portuguese figs also have been received. New Tarragona almonds are to hand, while one firm has received Sicily filberts. Peanuts are higher by about three and a half cents per pound. Coarse salt is advanced 15c to \$1.60 per 150-lb sack. Margarine has been marketed to some extent, although dealers and grocers are buying this carefully until it is ascertained to what extent patronage will prevail for the new product. Three grades of this will be handled and one of the large jobbers is selling to the retail trade at 28c-30c and 31c per lb. in the 1-lb prints and at 27c-29c and 30c in

blocks. There seems to be some hitch in getting the product here, owing to the severity of regulations, but it is expected that all who are desirous of handling margarine will have a stock this week. B.C. beans are received and these are of a very high quality. Feed oats are still following an upward trend and are two to three cents higher this week, selling as high as 98c. Sugar is showing a somewhat easier tone, although prices are held.

Coarse Salt Is Up 15c; Some New Lines Nuts

Montreal.
VARIOUS LINES.—There is little new this week in the various grocery lines. Coarse salt has advanced 15c per sack, to \$1.60 for the 140-pound size. Several shipments of new nuts have been received and these are very timely and are much sought after.

Sugar Prices Are Held; Some Shortage Of Icing

Montreal.
SUGAR.—There seems to be a better

feeling regarding the sugar situation, and while no immediate relief is looked for the situation of the raw market is looking better at producing centres. Surely, if the report of Himeley on the Cuban situation is to be taken as dependable, as it usually is, there is some comfort in the estimate he has made of 3,600,000 tons. Added to this, the beet crop of Michigan, Colorado and Utah should serve to improve the situation in the near future so far as the Eastern United States is concerned. Jobbers here feel that a good deal of thanks is due the retail grocers who have exhibited a fine spirit in accepting delivery of the smaller quantities from week to week that it was necessary to send them. There has been the best of feeling between the manufacturer, the jobber and the retailer during the past months in this respect. Prices are unchanged. Some difficulty is experienced in securing supplies of icing sugars.

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

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

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

Canned Goods Reported Scarce In The U.S.

Montreal.
CANNED GOODS.—There is little news regarding the canned goods trade here. Some have been trying to locate supplies from across the border and the replies to their requests are not at all encouraging. Thus, one large broker received the following reply to his request, or at least this is the tenor of the letter: "Canned tomatoes and corn are very scarce here, and of twenty large packers who were asked for supplies only two had any stock whatever. The quantities here were small." This report covered conditions as they are in Indiana, Iowa, Illinois, Ohio and Maryland. It would seem that the visible supply is limited, at least in this large area. Locally there is no

change and orders are being filled as well as the stocks in hand will permit.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats.....	2 45	
1 lb. flat	4 00	
1 lb. talls, cases 4 doz., per doz.	3 75	
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	1 80	
Pinks, 1-lb. talls	2 40	
Cohoes, 1-lb. talls	2 65	
Red Springs, 1-lb. talls	2 70	
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25	
Canadian sardines (case).....	6 75	7 00
Norwegian sardines, per case of 100 "¼s"		20 00
Canned Vegetables—		
Tomatoes, 3s	2 67½	2 75
Tomatoes, U.S. pack (2s).....		2 12½
Tomatoes, 2½s	2 50	2 60
Peas, standards		1 75
Peas, Early June		1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s.....		3 00
Do., (U.S.), gallons	10 00	
Corn (on cob, gal. cans), doz.	8 50	
Red raspberries, 2s	2 90	
Simcoes	2 75	
Red cherries, 2s	2 60	2 90
Strawberries, 2s	3 00	
Blueberries, 2s, doz.		1 35
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s		1 75
Pumpkins (gallon), doz.	6 00	
Carrots, sliced, 2s	1 45	
Apples (gallons)	5 00	
Peaches, 2s (heavy syrup).....	2 00	
Pears, 3s (heavy syrup).....	2 45	
Pineapples, 1½s	2 25	
Greengage plums (light syrup) ..	1 90	
Lombard plums (heavy syrup), 2s		1 70

*Portuguese New Figs;
More Raisins Are In*

Montreal.
DRIED FRUITS. — There is a good feeling among some of the larger jobbers as they have been fortunate enough to receive quantities of new raisins. New loose Muscatels are to hand and the prices are firm, with an increase of ½c per lb. A great many lines of dried fruits are still hoped for by some, but they are not holding a great deal of confidence as to early delivery. It is a notable fact that although one jobber took delivery of 5,000 cases of prunes in November his stock is practically all distributed. Fancy table raisins are steady, with a good demand for them from the retail trade. Some new figs are received and these will be eagerly sought. Those dried fruits which have been held in cold storage are reported as being in good condition and these are now reaching the consumers.

Drained Peels—		
Citron	0 35	
Lemon	0 27½	
Orange	0 28½	
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$3.25; 4-crown cluster, \$3.75; 6-crown		4 00
Muscatels, loose, 2 crown	0 11	
Muscatels, loose, 3-crown, lb.	0 11½	
Muscatels, 4-crown, lb.	0 12	
Cal. seedless, 16 oz.	0 14	
Fancy seeded, 16 oz. pkgs.	0 13	
Choice seeded, 16 oz. pkgs.	0 12	
Valencias, selected	0 11	
Valencias, 4-crown layers	0 11½	
Currants, old	0 24	
Do., new	0 32	

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

*Molasses Stocks Lighter;
Corn Syrups Are Active*

Montreal.
MOLASSES, CORN SYRUPS. — Stocks of molasses held here are light.

The demand is just fair, and deliveries made are of small sorting lots. The outlook for the new supplies would indicate that there is to be a firmer tendency. Just why this should be is a question that is agitating some dealers.

Corn Syrup—		
Barrels, about 700 lbs.	0 07½	
Half bbls. or quarter bbls., ¼c per lb. over bbls.		
2-lb. tins, 2 doz. in case, case.	5 15	
5-lb. tins, 1 doz. in case, case.	5 50	
10-lb. tins, ½ doz. in case, case.	5 25	
20-lb. tins, ¼ doz. in case, case.	5 20	

Prices for		
Fancy, Choice,		
Island of Montreal		
Barbadoes Molasses—		
Puncheons	0 86	
Barrels	0 89	
Half barrels	0 91	

For outside territories prices range about 3c lower.
Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.
Cane Syrup (Crystal Diamond)—
2-lb. tins, 2 doz. in case, per case.
Barrels, per 100 lbs.
Half barrels, per 100 lbs.

*Tarragona Almonds In;
Peanuts Are Up 3½c*

Montreal.
NUTS.—This is the busy season for all kinds of nuts, and supplies are being asked for freely by retail grocers. There are some new goods on the market this week. Valencia shelled almonds have been received and are selling at 44c to 46c per lb. Soft shelled Tarragona almonds of new import have been received also and are selling at 21½ to 22½. These are of a very excellent quality. Sicily filberts of new crop are received also. Brazil nuts of the medium size are to hand, and these are selling at 15c to 16c per lb. Peanuts have taken an upward trend and are selling at 3½c over previous prices. Thus, "Bonton" are quoted at 20c per lb.; Sims, 18c; "G," 17c, and "Coons" at 16c. Shelled walnuts are up 1c per lb., with one large jobber selling at 57c to 58c per lb.

Almonds (Tara), per lb.	0 20	0 21
Almonds (shelled)	0 42	0 43
Almonds (Jordan)		0 70
Almonds, Valencia, shelled.	0 44	0 46
Almonds, soft shelled Tarragonas ..	0 21½	0 22½
Brazil nuts (new)	0 14	0 18
Brazil nuts (med.)	0 15	0 16
Filberts (Sicily), per lb.	0 20	0 22
Hickory nuts large an small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 15	0 16
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16	0 17
Peanuts, shelled, Spanish, No. 1.	0 17	0 17
Peanuts, shelled, Virginia, No. 1 ..	0 16	0 16
Do., No. 2	0 14	0 14
Pecans (new Jumbo), per lb.	0 21	0 21
Pecans, New Orleans, No. 2.	0 21	0 24
Pecans "paper shell," extra large Jumbo	0 40	
Pecans (shelled)	0 80	
Walnuts (Grenoble)	0 23	
Walnuts (shelled)	0 57	0 58
Walnuts (Marbots), in bags.	0 19	0 20
Walnuts (California), No. 1.	0 24	

*Honey Demand Normal;
Limited Stocks Here*

Montreal.
HONEY.—A few cases of honey are asked for by retailers, and the business confines itself to small compass. There is but a small quantity in jobbers' hands, and it is doubtful if any great quantity is to be looked for from outside points. Prices are firm and unchanged.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 17	
Buckwheat, 60-lb. tins, lb.	0 16½	
Clover, 5-10 lb. tins, per lb.	0 19½	
Clover, 60-lb. tins	0 19	
Comb, per section	0 21	
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 70	1 80
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 19	0 20

*Beans Hold Firmly;
Some B.C. Beans In*

Montreal.
BEANS.—Some B.C. beans are to hand by one large jobber. These are reported to be a very fine quality, and they are finding ready sale at 15c to 15½c per lb. These are in bags of 100 lbs. A few Indian beans are selling still. These are of an ivory color and cook well. For these about 12c per lb. is being asked. Small lots have come through from Ontario and Quebec beans are finding their way here, although not in large quantities. The Ontario beans are not looked for in large quantities for the immediate future.

Beans—		
Canadian, hand-picked	10 50	
Ontario, new crop, 3 to 4 lbs.	8 15	
British Columbian	8 16	
Do., in 100-lb. sacks, gross, per 100 lbs.	15 00	15 50
Canadian, 3-lb. pickers, per bu.	9 50	
Canadian, 5-lb. pickers	7 40	8 00
Michigan, 3-lb. pickers	10 00	
Michigan, hand-picked	10 50	
Yellow Eyes, per lb.	0 14	
Rangoon beans, per bush.	7 50	
Lima, per lb.	0 20	
Chilean beans, per lb.	0 14½	
Manchurian white beans, lb.	0 15	
South American	5 20	
Peas, white soup, per bush.	5 00	
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

*Rice Market Quiet;
Tapioca Sales Light*

Montreal.
TAPIOCA, RICE. — Business in rice and tapioca is of small compass. Being one of the staples, there is the usual replenishing of stocks as they decrease, but this business is of a limited character. A firm tone characterizes import centres, and this is attributed to the difficulties of getting shipping from South-western points. Prices are unchanged.

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

*Teas Are Very Firm;
Best Qualities Scarce*

Montreal.
TEAS.—Scarcity of the better grades characterizes the situation on teas in both Japans and Chinas. Prices are very firm. Many of the jobbers feel that the storms that have prevailed of late will tend to accentuate the transportation difficulty and stocks are likely to grow smaller. The volume of business keeps satisfactory. Even siftings are getting scarce, and some of these are now from

six to seven cents higher than they were a year ago. There is a tendency to higher levels in the primary markets of from 1c to 2c. With firmness of tone prices remain unchanged locally.

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

**Coffee Demand Fair;
With Prices Firm**

Montreal.
COFFEE.—There is a somewhat quieter tone to the demand for coffee this week, although it is such as is incident to the season prior to the holidays. No complaint is made and a fair amount of business is passing, with prices maintained on all grades. There has been a firmer tendency to the situation in New York markets, but this has not affected local markets. Cocoa is selling well, and maintaining a firm tone as to price.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 16	0 25

**Spice Demand Good;
With Stocks Fair**

Montreal.
SPICES.—The primary situation with reference to spices continues somewhat unsettled, but prices show no declines. Absorption of spot stocks is being affected to quite an extent at import points, and locally the situation continues normal with a very fair amount of business offering. Cloves continue to be very firm. Ginger stocks are getting smaller and the prices are firmly held. Tapioca is somewhat unsettled and feverish, and for this there is a fairly good request. Prices are maintained in all lines and quotations are as follows:—

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

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

**Malaga Grapes In;
Vegetables Lower**

Montreal.
FRUITS AND VEGETABLES.—There

is a somewhat quiet tendency to the fruit and vegetable market, although fruits are in demand for the holiday season. Tendencies will be to a lowering of prices for winter vegetables such as beets, carrots, parsnips and cabbage, and even potatoes are a trifle easier. This week there are several lower quotations. Cabbage is selling at \$1.75 per barrel. California celery is less by 25c per crate. Red onions are selling from \$1.50 to \$2 per bag. Boston lettuce is now \$1.75. American spinach is to be had in barrels at \$7. Some new cranberries of a smaller variety are in and these are offered at \$8 per barrel. There has been a better tone to business for the past week, although improvement is still to be looked for.

Bananas (fancy large), bunch.	2 75	3 50
Oranges, Valencia (lates)	4 75	5 50
Oranges, Porto Ricos	3 25	3 75
Oranges, Calif. (Sunkist)	5 25	5 25
Grape fruit	3 50	5 00
Lemons (fancy new Messina)	6 50	7 00
Pineapples, Cuban, crate	5 00	5 00
Grapes, Malaga, 40-lb. kegs, lb.	0 40	0 40
Tokay grapes, crate	2 75	2 75
Apples, new (in bbls.)—		
Wealthy, No. 1	7 00	7 50
St. Lawrence	8 00	8 00
Fameuse	8 00	8 50
McIntosh Red	8 00	8 00
Gravensteins	5 50	6 50
Greenings	7 00	7 50
Blenheim	5 00	5 50
Kings	6 00	7 00
Pears (eating)	4 00	4 00
Cauliflower, per doz.	1 25	2 25
Cabbage, Montreal, per bbl.	1 75	1 75
Cabbage, Montreal, doz.	0 50	0 50
Celery, Canadian, per doz.	0 50	1 00
Celery, crates, 7 doz. (Ontario) ..	5 00	5 00
Celery, California, per crate	6 25	6 25
Onions, Canadian, bag	2 00	2 25
Onions, red, 100-lb. bag	1 50	2 00
Spanish onions, large crate	5 50	5 50
Spanish onions, small crate	3 50	3 50
Potatoes, bag	2 00	2 20
Potatoes (sweet), per hamper	2 25	2 25
Carrots, bag	0 90	1 00
Beets, bag	1 00	1 00
Parsnips	1 25	1 25
Turnips (Quebec), bag	1 00	1 00
Turnips (Montreal), bag	0 75	0 90
Lettuce, Boston, head, doz. (box) ..	1 75	1 75
Lettuce, Boston, hothouse	0 30	0 35
Lettuce, curly (4 doz.), box	1 75	1 75
Tomatoes, pound	0 30	0 30
Horse radish, per lb.	0 25	0 25
Beans, wax, bag, U.S.	7 00	7 00
Beans, green, bag, U.S.	7 00	7 00
Leeks, per doz. bunches	1 50	2 50
Parsley, doz.	0 50	0 50
Mint, doz.	0 20	0 25
Watercress, doz.	0 50	0 50
Spinach (Canadian), box	1 00	1 00
Spinach (American), bbl.	7 00	7 00
Eggplant, per doz.	1 50	1 50
Garlic (Canadian), lb.	0 20	0 25
Endive (Canadian), lb.	0 25	0 25
Dried thyme, dried savory, dried marjoram, box	1 00	1 00
Dried Savory box	1 00	1 00
Cucumbers, Boston, doz.	2 25	2 50
Peppers, per bkt.	1 00	1 00
Marrows, per doz.	1 25	1 25
Hauber squash, doz.	2 50	2 50
Cranberries, per bbl.	15 50	16 00
Cranberries (new), small size, per bbl.	8 00	8 00
Evergreen (for decorating), dull, per bundle	1 75	1 75

**Flour Holds Firmly;
Feed Oats Higher**

Montreal.
FLOUR AND FEEDS.—Brisk demand characterized the local situation on flour. All grades are selling well and there is a particularly good demand from country points. Millers are anxious to meet the wants of their many patrons, and supplies are being forwarded with reasonable promptness, in view of the difficulties that confront them. Feed oats are still following an upward trend and are quoted at from 95c to 98c. This is recognized as a very high price, and just how far it will go is difficult to say. Transportation is likely to be interfered with to some extent, owing to severer weather conditions, and with a constant decreasing supply of the better grade oats, in particular, real low levels cannot be looked for. Mill feeds could be sold in much increased quantities if they were to be had, but the shortage of these continues. When it is remembered that it is necessary to mill two bags of flour to get a sack of feed the difficulty confronting the miller is better understood.

Manitoba Wheat Flour—	Car lots	Small lots
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents	11 25	11 25
90%, in wood	10 50	10 75
90%, in bags	5 20	5 30
Bran, per ton	35 00	38 50
Shorts	40 00	44 00
Special middlings	50 00	51 00
Feed flour	61 00	75 00
Feed oats, per bushel	0 95	0 98

**Price Rolled Oats Firm;
Other Cereals Unchanged**

Montreal.
CEREALS.—There is firmness in the cereal market here, with rolled oats showing a firm undertone. Demand is good for this time of the year and supplies are being delivered well. Country business is good with jobbers, who state that they are finding it in some cases better than a year ago. With no changes from last week the following quotations are made:

Barley, pearl	6 90	8 00
Barley, pot, 98 lbs.	5 25	6 50
Corn flour, 98 lbs.	6 50	7 00
Cornmeal, yellow, 98 lbs.	5 00	6 60
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 20	5 75
Oatmeal, granulated, 98 lbs.	5 50	5 75
Peas, Canadian, boiling, bush.	5 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 70	5 25
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 60
Wheatlets, 98 lbs.	5 80	5 80

ONTARIO MARKETS

TORONTO, Dec. 12.—Changes in prices in grocery commodities have been quite generally in the upward direction. Some of the lines in which advances have been recorded include vinegar, small sizes of package

teas, tobaccos, jelly powder, smoked and pickled fish, storage eggs, geese, orange marmalade. Brazil nuts were in firmer market, with an advance in the primary market recorded and local wholesalers following upward in some instances.

There is a good demand for nuts of all kinds, as this is the heavy consuming season. Honey supplies are very light. Supplies of barrel apples in the local market are also reported fairly heavy. Trade for the Christmas season is reported fully up to the volume of last year. Shortage of many lines has retarded business to a certain extent.

Deal Consummated With Cuban Planters

Toronto.

SUGAR.—One of the most important agreements put through in food commodities was that consummated during the past week between the International Sugar Committee and the Cuban Planters' Committee. President Menocal, of Cuba, lent his good offices in bringing about this agreement. Intimations have been made in these columns for some three or four weeks past to the effect that the price to be paid for the entire Cuban crop was likely to be on the basis of 4.60c per pound f.o.b. Cuba. It turns out that this is the exact figure which the Cuba planters have agreed to accept. There is one item that is still in abeyance, namely, the rate of freight from the Island of Cuba to Atlantic ports. The International Sugar Committee hopes to secure a rate of 30c per hundred, but at a meeting held with the West Indian freight concerns tentative figures of 39c from north shore of Cuba and 47c from south shore of Cuba to Atlantic ports were agreed upon. If the 30c rate is obtained it will mean that the price of refined sugar should be 1c per pound lower. If the rate is somewhere between 39c and 47c per hundred it will mean that the decline in sugar will probably be slightly under 1c, or somewhere between 3/4c and 1c. It is understood that the International Sugar Committee will extend their operations to the purchase of Porto Rico, St. Croix and San Domingo sugars, their entire purchases involved being in the neighborhood of 4,000,000 tons. It is estimated the Cuban production for the season now opening will be in the neighborhood of 3,200,000 tons. There are now nine centrals grinding on the new crop, and it is expected there will be free movement of new crop sugar into the Canadian market by the middle of January. The local situation is worrying through. Some shipments of sugar came into the local market during the week on old contracts, but refiners are not taking new business at present.

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

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

Tobaccos And Vinegar Register Advances

Toronto.

TOBACCO, VINEGAR, SAUCES.—A considerable advance has been recorded during the week in Macdonald and Imperial lines of tobaccos. Following are the prices now prevailing: Currency plugs 8's, 6-lb. and 12-lb. cads, 62c lb.; Currency bars, 16 cuts, 9-lb. and 18-lb. cads, 62c lb.; Bobs 8's, 4 1/2-lb. and 12-lb. cads, 64c lb.; Payroll 10's, 6-lb. cads, 80c; Payroll bars, 10 cuts, 80c lb.; Stag bars, 8's, 80c lb.; Shamrock 9's, 70c lb.; Shamrock 6's, 70c lb. Cut tobaccos are quoted as follows: Old Chum 14's, \$1.16; Meerscham 14's, \$1.16. These latter two grades are now put up 14 to pound instead of 12 as formerly. B. C. No. 1 cigarette 18's in 2-lb. cartons are quoted at \$1.40 lb.; Great West 10's in 3-lb. cartons are quoted at 80c lb. Columbia little cigars are now quoted at \$1.60 per box of 10/10's. Pure gold jelly powders have advanced 15c per dozen, and are now quoted at \$1.25. Lea & Perrins sauce in half-pints have been advanced 60c per dozen, now being quoted at \$4.50. Vinegars have been advanced in price 2c per gallon, effective on and after Jan. 1, 1918. Following are the new prices: Spirit vinegar—Proof, 42c gallon; Standard, 39c; Pickling, 37c; XXX, 32c; XX Extra, 29c; XX, 27c. Cider vinegar—XXX, 32c; XX Extra, 29c. Other grades of cider vinegar will not be obtainable. Belleville spirit vinegar is quoted as follows: XXX, 28c gallon; XX Extra, 25c, XX, 23c gallon.

Molasses Situation Subject Of Investigation

Toronto.

MOLASSES, SYRUPS.—Intimations were made in the United States during the week that the molasses trade is to be the subject of investigation in the near future, looking to the possibility of control of prices. Molasses is placed in the same category with sugar as a food product, and something may develop in the line of price regulation. Prices in the local market are firmly maintained. In one instance there was an advance of 3c per gallon during the week on West India grade, which makes the quotation 55c in half-barrels. Stocks of tin molasses on spot are fairly good. Rogers syrup in 5-lb. tins is now selling at \$6.20 per case of 12 tins.

Corn Syrup—		
Barrels, per lb.	0 07 1/2	
Cases, 2-lb. tins, 2 doz. in case	5 15	
Cases, 5-lb. tins, 1 doz. in case	5 50	
Cases, 10-lb. tins, 1/2 doz. to cs.	5 25	
Half barrels, 1/4c over bbls.; 1/4 bbls., 1/2c over bbls.		
Cane Syrup—		
Barrels and half barrels, second grade, lb.	0 06	
Cases, 2-lb. tins, 2 doz. in case	5 30	5 75
Molasses—		
Fancy Barbadoes, barrels	0 90	0 92
West India, 1/2 bbls., gal.	0 52	0 55
West India, 10-gal. kegs	0 65	
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 25	
Tins, 3-lb., table grade, case 2 doz., Barbadoes	5 65	
Tins, 2-lb., baking grade, case 2 doz.	3 00	
West Indies, 1 1/2, 48s	5 00	
West Indies, 2s, 36s	4 00	4 25

Orange Marmalade Prices Go Higher

Toronto.

CANNED GOODS.—Quotations on canned goods were firmly maintained during the week. Tomatoes and corn from the United States, which have been purchased to lay down in this market at lower prices than the Canadian product, are having a steadying effect on the prices for the Canadian lines. Stocks of Canadian packed tomatoes and corn are light, and would possibly have a tendency to go even higher than they are at present were it not for the presence of these goods from the United States. One of the lines to show an advance during the week was E. D. Smith's 16-oz. jars of orange marmalade, which are now quoted at \$2.60 per dozen. Quotations on other lines held steady during the week.

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

Salmon—		
Sockeye, 1s, doz.	3 75	4 25
Sockeye, 1/2s, doz.	2 25	2 35
Alaska reds, 1s, doz.	3 85	
Chums, 1-lb. talls	2 25	
Do., 1/2s, doz.	1 35	
Pinks, 1-lb. talls	2 40	2 50
Do., 1/2s, doz.	1 35	1 50
Cohoos, 1/2-lb. tins	1 75	1 90
Cohoos, 1-lb. tins	3 75	
Red springs, 1-lb. talls	3 15	
White springs, 1/2s, dozen.	2 25	2 35
Lobsters, 1/2-lb. doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 80	2 30
Tomatoes, 2 1/2s	2 50	2 75
Peas, standard	1 80	2 25
Peas, early June	1 80	2 02 1/2
Beans, golden wax, doz.	1 75	1 90
Beans, Midget, doz.	2 45	
Asparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 40	2 50
Pumpkins, 2 1/2s	1 80	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	2 90	3 25
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 75	1 90
Plums, Lombard, 2s	1 75	
Plums, Green Gage	1 80	
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz. doz.	2 90	3 15
Do., black currant, 16 oz.	2 90	3 05
Do., strawberry, 16 oz.	3 00	3 25
Peach, 16 oz.	2 35	2 85
Plum, 16 oz.	2 35	2 85
Raspberry, 4-lb. tin	0 76	0 83
Black currant, 4-lb. tin	0 73	0 77
Strawberry, 4-lb. tins	0 79	0 83
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	
Black currants, doz.	3 45	
Red currants, doz.	3 45	
Raspberries, doz.	3 45	3 50
Strawberries	3 60	4 40

Further Supplies Of Dried Peaches In

Toronto.

DRIED FRUITS.—Some further supplies of dried peaches reached the market during the past week, and were quoted at 22c per pound for fancy 25-lb. boxes. Arrivals of dried peaches so far this year have been very light. In fact, arrivals of dried fruit of all kinds have been very meagre. Reports from the coast stated that in normal times there would be in the neighborhood of 300 cars per day moving from California points at this time of year. Shipments so far

have been very light, one of the best days so far reaching in the neighborhood of 100 cars in one day. Some old crop California Valencia raisins are being offered at 7c per pound to clear out. These raisins are stated to be suitable for mincemeat manufacturers. This represents a decline of 1/2c per pound from recent quotations. Quotations on other lines held unchanged.

Apples, evaporated	0 24	0 24 1/2
Apricots, unpitted		0 16 3/4
Do., standard, 25s	0 24	0 26
Do., choice, 25s		0 28
Do., fancy, 25s		0 30
Candied Peels, American—		
Lemon	0 28	0 35
Orange	0 30	0 33
Citron	0 35	0 40
Currants—		
Filiatras, per lb.		
Australians, lb.	0 26	0 28
Dates—		
Excelsior, pkgs., 3 doz. in case	4 40	4 95
Dromedary dates, 3 doz. in case		6 00
Figs—		
Taps, lb.		
Malagas, lb.		
Cal., 6 oz., doz.		0 85
Cal., 10 oz., doz.		1 35
Prunes—		
30-40s, per lb., 25's, faced.	0 17	0 18
40-50s, per lb., 25's, faced.	0 15 1/2	0 17
50-60s, per lb., 25's, faced.		0 14 1/2
60-70s, per lb., 25's, faced.	0 12 3/4	0 14
70-80s, per lb., 25's, faced.	0 12 1/4	0 13 1/4
80-90s, per lb., 25's, unfaced.	0 11 3/4	0 12 1/4
90-100s, per lb., 25's, faced.	0 10 1/2	0 11 3/4
Peaches—		
Standard, 25-lb. box		0 15 3/4
Choice, 25-lb. boxes	0 16 1/2	0 18
Fancy, 25-lb. boxes		0 22
Raisins—		
California bleached, lb.	0 12	0 15 1/2
Valencia, Cal.	0 07	0 10 1/2
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets		0 12 1/2
Seedless, 12-oz. packets	0 12	0 12 1/2
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.	0 14 1/2	0 15 1/2

Package Tea In Small Sizes Registers Advance

Toronto.

TEA.—An advance was registered in the price of Salada tea during the week on the small sizes. Brown Label 1/4's are now quoted at 47c per pound and 1/2-lb. packets at 48c per pound. Blue Label 1/4-lb. packets are quoted at 55c per pound and 1/2-lb. packets at 56c per pound. Advances in these lines have been due to the higher cost of containers and labor involved. The increase is from 1c to 2c per pound. There has been some further buying of Java teas for import, but there is very little activity in the buying line in Indias and Ceylons. Teas are selling in the local market at prices that are below the cost to import at the present time. It is only the presence of fairly good stocks that acts as a steadying factor in the market. When existing stocks dwindle somewhat there is pretty sure to be a movement in the upward direction. Demand for teas has been good. Quotations hold unchanged during the week on bulk teas.

Ceylon and Indias—

Pekoe Souchongs	0 38	0 40
Pekoes	0 40	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans		0 38
Second pickings	0 30	0 35
Hyson Thirds, lb.	0 30	0 35

Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

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

Heavy Purchases Of Coffee Cause Firmness

Toronto.

COFFEE, CHICORY, COCOA.—A purchase of 2,000,000 bags of coffee from the Brazil Government by the French Government has had the effect of putting considerable firmness in the market. Reports of this sale have been current for some little time, and it has now come to be generally conceded as a fact among coffee merchants in the primary market at New York. Buying of considerable blocks of coffee for delivery in July of next year had the effect of giving firmness to future coffees. In the local market there was no disposition to change quotations, but the movements in the primary markets have been watched with interest. Chicory held in steady and firm position, holders not being very anxious to sell in view of the crop shortage. One dealer withdrew from the market during the week until additional shipments could be brought forward. Cocoa was steady and in continued good demand.

Coffee—

Bogotas, lb.	0 28	0 30
Maracibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.		0 20

Cocoa—

Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Cloves Make Big Advance In One Quarter

Toronto.

SPICES.—One concern advanced the price of their cloves 15c per pound during the week, and are now selling at 75c per pound. While others were still quoting on the basis of 60c per pound, they intimated their stocks were very light, and that it was only a question of a very short time until they would have to move their quotations upward in conformity with costs in the primary market. Cream of tartar in bulk is in firm market owing to the scarcity. French pure cream of tartar was quoted on the basis of 70c to 75c per pound. Tartarine is a substitute for cream of tartar, which is having a good sale at the present time. In pails it is quoted at 25c per pound, kegs at 23c per pound, and barrels at 21c per pound. Quarter-pound packages are quoted at 90c per dozen, 8-oz. tins at \$1.75 dozen, and 16-oz. tins at \$3.25 per dozen. Other lines of spices held unchanged.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 60	0 75
Ginger	0 25	0 35
Herbs—sage, thyme, parsley, mint, savory	0 40	0 50
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25

Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Paprika, lb.	0 35	0 45
Nutmegs, selects, whole, 100's		0 40
Do., 80's		0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 50
Coriander, whole	0 25	0 35
Caraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	0 70	0 75
American high test		
2-oz. packages, doz.		1 35
4-oz. packages, doz.		2 40
8-oz. tins, doz.		4 75
Tartarine, barrels, lb.		00 21
Do., kegs, lb.		0 23
Do., pails, lb.		0 25
Do., 4 oz., doz.		0 90
Do., 16 oz., doz.		3 25

Brazil Nuts Firmer; Manchurian Walnuts In

Toronto.

NUTS.—There was a firmer tone to the market for Brazil nuts during the week as the result of an advance of 1c per pound in the primary market. In some quarters where quotations were made on the basis of 13 1/2c to 15c per pound the range was raised to 14 1/2c and 15c. In some quarters, however, quotations were still made on the basis of 13 1/2c to 15c per pound. Some new crop shelled almonds reached the market during the week, and are quoted on the basis of 42c to 45c per pound. There is a shortage of peanuts on the local market and prices are firm. Some Manchurian walnuts in the shell came into the local market during the week for the first time. Shelled Manchurian walnuts, however, have been brought into this market heretofore. It is asserted these nuts are fine, appearing with a good quality of meat and rich in oil. They are quoted at 24c per pound. Shelled walnuts advanced 2c per pound from the low quotation of last week, making the range now 60c to 65c per pound.

In the Shell—

Almonds, Tarragonas, lb.	0 21	0 22
Walnuts, Bordeaux	0 20	0 21
Walnuts, Grenobles, lb.		0 22
Walnuts, Manchurian, lb.		0 24
Filberts, lb.	0 19	0 22
Pecans, lb.	0 17	0 27
Peanuts, roasted, lb.	0 17	0 18
Brazil nuts, lb.	0 13 1/2	0 17
Cocoanuts, per 100		7 50

Shelled—

Almonds, lb.	0 42	0 48
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 60	0 65
Peanuts, Spanish, lb.		0 17
Do., Chinese, Japanese, lb.	0 15	0 16

Flood In Siam Destroys Large Quantity Of Rice

Toronto.

RICE.—Owing to a flood recently in Siam which inundated 400,000 acres of rice fields and destroyed some 279,000 tons of paddy rice, prices of this commodity are in firmer market. Rice farmers of the Southern United States show no disposition to weaken in their stand for high prices for their crop. The trade is holding off in their purchases, as the demand in the local market is not heavy at the present time, and there is a disposition to look upon present prices as higher than are warranted. The producers of Southern rices, however, appear to have the whip hand, and until

they weaken there is not much chance of any easier condition in the market.

Texas, fancy, per 100 lbs.	10 50	12 50
Blue Rose Texas	10 00	10 50
Honduras, fancy, per 100 lbs.	0 12 1/2	
Siam, fancy, per 100 lbs.	9 00	9 50
Siam, second, per 100 lbs.	8 00	9 00
Japans, fancy, per 100 lbs.	10 00	11 00
Japans, second, per 100 lbs.	9 50	10 00
Chinese XX, per 100 lbs.	8 00	9 00
Tapioca, per lb.	0 14	0 15

Indian Beans Were In Easier Market

Toronto.

BEANS.—There was an easier feeling in the market for Rangoon beans, and quotation on the basis of \$5.75 per bushel was more general. Quotations, however, were made as high as \$6.60 per bushel. Demand for Indian or Rangoon beans is reported fairly good. Ontario beans still continue to be a scarce article. Shipments of new crop lima beans were expected to reach the local market in the near future.

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

Firm Market On Package Rolled Oats

Toronto.

PACKAGE GOODS.—There is a firm market for package rolled oats, due to the scarcity of oats. Advances have already been recorded in bulk rolled oats, and some wholesalers are inclined to look for higher prices in the package goods. All lines of package cereals are now being sold on the market in package of less than 20 pounds, with the exception of lines that carry premiums. These premiums must be taken out before they can be sold, according to the dictate of the Food Controller. Starches and cornstarch held in steady market.

Cornflakes, per case	3 40
Rollad oats, round, family size, 20s	4 80
Rollad oats, round, regular 18s, case	1 75
Rollad oats, square, 20s	4 80
Shredded wheat, case	4 25
Cornstarch, No. 1, pound cartons	0 12
No. 2, pound cartons	0 11
Starch, in 1-lb. cartons	0 12
Do., in 6-lb. tins	0 13 1/2
Do., in 6-lb. papers	0 09 1/2

Honey In Jars Goes To Higher Levels

Toronto.

HONEY.—The firm situation in honey induced by the scarcity of this commodity has worked out toward higher levels for honey in jars; 7-oz. jars have advanced 5c dozen, and are now quoted at \$1.45; 12-oz. jars have advanced 25c, and are now quoted at \$2.75 dozen; while 16-oz. jars are quoted \$3.50 dozen, also an advance of 25c dozen; 14-oz. fancy jars are quoted at \$2.90 dozen. Comb honey is very scarce. Buckwheat honey in 60-lb. tins is quoted at 18c.

Clover, 5 and 10-lb. tins	0 21	0 23
60-lb. tins	0 20	0 21
Buckwheat, 60-lb. tins	0 18	

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

Barrel Apples Are In Good Supply

Toronto.

FRUIT.—Estimates from reliable sources place the stocks of barrel apples in this city at the present time between 60,000 and 70,000 barrels. In view of the fact that many of these are of the fall varieties, which will not keep very long into the winter, the opinion is expressed in some quarters that there is a likelihood that lower prices may come in barrel apples. There are furthermore good stocks of box apples in the city at the present time. Apples have not been moving very freely. There are a lot of Jonathans and McIntosh Reds on the market, and these ordinarily should be cleaned out of the market by Christmas. Oranges are not in heavy supply, and it is expected there will be a better demand for box apples at the holiday season on this account. A car of California navel oranges reached the local market during the week, and were quoted at \$5 to \$5.50 per case. California lemons are due to arrive and will be quoted at \$9 per case. Fruit of all kinds has been moving somewhat slowly during the past week.

Apples—		
California, boxes	2 25	2 75
B.C., boxes	2 25	2 75
Ontario—		
Baldwins, No. 1, bbl.	6 00	7 00
Greenings, No. 1, bbl.	6 00	7 00
Kings, No. 1, bbl.	7 00	7 00
Northern Spys, tree runs	6 00	
Mann, No. 1, bbl.	6 00	6 00
Do., No. 2, bbl.	5 00	5 00
Pewakee, No. 1, bbl.	5 00	6 00
Do., No. 2	4 50	5 00
Starks, No. 1, bbl.	5 50	6 00
Do., No. 2	4 75	5 00
Ben Davis, No. 1, bbl.	5 00	
Do., No. 2, bbl.	4 50	
Winter varieties, straight, No. 3	5 00	
N.S. Blenheim, No. 1	5 50	
Do., No. 2	5 00	
Bananas, yellow, bunch	2 50	3 00
Cranberries	16 50	
Do., 50-lb. box	7 00	7 50
Do., late Howes	19 00	20 00
Grapefruit—		
Jamaica, 46s, case	3 50	
Do., 54s, case	3 75	
Do., 64s, 96s, case	4 00	
Do., 80s	4 25	
Florida, 36s, 46s, case	4 25	4 50
Do., 54s, 64s, 80s, 96s	4 75	5 00
Porto Rico, 36s, 46s		
Do., 54s, 96s		
Oranges—		
California Late Valencias—		
96s, 100s, case	4 00	4 25
126s to 250s	4 50	4 75
288s, 300s	3 75	4 00
Mexican oranges, 126s to 250s	3 25	3 50
Florida Oranges—		
96s, 126s, 288s, case	4 50	4 75
Tangerines, half box	3 25	3 50
Navels, 96s to 126s	4 50	5 00
Lemons, Cal., case	9 00	
Pears, Cal., box	3 50	4 00
Pineapples, Porto Rican, cs. 30-36s	5 50	6 00
Pomegranates, per box	3 50	3 75
Emperor grapes, keg	5 00	5 50
Do., clusters, in crates	2 60	3 00

Potatoes Quoted Slightly Lower

Toronto.

VEGETABLES.—Slightly lower quotations were made in some quarters for Ontario potatoes, prices ranging from \$2 to \$2.15 per bag. There is a disposition to look for lower prices on potatoes owing to the stocks that are now in the country. Farmers are still holding for higher prices, as wholesalers have found out in making a survey of the Ontario district. Carrots are in plentiful supply. Turnips were quoted as low as 50c per bag in some instances. Vegetables were in slow demand during the week. Cold weather hampered the movement both to the city and in the city.

Beets, bag	0 85	0 90
Brussel sprouts, quart	0 15	
Cauliflower, barrel	3 50	
Cabbage, Canadian, barrel	2 00	2 25
Carrots, bag	0 65	0 70
Celery, Ont., doz.	0 20	0 25
Do., Canadian, case	4 25	5 00
Lettuce leaf, doz. bunches	0 20	0 25
Canadian head lettuce, crate		3 00
Mushrooms, 4-lb. basket	2 50	3 00
Onions—		
Spanish, crates	5 50	6 00
Spanish, half crates		3 00
Do., Canadian, 75-lb.	2 50	2 75
B.C. onions, 100-lb. bag		3 50
Potatoes—		
New Ontario, bag	2 00	2 15
N.B. Delawares		2 40
Sweet, hamper		2 75
Spinach, box	0 60	0 75
Tomatoes—		
Hothouse, lb.		0 30
Parsnips, bag	1 00	1 25
Turnips, new, bag	0 50	0 65

Pickled and Dried Fish Tend Upward

Toronto.

FISH, OYSTERS.—There was a firmer tendency in smoked, pickled and dried fish during the week. Smoked fillets showed a firmer tendency by 1c per pound, the range of prices being increased to 16c to 19c per pound. Boneless Digby herring were advanced 25c to 40c per box and are now quoted at \$2.25. Lower quotations on shredded cod disappeared during the week, which now makes the general range on 1-lb. blocks \$3.40 and on 2-lb. blocks \$4.50. Halifax shredded cod was quite generally quoted at \$2.20 per box and salt mackerel in kits at \$2.50. Labrador herring in barrels was quoted as high as \$10.75 per barrel, which represented an increase in some quarters of 75c per barrel. Frozen halibut advanced 1c from the lower quotation. Frozen whitefish were in firm market and quotations were quite generally made on the basis of 14c per pound. Frozen trout were quoted from 15c to 16c per pound.

SMOKED FISH.

Haddies, per lb., new cured	0 14
Chicken haddies, lb.	0 12
Haddies, fillets, per lb.	0 16
Ciscoes, per lb.	0 17
Kipper herring, per box	2 00
Digby herring, skinless, 10-lb.	2 25

PICKLED AND DRIED FISH.

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

FRESH SEA FISH.

Halibut, frozen	0 20
Salmon, Qualla, lb.	0 14
Do., red spring	0 23
Do., Cohoe	0 20
Haddock, fancy, lb.	0 09
Herrings, frozen	0 04
Steak, cod, fancy, lb.	0 10
Haddock, heads on, lb.	0 09
Cod, market, heads on, lb.	0 08
Mackerel, frozen, lb.	0 12
Flounders, frozen	0 08
Swordfish, lb.	0 10

FRESH LAKE FISH.

Herring, frozen, lb.	0 07	0 08
Herring, pickled, keg 100 lbs.	5 50	
Pike, lb.		
Whitefish, frozen	0 14	0 15
Trout, lb., frozen	0 15	0 16
Oysters, per gal.	2 75	2 80
Blue points, bbl.		11 00
Malpeque, bbl.	12 00	15 00
Shell oysters, bbl.		10 00
Shrimps—		
No. 1, cans	1 60	
No. 2, cans	3 10	
No. 4, cans	6 00	

Demand For Flour Continues Brisk

Toronto.

FLOUR.—Announcement has not yet been made by the Food Controller as to the price to be fixed for flour. Although there has been general expectation that some ruling would be forthcoming on the matter early this month, developments in this respect have not yet taken place. In the meantime buyers have come into the market and are stocking up for their requirements, evidently anticipating there will be no material change in prices even when announcement of price is made. Mills are not permitted to sell ahead for any greater length of time than 30 days. Prices held unchanged for both Ontario and Manitoba flour.

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

Corn Flour And Hominy Up 35c Bag

Toronto.

CEREALS.—Owing to the difficulty of obtaining corn at the present time high-

er quotations have been made on white corn flour, hominy grits and pearl hominy. An advance of 35c per 98-lb. bag was recorded in each instance, making the quotation on all three commodities \$7.25 to \$7.35. An embargo has been placed on the shipment of corn from the United States, and until the United States Government decides to let additional supplies come through there will continue a strong market for all corn products. Rolled oats are in strong market. In five-bag lots rolled oats are quoted from \$4.75 to \$4.85 per bag and in single lots at \$4.95 to \$5 per bag. Oats are high and hard to obtain. There is a good demand for cereals of all kinds.

Five Bag Lots		Single Bag Lots	
F.o.b. Mills		F.o.b. Toronto	
Barley, pearl, 98s.	\$6.50-\$7.00	\$ 7.75-\$ 8.00	
Barley, pot, 98s.	4.85- 5.00	5.50- 6.00	
Cornmeal, yellow, 98s.	6.25- 6.35	6.50- 6.75	
Corn flour, 98s.	7.25- 7.35
Farina, 98s.	5.75- 6.00	6.25- 6.50	
Graham flour, 98s.	5.40-	5.40- 5.50	
Hominy grits, 98s.	7.25- 7.35
Hominy, pearl, 98s.	7.25- 7.35
Rolled oats, 90s.	4.75- 4.85	4.85- 5.00	
Oatmeal, 98s.	5.35- 5.40	6.00- 6.25	
Rolled wheat, 100-lb. bbl.	5.50- 6.00	6.00- 6.25	
Wheatlets, 98s.	5.75- 6.00	6.25- 6.50	
Peas, yellow, spit.	9.50-10.00	10.00-11.00	
Blue peas, lb.	0.10- 0.13½	

Above prices give range of quotations to the retail trade.

Millfeeds Going Into United States

Toronto.

MILL FEEDS.—There was a strong market for mill feeds during the week, and in some quarters mixed cars of bran were quoted at \$37 per ton and shorts at \$42 per ton. In straight cars, bran sold as high as \$39 per ton and shorts as high as \$44 per ton. Buyers in the United States have been in the Canadian market, and have been competing for available supplies. Quantities that have moved across the line into the United States have not been large, as the Dominion Government requires that a license be secured to make any export. This has been a retarding factor on export business.

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

quotations, but brokers seem to think that the price of corn syrup will decline after the first of the year when new corn is being used. Just to show how erratic the market is now it is only necessary to state that the cornmeal market went up 60c for immediate delivery last week.

Cluster Raisins And Figs Missing For Xmas

Winnipeg.

DRIED FRUITS.—Christmas figs from California will be here this week. Some early shipments of California lines are now arriving which may possibly take care of the trade for Christmas in some cases, but there is no doubt but that California table raisins are away late. They may be here in time for the city trade but will undoubtedly be late for country shipments unless they are shipped by express. A number of cars were being held at the boundary last week, having been there for ten days or so. Shipment was expected, however, this week. There have been more cancellations of orders for figs and cluster raisins owing to the difficulty in getting them in time for Christmas trade. Dates.—There are not many dates carried in stock in Winnipeg and brokers state that principals are not accepting any more orders for prompt shipment. New dates will not be available until February. Evaporated apples.—Supplies bought early in the year are only just arriving, but the report from the wholesale trade is that the consumption is limited, and in many cases peaches are being used in their place. Shipments of new prunes are beginning to arrive. Currants.—Market is still very high. Shipments of currants are not being made today from Australia, but there seems to be sufficient for the Christmas trade.

No Further Change In Rice Prices

Winnipeg.

RICE.—There is no change in the market. Any change in price will be influenced by the cost of ocean tonnage.

MANITOBA MARKETS

WINNIPEG, Dec. 12.—The sugar situation has shown marked improvement during the past week, and stocks are now arriving more plentifully. In a short time jobbers expect to have sufficient sugar for all requirements, providing of course that the public are careful. A western refinery which has not been supplying the Manitoba market for some months has notified the trade that they will supply them in limited quantities, and this together with the curtailed supply from Eastern Canada will no doubt satisfy the trade. Owing to the difficulty of getting standard granulated sugar, refiners have been neglecting the manufacture of icing sugar with the result that there is a serious scarcity at the

present moment. It is doubtful whether there will be sufficient to supply the demand for Christmas cakes. Bakers in Winnipeg have been especially inconvenienced on account of this shortage. The trade have been notified by several large manufacturers of package cereals that they have secured licenses from the Food Controller to continue the manufacture of package goods. It is expected in the course of the next few days that they will all have secured a license.

Syrup Unchanged, But Change Expected

Winnipeg.

SYRUP.—There has been no change in

Beans Selling Lower Than Can Be Replaced

Winnipeg.

BEANS.—A broker says that local jobbers are selling beans lower than they can be bought at to-day, and even lower than they are selling in Eastern Canada. The reason they can do this, he says, is that they bought when the market was very low, about two months ago. They will continue to sell at the old basis until they get rid of their stocks, as demand for beans is very small just now. Split Peas.—There has been a temporary shortage of peas, but a car arrived this week. However, jobbers report that the sale of both split peas and whole peas is down, as the public do not seem to be using them.

**Plenty Of Nuts,
Excepting Peanuts**

Winnipeg.

NUTS.—Supplies of nuts for the Christmas trade have come in and have been delivered to the retail trade. Everybody seems to have fair supplies with the possible exception of peanuts, of which there are lots on the way, but which are difficult to trace. The market on peanuts is very high and as buyers have been expecting a decline early next year they have been buying very lightly.

**Coffee Market
Is Still Weak**

Winnipeg.

COFFEE.—The market continues very weak. The French Government is reported to have taken two million bags of coffee from Brazil as credit, and this may help the situation.

**Falling Off In
Sales Of Canned Goods**

Winnipeg.

CANNED GOODS.—Jobbers are reporting a falling off in sales on account of the high price of all canned goods. At the same time everybody realizes that supplies are small. Already supplies are coming in from the United States, but these are probably to take care of the demand next spring.

**Canned Salmon Only
Now Being Delivered**

Winnipeg.

CANNED SALMON.—The trade are only just now securing deliveries on orders which were placed last spring. However, the big sale of salmon is not until the summer, although the campaign being run by the government in the way of pamphlets urging people to eat more fish will undoubtedly have an immediate effect on the consumption. The market on salmon at the coast continues very high.

**Jap Oranges \$1.25;
Lemons Up To \$9.50**

Winnipeg.

FRUIT AND VEGETABLES.—The cold weather has seriously interfered with the sales of both fruit and vegetables, and business has been very quiet during the past week. New lines coming out are Japanese oranges selling at \$1.25 per box, and navel oranges at \$6 per case. Michigan pears are selling at \$6 per barrel. Parsnips are bringing \$4 per box but the supply is very limited. There is a good supply of potatoes, but the cold weather is affecting the sale of these too. They are bringing \$1.25 per bushel. Lemons have jumped to \$9.50 per case. Emperor grapes have declined to \$2.75 per case,

and drums \$5.75. Grapefruit is down to \$5 per case.

Cabbage, lb.	0 03
Cauliflower, Cal., doz.	2 25
Celery, Cal., crate 100 lbs.	7 50
Potatoes, new	1 10
Carrots, cwt.	2 50
Turnips, cwt.	1 50
Head lettuce, Cal., doz.	1 00
Tomatoes, Cal., box 25 lbs.	2 50
Tomatoes, B.C., 4-bkt. crate	2 75
Onions, Valencia, large case	7 50
Onions, yellow and red, cwt.	3 50
Parsley, home grown, doz.	0 40
Peppers, green, imported, bu. bkt.	2 50
Parsnips, bag	4 00
Fruits—	
Apples, Nova Scotia, bbl.	6 25
Apples, Wash. Jonathans, box	2 25
Apples, McIntosh Reds, B.C., box	2 80
Apples, Spies, No. 1, \$3; No. 2, \$2.75; No. 3	2 50
Apples, Wagners	2 25
Oranges, Valencias	5 50
Lemons	9 50
Bananas, lb.	0 05 1/2
Pears, D'Anjou, crate	4 25
Pears, Winterneillis	3 25
Grapes, Emperor, case	2 75
Grapes, drums	5 50
Grapefruit, Florida, case	5 00

**Rolled Oats Jump
To \$4.50 For 80's**

Winnipeg.

FLOUR AND CEREALS.—There is no change in quotations on flour. Domestic flour business continues in more volume than mills can fill. All western mills are behind, especially with the eastern domestic shipments. At the same time all mills are endeavoring to help the Wheat Export Company, who are responsible for wheat and flour shipments, by milling all they can for war purposes.

Rolled Oats.—Price of 80's jumped to \$4.50 last week owing to a further advance in the price of oats. A canvass of the rolled oats situation reveals the fact that mills have sold so far ahead that they have nothing to offer at the present time. There is considerable apprehension among millers as to whether they will get a sufficient supply of milling oats to keep them running. They express the opinion that there must be a lot of oats in the country not yet threshed. On the above basis, oatmeal will be selling at \$5.20 for 98's.

Feeds.—There is nothing new to report here except that the mills are in a worse plight than ever in the matter of filling orders and they see no relief in sight as the demand is in excess of the supply. Cornmeal is still quoted at \$6.15 for 98's. Last weekend cornmeal was much stronger.

Flour—	
Best patents	11 00
Bakers	10 50
Cleers	9 90
XXXX	8 90
Cereals—	
Rolled oats, 80's	4 50
Rolled oats, wkg., family size	4 75
Cornmeal, 98's	6 15
Oatmeal, 98's	5 20
Feeds—	
Bran, per ton	34 00
Shorts, per ton	38 00

**New Prices On
Many Fish Lines**

Winnipeg.

FISH AND POULTRY.—New prices

have gone into effect this week, and the following are some of the most important changes: Haddock now 10c, frozen cod 12c, salmon 23c, mackerel 15c, Finnan haddie, 15c.

Thus, frozen salmon is bringing the same price as was brought by fresh salmon two months ago. This will undoubtedly cause a falling off in demand, but it is expected there will be enough to last at that price. The advance is simply due to the shortage, the same as exists in canned salmon. The trade are offering qualla salmon at 16 1/2c. Finnan haddie has jumped again and is now offered at 15c. It is expected there will be another advance in a short time. New lines include western smelts at 13c, salt lake herring, half barrels, \$5; frozen lake herring, 5 sack lots, \$4.25, and less than 5 sacks, \$4.50. Poultry.—The demand is not very heavy, but it should pick up from now till Christmas. Cold weather is undoubtedly keeping the supply down.

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

GETTING THE FRUIT SALES

A novel and effective display to get a larger portion of fruit sales was recently used by a grocer to good effect. The competition of an Italian fruit store was becoming too great and the result was that the Italian store was becoming the headquarters for all the fruit and vegetables sold in the community. Making a study of the fruit store's methods the grocer saw that the magnitude of the display of fruit was the big element in drawing customers. Considering oranges to be the most conspicuous fruit he could use in his window, the grocer bought 15 boxes—three times as many as he had ever purchased at once before. He advertised a special sale for Saturday and dumped the entire 15 boxes in the window. He borrowed a brand new scoop shovel from the hardware man and put it on the big pile in the window over which hung a sign reading "These large juicy oranges will be scooped out at 29c a dozen on Saturday." By three o'clock in the afternoon all the oranges were gone and many more boxes could have been sold. The customers draw increased business in other goods, and so the grocer solved the competition problem without cutting prices.

A Checkless, Counterless Grocery Store

A Suggestion of the System That is Dawning on Us To-day.

By William Lewis Edmonds

AS far as I am aware there is no such thing in operation in all the wide world as a clerkless, counterless grocery store. But although there isn't one in operation, there is one, nevertheless. It is in the head of a friend of mine. I have of course not seen it. But I know it is there because he has told me all about it. And if it wasn't there my friend could tell me nothing about it. For everything that was ever created first had an existence in the brain of its creator, whether it was a needle or a battleship, a shack or a palace, a wheelborrow or an automobile.

The man who has this clerkless, counterless grocery store in his head has recently sold out his grocery business because of the difficulty of securing good clerks and reliable drivers for his delivery wagons.

Like, however, a good many men before him, now that he is out he wants to get in again.

"But when I go into business again it will not be to run the old-time grocery store," he declared. "I'm going to have a medium-sized store, but wherein it will differ from all existing grocery stores is that it will have neither counters nor clerks. I'm going to have every commodity I carry put up in packages and conveniently arranged on shelves where customers can see and handle them."

"But how are you going to serve your customers?" I interjected.

"I won't serve them at all. They'll serve themselves, and pay cash for what they have taken as they pass the box office which I shall locate near the door. By this means it will only require one person to attend to the store."

"Won't you have a delivery system?"

"Not on your life. Every customer will have to take his or her purchases home."

"What inducement will you offer customers? They will hardly wait upon themselves and make their own deliveries unless some inducements are held out."

"I know that and have taken it into consideration in the plans I am working out in my head. Having but small overhead charges to figure into the cost of the goods I'm going to give the customer the difference. In other words, I'm going to sell at lower prices than any other grocer. And then by liberal advertising I'm going to turn the goods over quickly, for after all the only way to make money to-day in the grocery business is to turn over a large quantity of goods at a small profit. At any rate, with the way competition is to-day, you cannot get a big profit in the grocery trade, whether your turnover be small or large."

In the meantime this clerkless, counterless store is stored up in one of the

brain cells in the cranium of the aforesaid retired grocer. As to whether it will remain there and eventually die of inertia or be brought forth and made an actuality the future will determine.

CHANGES IN MILLING CONCERN

A change in the management of the Canadian Cereal and Flour Mills Co., Ltd., has been effected through the coming to the concern of A. C. McLeod of the McLeod Milling Company of Stratford. The McLeod Milling Company has been absorbed as part of the Canadian Cereal & Flour Mills Company and Mr. McLeod becomes general manager of the latter concern. H. T. Jamieson, general manager for the past four years, will now devote all his time to his business as chartered accountant. John Kennedy, who has been sales manager of the Canadian Cereal & Flour Mills Company for a considerable time, has withdrawn to form a partnership with F. K. Morrow in the conduct of a flour mill at Preston. The business of S. J. Cherry & Son of Preston has been taken over by Messrs. Kennedy and Morrow and will be continued under the former name. B. H. Muirhead has been appointed sales manager of the Canadian Cereal & Flour Mills Co. The Canadian Cereal & Flour Mills Company now has a 500-barrel flour mill at Galt, a 500-barrel flour mill at Tilsonburg, 500-barrel mill at Stratford, 250-barrel flour mill at Ayr, 500-barrel rolled oat mill at Tilsonburg and a split pea and barley mill at Tilsonburg of a capacity of 200 barrels per day.

MONTREAL BISCUIT FIRM APPOINTS REPRESENTATIVE

Charbonneau Ltd., manufacturers of Imperial biscuits, confectionery, and maple butter, have appointed the following brokers to present them:

C. Morris & Co., Toronto; H. D. Marshall, Ottawa; The Robt. Gillespie Co., Winnipeg.

WHY SAVE SUGAR?

The reason it has become an imperative necessity to save sugar is not because the supplies that we have been accustomed to depend on have fallen off, but because the demand from other sources has been enormously increased. The yearly per capita consumption of sugar is about 91 pounds a year or approximately 4 ounces daily. France and England and Italy as well are living on a yearly per capita consumption of 21 pounds or less than an ounce a day. Much of this demand was formerly met by the great beet sugar production of the Central Empires. This is of course cut off. Sugar is one of the necessities

of life, and we are getting more than our share. We must save sugar that more may be sent to these nations whose need is greater than ours.

GROCERY TRADE WELL REPRESENTED IN ADVERTISERS' ASSOCIATION

The election of officers for the Association of Canadian Advertisers shows a large representation of men who are more or less directly associated with the grocery trade. Among them might be noted: President, W. M. Mackay, Lever Brothers, Limited, Toronto; Vice-President, W. C. Betts, S. Davis & Sons, Limited, Montreal; Treasurer, J. R. Kirkpatrick, E. W. Gillett Co., Limited, Toronto; among the directors are noted: G. H. Campbell, T. H. Estabrooks Co., Limited, Toronto; R. P. Smith, Wm. Neilson, Limited, Toronto; L. R. Greene, Tuckett Tobacco Co., Limited, Hamilton.

ANOTHER JOKER IN MARGARINE BUSINESS

(Continued from page 44.)

factures oleomargarine shall keep a book in which is entered the date of each importation, purchase, sale and shipment of oleomargarine, and the quantity so imported, sold or shipped, the person from or to whom it has been purchased, sold or shipped, the place from, in or to which it was imported, sold or shipped, and the name of the railway or steamship company by which such oleomargarine was transported; and such book shall be at all times open for inspection by the Food Controller or any person authorized by the Food Controller to examine the same.

9. The Food Controller shall have power from time to time to regulate the price of all oleomargarine sold in Canada, and may determine the price with respect not only to the quality of the oleomargarine but also to the place in which it is sold.

10. (2) Every person selling oleomargarine by retail in packages other than packages so marked shall in every case deliver the same to the purchaser in a paper wrapper on which is printed in capital block letters not less than half an inch long and distinctly legible the word "Oleomargarine." No other printed matter shall appear on the label.

(3) In all hotels, restaurants and public eating houses where oleomargarine is served there shall be prominently displayed in some conspicuous place a placard containing the words: "oleomargarine served here." in capital block letters, not less than one and one-half inches long.

11. There shall be no customs duty charged on the importation of any oleomargarine into Canada that complies with the above regulations.

Both the order-in-council and the Government notice appear to have been very hurriedly thrown together, and the whole matter seems to be in a state of confusion. Take, for instance, section 8 of the Notice, with its sub-sections (a), (b), and (c), which appear exactly as given above.

Then, again, there appears to be no clause forbidding the use of coloring matter in the manufacture of margarine. It is only stipulated that coloring matter shall not be imported in the same packages with the article itself, and that the dealer who sells margarine shall not sell or give away anything intended to color it. True, the order-in-council defines margarine as a substance which contains no coloring matter, but this leaves it open to argument that, provided such substance does contain coloring matter, it is no longer margarine, according to the order, and, therefore, does not come within the restrictions of the order.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Dec. 11.—Butter is firm but lower in price than that at which a recent importation of 2,000 pounds of Australian would have to be sold to make a profit. Australian butter is consequently being held off the market for the present. One concern has a small consignment of margarine, which seems to be having no perceptible effect on the butter market. Lard has advanced to 27c and shortening to 25c. Demand for cheese is good. Sugar has advanced to \$9.75. Sales of eggs are confined mostly to storage varieties. The market for onions is demoralized as onions are spoiling and are being sacrificed. The potato situation is unchanged. Advices from California state that oranges have advanced, which will in all probability mean an advance here in the near future. Japanese oranges have declined from \$1 to 90c per box. An embargo on raisins has come at a time when stocks here were short and new crop was about to come into the market. Prices have not yet been advanced. A big drive is being made on Ontario strained honey in 2½ and 5-lb. cans at \$6.75 and \$13 a dozen.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	9 75
Flour, first patents, Manitoba, per per bbl., in car lots	11 30
Rice, Siam, No. 1, per ton	135 00
Do., Siam, No. 2	110 00
Beans, Japanese, per lb.	0 15
Beans, B.C., white	0 17
Potatoes, per ton	28 00 36 00
Lard, pure, in 400-lb. tierces, lb.	0 27
Butter, fresh made creamery, lb.	0 48
Eggs, new-laid, in cartons, doz.	0 75
Eggs, B.C., storage	0 58
Cheese, new, large, per lb.	0 25
Oranges, box	4 50
Salmon—	
Sockeye, halves, flat case	16 50
Tall, case	14 00
Pinks, case	8 25 10 25
Cohoos	11 00 13 00
Chums	7 50 9 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Dec. 11.—Rolled oats have advanced 15c which now makes 80-lb. sack \$4.50. Ashcroft white beans are now being offered at 12¼c. Gallon apples of new pack are being quoted all the way from \$2.60 to \$3.75. Crisco in No. 1 size are now on the market. Table figs are scarce but a car from California is expected this week which will help

out on Christmas trade. Storage eggs are moving freely. Cooked hams and compound lard are one-half cent per pound higher. A small lot of new Malaga raisins arrived by express; 21-lb. size three-crown are quoted at \$5.75. Gem lye is now quoted at \$4.70 per case.

CALGARY:

Beans, small Burmah, lb.	0 11
Flour, No. 1 patents, 98s, per bbl.	11 00
Molasses, extra fancy, gal.	0 95
Rolled oats, 80s	4 35
Rice, Siam, cwt.	7 00 7 50
Tapioca, lb.	0 14½
Sago, lb.	0 14½
Sugar, pure cane, granulated, cwt.	10 50
Cheese, No. 1 Ontario, large	0 25
Butter, creamery, lb.	0 45
Do., dairy, lb.	0 40
Lard, pure, 3s, per case	16 20
Eggs, No. 1 storage, case	12 50 14 00
Candied peel, lemon, lb.	0 30
Tomatoes, 2½s, standard case	4 75 5 50
Corn, 2s, standard case	5 15 5 25
Peas, 2s, standard case	4 00
Apples, gals., Ontario, case	3 50
Strawberries, 2s, Ontario, case	6 20 6 85
Raspberries, 2s, Ontario, case	6 20 6 85
Apples, evaporated, 50s, lb.	0 23½
Apricots, evaporated, lb.	0 26½
Peaches, evaporated, lb.	0 15½
Peaches, 2s, Ontario, case	4 75
Lemons, case	9 50
Salmon, pink, tall, case	8 75 9 50
Salmon, Sockeye, tall, case	16 00
Do., halves	18 00
Potatoes, per ton	35 00 38 00
Navel oranges, case	6 25

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Dec. 11.—Trading in this district is good, but changes in price have been rather sparse during the week. New cheese has advanced one-half cent and is now quoted at 25c per pound. Salmon is expected to register another advance in the near future, as supplies will be very scarce. Houde's tobacco in the majority of lines has been advanced about 10c per pound. Many merchants are getting licenses for sale of package cereals and it is not anticipated that the sale of goods will be curtailed.

REGINA—

Beans, small white Japan, bu.	6 75
Beans, Lima, per lb.	0 19½
Flour, No. 1 pats., 98s, per bbl.	11 20
Molasses, extra fancy, gal.	0 70
Rolled oats, balls	4 50
Rice, Siam, cwt.	8 40
Sago and tapioca, lb.	0 15½
Sugar, pure cane, gran., cwt.	10 19
Cheese, No. 1 Ontario, large	0 24½
Butter, creamery, lb.	0 43
Lard, pure, 3s, per case	16 30
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new-laid	0 46
Pineapples, case	5 75
Tomatoes, 3s, standard case	5 25
Corn, 2s, standard case	4 60
Peas, 2s, standard case	4 20 4 25
Apples, gal., Ontario	2 60 3 75
Apples, evaporated, per lb.	0 19½
Strawberries, 2s, Ont., case	6 30
Raspberries, 2s, Ont., case	6 30
Peaches, 2s, Ontario, case	4 30
Plums, 2s, case	3 40

Salmon, finest sockeye, tall, case	15 50
Salmon, pink, tall, case	9 00
Pork, American clear, per bbl.	40 75 41 00
Bacon, breakfast	0 27 0 29
Bacon, roll	0 22 0 24
Potatoes, per bush.	1 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

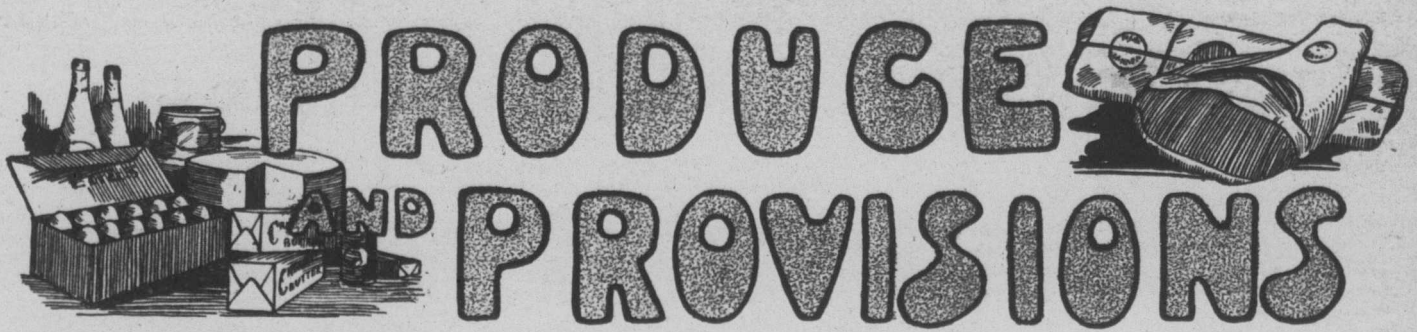
St. John, N.B., Dec. 11.—With a good supply in hands of provincial producers and the immediate prospect of competition from margarine, butter prices have declined and will in all probability go still lower. Creamery is now quoted at 42c to 45c per pound. Dairy butter is quoted at 40c to 42c, with tub butter at 33c to 40c. Margarine has not been offered on the local market as yet, but dealers report supplies on way here. Case eggs are also much easier, averaging 44c per dozen. Compound lard is firmer at 24¼c to 25c per pound. Molasses shows a further advance and is now quoted at 80c to 82c per gallon. American clear pork is firmer in price, now being quoted at \$65 to \$70. Lemons have advanced and are now quoted at \$9 to \$10 per case.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 55
Ontario	11 95
Cornmeal, gran., bbls.	13 75
Cornmeal, ordinary, bags	4 75
Molasses, extra fancy, gal.	0 80 0 82
Rolled oats, bbl.	10 75
Beans, yellow-eyed	10 00
Rice, Siam, cwt.	8 50 8 60
Sago and tapioca, lb.	0 17 0 18

Sugar—

Standard granulated	9 15 9 20
No. 1 yellow	8 65 8 70
Paris lumps	10 50 10 75
Cheese, N.B., twins	0 24 0 25
Eggs, new-laid	0 50 0 52
Eggs, case	0 44
Breakfast bacon	0 34 0 35
Butter, creamery, per lb.	0 42 0 45
Butter, dairy, per lb.	0 40 0 42
Butter, tub	0 38 0 40
Lard, pure, lb.	0 31 0 31½
Lard, compound	0 24¾ 0 25
American clear pork	65 00 70 00
Beef, corned, 1s	4 25
Tomatoes, 3s, standard, case	5 10
Raspberries, 2s, Ont., case	5 40
Peaches, 2s, Ontario, case	4 30
Corn, 2s, standard case	4 80
Peas, standard, case	4 00
Apples, gals., N.B., doz.	4 00 4 50
Strawberries, 2s, Ont., case	5 00 5 25
Pork and beans, case	4 00 5 50
Salmon, Chums	8 00 8 50
Sardines, domestic, case	6 75
Cream tartar	0 75 0 76
Currants, lb.	0 20 0 21
Raisins, choice, lb.	0 12¼ 0 12½
Raisins, fancy, lb.	0 12¼ 0 13
Raisins, seedless, lb.	0 15
Prunes, 90-100, lb.	0 11 0 11¼
Candied peel, citron	0 39 0 40
Candied peel, orange and lemon.	0 32 0 33
Apples, N.S., bbl.	2 50 5 50
Potatoes—	
New, native, barrel	4 00
Onions, Canadian, 75 lbs.	2 90 3 00
Lemons, Cal. Messina, case	9 00 10 00
Oranges, California, case	5 00 6 00
Grapefruit, case	5 00 6 00



PRODUCE AND PROVISIONS

Modern Equipment a Business Maker

The Contrast of the Up-to-date Store With That of Old Time—Using all the Equipment a Business Will Stand a Good Policy—The Importance of These Items Illustrated.

THERE is no part of the store where the matter of equipment is of such vital importance as it is in the provision department. Of course there is no definite system of equipment that can be standardized to meet the needs of every store. The needs of one store are not the needs of another. Conditions of space and location, to say nothing of financial conditions, each have their part in deciding this important matter, and an equipment that might be entirely adequate in one store would not by any means meet the needs of another, so it becomes a matter for each individual merchant to decide for himself. This much may be said, however, and this applies to every store, that in the provision department especially equipment is one of the important selling arguments, and that therefore it is a good business policy for the store to adopt every equipment device that is possible within the limits of the space available and having regard to the financial re-

sources of the merchant. It is the bright airy sanitary store that gets the business.

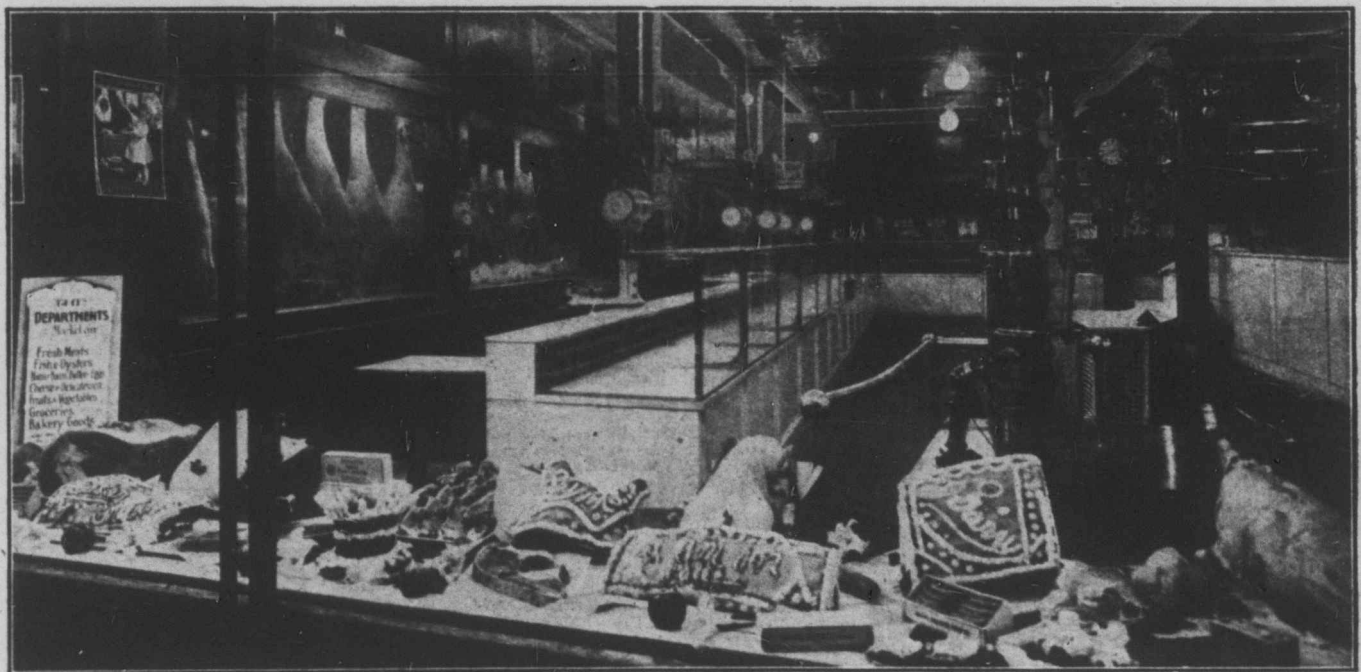
The Changing Feeling of the Times

In the good old days, if good they were, a meat block and a chopper and a saw along with a plentiful supply of sawdust was sufficient equipment. But of late years there has been growing the idea of sanitation, and that is a growing idea, and every month almost sees a new convert to the improved system of merchandizing. It cannot be said that these merchants are doing all this merely because of their own belief in sanitation, but because they realize the trend of the times, and that such measures certainly mean a better and a more stable business for them.

The Acme of Equipment

Among the stores that have gone extensively into this idea of equipment is the Fort Garry Market Company of Winnipeg, an illustration of which store appears herewith. As the illustration

shows, the equipment is far more elaborate than would be possible in the average store. A special feature of this store is its exceptional refrigerator equipment. The glass faced refrigerators are plainly seen in the illustration, illustrating the perfect way in which the largest cuts can be displayed while at the same time being maintained in a very cold temperature. Special refrigerator show cases of white vitalite and glass are also a feature of the equipment. These counters are all refrigerated with coils at the back of the counter, so that while goods are always on display, they are always maintained in a low temperature, which, besides keeping their appearance at a high level, cuts down the element of waste, so often a disturbing factor in the provision business, to the very minimum. The whole equipment is looked after by an ice machine that is capable of maintaining any temperature required throughout the whole system. This store is an example of some of the more el-



The extensive and attractive equipment of the Fort Garry Market, Winnipeg.

borate equipments, but there is a wide range of equipment that is not nearly as expensive, and may perhaps be better suited to the needs of other businesses. The more modest refrigerator may be all that the average store can accommodate, but this refrigerator should be the most serviceable one of its kind to meet the exact requirements of the store. Such matters as scales and meat cutters and cheese slicers, which a short time ago were considered a luxury, are now almost a necessity. Merchants have found that they are not an extravagance, that the actual ascertainable saving will in the course of a few months come very close to meeting the first cost of these machines. Then there are the years and years of extra service where they may actually be expected to show a net profit. The merchant who does not so equip his store is making an initial saving at the expense of a regular profit on goods that are wasted in the old hand methods.

In this connection a couple of instances might be quoted in support of this contention.

Meat Slicer Doubles Sales

The installation of a meat slicer doubled the business in the provision department of the Dawson & Company, grocery, Brampton, Ont., within a year. Mr. Dawson attributes much of the success of the department to the increased efficiency and elimination of waste which the machine has effected. The machine

is an up-to-date model and was installed by Mr. Dawson over a year ago. Immediately the department became more profitable through the ability to make the utmost use of the article being cut, and business increased owing to the fact that customers were given better service and received their cut meat in more usable shape. Business has been on the up-grade ever since until the present position has been reached.

Slicer Increases Cheese Sales

Jackson Bros., grocers, Guelph, Ont., had a first class cheese slicer installed over a year ago in connection with the dairy produce department of the store; and Mr. Jackson now states that the use of the slicer has resulted in greatly increased sales of cheese. Apart altogether from the bigger sales now being made, a greater proportion of profit is being secured from the department by reason of the elimination of waste. A good slicer cuts clean and leaves not a shred of cheese to be counted against the profit. Increased sales soon followed the introduction of the machine in the Jackson business for the customers of this store, like all others, were interested in seeing up-to-date appliances introduced. Mr. Jackson is a firm believer in efficiency as a big help towards success in business and is therefore an advocate of all such labor and waste-saving appliances as the cheese slicer.

Another Joker in the Margarine Business

Canadian Restrictions Have Been Removed, but American Restrictions Cut Canada off From that Source of Supply—
Two Canadian Firms Manufacturing Product.

JUST when everything was apparently settled and margarine had become a fact for the whole of Canada, there comes the astonishing news that owing to the fact that the United States Government had made no provision for granting licenses for the export of margarine, and that, therefore, after arrangements had been carefully made to have a sufficient supply from across the border as soon as the permissible date arrived, these cars are held up on the border, not by Canadian Government restriction, but by American.

Armour & Company, of Chicago, write: "Although Canada has let down the bars, there is a ruling of our own Government which will not permit us to make shipments of margarine to Canada at present." This is the position of all the margarine manufacturers who had considered putting this product on the Canadian market.

This, of course, applies only to the imported product, but it affects the three hundred importers who have taken out licenses for its importation. Despite this fact, margarine is actually on sale in Canada. Two manufacturing licenses were granted to the Harris Abattoir Company and the Swift Canadian Company. It was feared that some hitch would be found in this matter, too, owing

to the regulation against the export of oils from the United States, but fortunately permission has been granted for getting necessary quantities of cottonseed oil from across the line, and as a result both these firms have the product on the market. As they are only starting operation in this line, it stands to reason that the demand will be greater than the supply. It is confidently hoped that within the next few days arrangements will be made between the Canadian and United States Food Controllers, whereby the last difficulty in the introduction of this much desired product will be removed. As many people are interested in the margarine business, the most recent legislation on the question is appended herewith:

Regulations.

1. No substance intended for the coloring of oleomargarine shall be imported into Canada in packages containing oleomargarine, and no manufacturer, wholesale dealer or retailer dealing in oleomargarine shall deal in, sell, or give away any substance intended for coloring oleomargarine.
2. Licenses for the importation or manufacture of oleomargarine shall be issued from the office of and through the Veterinary Director-General, and shall be countersigned by such officer or officers under the Veterinary Director-General as the Food Controller for Canada may thereto authorize.
3. Oleomargarine imported into Canada shall be accompanied by the export certificate of inspection of the country of production, and every importer shall, at the time that the importation is made, produce to the Collector of Customs such importer's license, and deliver to the Collector the

certificate of inspection of the country of origin. Import licenses will be issued in duplicate, one copy to be deposited with the Customs when the first entry is made.

4. Licenses to manufacture oleomargarine shall only be issued to such applicants as have satisfied the Veterinary Director-General that the building or buildings in which the applicant proposes to manufacture the oleomargarine is or are well lighted and ventilated, constructed of suitable material and provided with sanitary conveniences for the employees, that there is no danger of contamination from objectionable odors from packing houses, fertilizer houses or other sources, that the machinery and equipment is modern and capable of easy and efficient cleaning, and that the probable output of the proposed establishment will be sufficiently large to justify the employment of an inspector.

5. No oleomargarine shall be manufactured in Canada except under the supervision of inspectors appointed by the Minister of Agriculture.

6. All material entering into the composition of oleomargarine shall be subject to inspection, and if not approved by an inspector shall not be used. The inspector shall have power at any time to take samples of any such material for analysis. No oleo oil or neutral lard shall be used in the manufacture of oleomargarine unless it is the production of an abattoir under the inspection of the Minister of Agriculture of Canada and bears the Government inspection mark, or has been manufactured in the country of origin under inspection satisfactory to the Minister, and is at the time of importation covered by the official markings and export inspection certificate of the country of origin. No milk shall be used in the manufacture of oleomargarine unless it is from tuberculin tested cows or else has been pasteurized before using, and no butter shall be used in such manufacture unless it is free from rancidity or any objectionable odor.

7. Inspectors appointed by the Minister of Agriculture shall have access at all reasonable hours to any premises in Canada in which oleomargarine is manufactured or stored.

8. No oleomargarine shall be sold in Canada unless it is in (a) the original package, marked and labelled as required by these regulations. (b) each small package shall be wrapped separately, and on the label or wrapper the word "Oleomargarine" shall be printed or marked so as to form the most conspicuous word on the label or wrapper. (c) all labels, wrappers and packages shall bear the official inspection mark of the country of origin, together with the name and address of the manufacturer.

9. Any person violating any of the provisions of these regulations shall be guilty of an offence and liable on summary conviction to a fine of not less than fifty dollars nor exceeding five hundred dollars, or to imprisonment for a term not exceeding six months, or to both fine and imprisonment.

The following are extracts from the order-in-council issued on October 25. These presumably still hold good, not having been cancelled or modified by the Government notice above reproduced:

Whereas attention is drawn to the abnormal demand for butter due to war conditions and to the very great probability that such abnormal demand and consequent high prices will prevail for this product for some time to come;

And whereas it is in the public interest, under the special conditions above named, that other fats should be available in Canada under strict and reasonable conditions as a substitute for butter—

Therefore His Excellency the Governor-General in Council, under and in virtue of the provisions of The War Measures Act, 1914, is pleased to make and enact and do hereby make and enact the following Regulations providing for the importation to Canada and the permitting of the manufacture, sale and possession within Canada of oleomargarine and establishing the conditions of such importation, manufacture, sale and possession, such regulations to be in force and to have effect for the period during which the present abnormal conditions continue, the conclusion of such period to be determined by His Excellency the Governor-General in Council, as provided in the said regulations, and as a war measure only:

2. For the purposes of these regulations "oleomargarine" shall mean and include oleomargarine, margarine, butterine; or any other substitute for butter which is manufactured wholly or in part from any fat other than that from milk and cream, which contains no foreign coloring matter and which does not contain more than sixteen per cent. of water.

6. No preservative shall be used for or in oleomargarine except salt without the written permission of the Food Controller.

7. No person, other than a manufacturer of oleomargarine shall mix oleomargarine and butter.

8. Every person who either imports or manu-

(Continued on page 41.)

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

TWO outstanding incidents in the provision market during the week were the placing on sale of margarine of Canadian manufacture and the assurance that cottonseed oil was to be placed on the list of licensed commodities by the United States for shipment into Canada. This latter announcement was made last week but there was no definite announcement made respecting the arrangement and doubt was still left in the minds of many importers. While margarine manufactured in Canada has been placed on sale the licenses have not yet been issued by the United States Department of Food Control for shipment of the product into Canada. Doubt is expressed by some importers as to whether these licenses are going to be issued, but the more optimistic incline to the opinion that it will be only a question of time until the licenses are issued by the United States. Sales were again made of shortening during the week by manufacturers who were fortunate in having a supply of cottonseed oil on hand. With a more general sale of margarine it is expected the price of storage creamery butter will be affected, as the price of dairy butter has already been affected. Storage eggs were in firmer market during the week as a result of a higher market in the United States and the clearing out of stocks held by some of the large Canadian dealers. New-laid eggs were higher in price. Geese and ducks were in lighter supply and prices showed a firmer tendency. Smoked and pickled fish were quoted at higher prices during the week. Trade is seasonably good.

Live Hogs Firmer; Storm Delays Supply

Montreal.
PROVISIONS.—Owing to the heavy weather the receipts of live hogs have been small, but supplies are expected soon, as the weather is now better. There is a firmer tendency and quotations this week are stronger at \$18.50 to \$19 per 100 lbs. There is a very good demand and all products are holding firmly. Dressed hogs are selling still at \$24 to \$26 per 100 lbs., but the tendency is to firmness. It is quite probable that supplies may be light if the heavy weather of the past few days should continue. Snow has drifted badly in many parts, and this will have an immediate effect in holding back deliveries to some extent.

Hogs, dressed	24 00	26 00
Do., 60-90 lbs.	25 50	26 00
Do., over 90 lbs.	24 00	25 00
Do., live	18 50	19 00
Hams—		
Medium, per lb.	0 30	0 31
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 39	0 40
Boneless, per lb.	0 41	0 42
Bacon—		
Breakfast, per lb.	0 38	0 42
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots	0 26	0 27
Long clear bacon, small lots	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb.	0 42	0 44
Hams, roast, per lb.	0 46	0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½

Stocks of Lard Light; Prices Are Maintained

Montreal.
LARD.—Supplies of lard in dealers' hands are not very heavy. The same

conditions applying to shortening may be applied to the lard market—viz., that oils are held up at U. S. points, which indicates the care which our neighboring Government is exercising over certain products. This has thrown a heavier demand on lard. The demand is fairly good, and while no changes are recorded, prices hold firmly.

Lard, Pure—

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

Shortening is Firm; Supplies Limited

Montreal.
SHORTENING.—Owing to the regulations with regard to exportation of all kinds of oils from the United States dealers here are having some trouble with regard to supplies. Pending decisions to be made, this will be a factor confronting the dealers in the immediate future. It is to be hoped, however, that there will be some relief within the next week. Prices remain unchanged.

Shortening—

Tierces, 400 lbs., per lb.	0 24¼	0 25¼
Tubs, 60 lbs.	0 24¾	0 25¼
Pails, 20 lbs., per lb.	0 23¾	0 25
Bricks, 1 lb., per lb.	0 25½	0 26¾

Poultry Demand Good; Prices Very Firm

Montreal.
POULTRY.—The local dealers in poultry have received notice from the express companies that, owing to the Halifax disaster, they will not accept empty poultry crates to Eastern points after December 14. The traffic will be so heavy for the required supplies which must be sent forward with all despatch that this is deemed necessary. As a con-

sequence, there will be a resultant effect on the shipment of live poultry, but dealers hope that the fresh-killed will come forward freely. The demand for all kinds of poultry is active and prices are maintained, with firming tendencies for ducks and turkeys.

Poultry—	Dressed	
Old fowls	0 19	0 21
Chickens, crate fattened	0 23	0 28
Old roosters	0 18	0 19
Roasting chickens	0 28	0 28
Young ducks	0 17	0 22
Turkeys (old toms), lb.	0 24	0 28
Turkeys (young)	0 24	0 29
Geese	0 14	0 18

Storage Eggs Lower; Very Few New Laid

Montreal.
EGGS.—Few new laid eggs are to be had, and these are eagerly sought. Prices for them are firm and will be so for some weeks. The request for storage stock is better in some quarters, but there is a weaker tone to the market, and selects, and No. 1 and No. 2 grades are somewhat lower. Some export has been reported the past week, one dealer sending forward about five carlots in space secured some time ago. These were in completion of a contract secured weeks ago. More shipping space is hoped for by some of the dealers here in the near future.

Eggs—

New-laid (specials)	0 60	0 70
Selects	0 42	0 44
No. 1's	0 40	0 42
No. 2's	0 38	0 39

Cheese is Quiet; Receipts Are Fair

Montreal.
CHEESE.—Little interest centres around the cheese market this week. factories nearly all closed, supplies coming to hand are decreasing. Orders received are light and retail grocers are buying only as required. Considerable quantities are on hand here to go forward to overseas points and these will be sent out as soon as shipping can be secured. Prices being paid by the cheese commission are 20¼ to 21¼c per lb.

Cheese—

Large (new), per lb.	0 22¼	0 23½
New twins, per lb.	0 22¼	0 23½
Triplets, per lb.	0 22½	0 24
Stilton, per lb.	0 25	0 28
Fancy, old cheese, per lb.	0 30	0 31

Margarine on Sale; Three Grades Offered

MARGARINE.—There is a delay in securing margarine from the United States makers owing to governmental requirements regarding export. For this reason some of the dealers who hoped to have a supply early this week will be delayed in getting their requirements. They hope to have some for sale toward the end of the week, however. Others state that margarine will be on sale Tuesday morning. The grades to be marketed will perhaps comprise three, and these will sell at prices ranging from 26c to 32c wholesale, according to

quality. One of the large retailers will have three grades on sale Tuesday morning.

Margarine—
Prints, according to quality, lb. 0 26 0 32

**Butter Declines Again;
Western Supply Large**

Montreal. BUTTER.—There is a weak tone to the butter market, with a lower quotation for some grades of about one cent per pound. Supplies in the West seem to be reasonably large, and the uneasiness of some holders regarding the influence of margarine, which is expected to be on sale here before the end of the week, has had an effect in the lowering tendencies for butter. There is a fair demand only, and fresh made is in better request than other grades. It will not be a surprise if the immediate effect of marketing margarine is to lower the butter prices, and the next two weeks will be of interest to those handling these products. Large quantities of butter have been made up in the West, where the fine late fall has permitted factories to operate longer than usual.

Butter—

Creamery prints (fresh made)	0 42	0 44½
Creamery solids (fresh made)	0 43	0 44
Dairy prints, choice, lb.	0 42	0 43
Dairy, in tubs (choice)	0 40	

**Fish Prices Higher;
Fresh Fish Scarce**

Montreal. FISH.—There is a firming tendency to many lines of fish. This is accounted for in part owing to the increased costs of containers. Barrels are costing the shippers more money and labor also. The price of smoked herrings has been advanced to 20c, an increase of 2c lb. Scallops are up from \$3.50 to \$4. Mackerel has a higher tendency. Lake trout have advanced 2c per lb. and smelts are up 2c also. Last week about two and a half million pounds of fish were shipped overseas from U.S. ports, and this was all Canadian catch. It must needs be a factor in the matter of available supplies here. Altogether prices are well sustained, fresh frozen halibut being the only item in our list in which a weaker tendency is recorded. Fresh fish is very scarce and some varieties are practically unprocurable. There are certain lines of course, in which the "fixed" prices will remain for some months. Frozen tom cods and smelts are again available, with prices for these a little higher than those of a year ago. Dealers are pretty well prepared to take care of the Christmas demand for oysters, both of bulk and shell. Bulk oysters advanced from 10 to 15c per gallon at producing points. Lobsters, shrimps and scallops are in fair demand, while cured fish demand is fair.

SMOKED FISH.

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

SALTED AND PICKLED FISH

Herring (Labrador), per bbl.	\$12 00
Salmon (Labrador), per bbl.	23 00
Salmon (B.C. Red)	25 00

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

SHRIMPS, LOBSTERS

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

FRESH FROZEN SEA FISH.

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

FRESH FROZEN LAKE FISH

Pike, lb.	0 11½	0 12
Perch		0 13
Whitefish, lb.	0 15	0 16
Lake trout	0 17	0 18
Eels, lb.		0 12
Dore	0 15	0 16
Smelts, No. 1		0 17
Smelts, No. 1 large		0 22

OYSTERS—

Ordinary, gal.	2 25
Malpeque oysters, choice, bbl.	11 00
Malpeque oysters (med.) bbl.	10 00
Cape Cod shell oysters, bbl.	11 00
Clams (med.), per bbl.	9 00

FRESH FISH

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

**Live Hogs Again
Up \$1.00 Hundred**

Toronto. PROVISIONS.—With the recent heavy storm there was a perceptible slackening of demand for meats of various kinds. Dealers in the country are evidently snowbound, and this has caused the reduction. There was an easier tone in the market for boneless backs during the week. Breakfast bacon showed a firming tendency in some quarters. Wiltshire smoked sides also showed a firmer tendency. Live hogs were again on the upward trend, an advance of \$1 per 100 pounds having been recorded, making the quotation \$18 on fed and watered. In some quarters intimations were made that the demand from the lumber camps was being renewed. Demand for meats of all kinds is reported seasonably good.

HAMS—

Medium	0 30	0 32
Large, per lb.	0 26	0 29

BACKS—

Plain	0 37	0 42
Boneless, per lb.	0 42	0 45

BACON—

Breakfast, per lb.	0 36	0 38
Roll, per lb.	0 29	0 32
Wiltshire (smoked sides), lb.	0 34½	0 35

DRY SALT MEATS—

Long clear bacon, lb.	0 27	0 28
Fat backs		

COOKED MEATS—

Ham, boiled, per lb.	0 42	0 43
Hams, roast, per lb.	0 43	0 45
Shoulders, roast, per lb.	0 38	0 40

BARREL PORK—

Mess pork, 200 lbs.	52 00	53 00
Short cut backs, bbl., 200 lbs.	56 00	58 00
Pickled rolls, bbl., 200 lbs.	52 00	54 00

Hogs—

Dressed, abattoir killed	25 00	25 00
Live, off cars		18 25
Live, fed and watered		18 00
Live, f.o.b.		17 25

**Margarine Was Placed
On Sale During Week**

Toronto. MARGARINE.—Two of the Canadian manufacturers of margarine placed their goods on sale on Monday of this week. First grade is being quoted at 32c per pound, No. 2 grade at 30c to 31c, and No. 3 grade at 27c. The first grade is the natural butter color, without any coloring matter, secured through the natural color of the raw materials used. Importations from the United States have not yet started, as licenses have not yet been issued by the United States Food Controller for the export of the same. Doubt was expressed in some quarters as whether or not it would be allowed to come through, as there is an embargo on the export shipment of this product at the present time. The opinion was expressed locally, however, that margarine would be placed in the same class with cottonseed oil, and that it was only a question of time until export licenses were issued by the United States Department of Food Control. Until such licenses are issued the only kinds obtainable in the Canadian market will be those manufactured in Canada. Following are the quotations in pound prints:

Margarine—

1-lb. prints, No. 1	\$0 32	\$...
Do., No. 2	0 30	0 31
Do., No. 3	0 27	
Solids, 1c per lb. less than prints.		

**Cottonseed Oil Can
Be Exported from U. S.**

Toronto. SHORTENING.—There was a clouding of the situation on shortening during the week in that no further announcement was made as to whether the United States Government would permit supplies of cottonseed oil to be shipped out of the country. Advice from Ottawa on Tuesday of this week, however, made it plain that the United States Food Controller intended to allow supplies to come forward to meet the needs of the Canadian market. One of the large manufacturers was fortunate in having some cars of cottonseed oil and so has been enabled to continue quotation. Other concerns who had a limited supply have been out of the market for immediate shipment, but are quoting on the basis of future delivery, contingent upon getting supplies of raw materials. Market held steady during the week on the basis of 24½c tierces.

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

**Lard Market Holds
Steady and Firm**

Toronto. LARD.—There was a steadily firm situation in lard during the week. Demand continues fairly heavy in the face of the restriction of sale of shortening

for some two weeks past. There has been fairly good supplies of hogs reaching the market during the week, but stocks of lard obtained therefrom have been rapidly absorbed through the demand. Quotations were made on tierce basis of 28½c to 28¾c per pound.

Lard—Lard, pure, tierces, 400 lbs., lb. 0 28½ 0 28¾
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

Margarine Is Still Hanging in Balance

Toronto.

BUTTER.—Wholesalers were still in doubt during the first part of the present week as to whether supplies of margarine were to be brought in from the United States. It was pointed out that while the licenses have been issued by the Department of Food Control at Ottawa the United States Government has not granted the licenses to ship into Canada cottonseed oil and products thereof. While assurance has been made by the Department at Ottawa that cottonseed oil can be brought in in the near future, there has been no such assurance with respect to margarine. It is a matter which is now in the hands of the United States Government. However, the product of two Canadian manufacturers was placed on the market on Monday of this week. There was a further weakening of dairy butter during the week as the result of the margarine situation. If the supplies of margarine can be brought in from the United States there will in all probability be a weakening of cut storage butter. There has been a big increase in consumptive demand in the United States. In the local market there is a scarcity of fresh-made creamery butter reported, with quite a bit of feedy butter in evidence. This evidence of the feed tastes in the butter is detracting from its marketability as a first-class butter. Dairy prints were down 1c to 2c per pound.

Creamery prints, fresh made	0 47	0 48
Creamery solids, fresh made	0 45	0 46
Creamery prints, storage	0 44	0 45
Creamery solids, storage	0 43	0 44
Dairy prints, choice, lb.	0 41	0 42
Dairy, prints, lb.	0 35	0 38

Storage Eggs Are Up 1c to 2c Dozen

Toronto.

EGGS.—There was a firmer situation in storage eggs during the week as a result of the cleaning out of stocks held by large holders. Most of the large dealers have found an outlet for their stocks through export. Some of the smaller concerns still hold fairly good stocks. There are quite a lot of American storage eggs coming into this market at the present time and in that market there was a decidedly firmer tone to prices during the week. Consumption of eggs in the United States is reported abnormally heavy during the past three weeks. Difficulty is experienced in getting eggs

from the United States through the operation of the license system. In the United States market there was an advance of 3c to 4c per dozen during the week. New-laid are still very scarce in the local market. There is now a big spread of approximately 20c between storage selects and new-laid. This is unusual and the chances are that there will be a tendency to cut down the spread. As new-laid are now likely to come down in price there is only one way by which the spread can be reduced, namely, through the increase in price of select storage. Storage selects headed in that direction during the week and were quoted up 1c to 2c per dozen at 46c to 48c. New-laid were quoted at 65c to 70c per dozen.

Eggs—

New-laid, in cartons	0 65	0 70
Storage selects, ex-cartons	0 46	0 48
Storage, No. 1, ex-cartons	0 43	0 44

Old Cheese Gave Evidence of Firmness

Toronto.

CHEESE.—There was a disposition to quote higher on old large cheese during the week, in some quarters an advance of ½c per pound having been recorded, making the range from 24c to 24½c. Stilton showed a firming tendency and in some quarters was quoted as high as 27c. Demand for cheese is light at present. There was no change in the situation so far as the Cheese Purchasing Commission is concerned as their purchasing price continued at 21¾c per pound.

Cheese—

New, large	0 22½	0 23½
Old, large	0 24	0 24½
Stilton (new)	0 25	0 27
Twins, ¼c lb. higher than large cheese. Trip-lets ½c lb. higher than large cheese.		

Dealers' Price for Geese Went Higher

Toronto.

POULTRY.—Wholesale dealers in poultry increased their bids for geese during the week to the extent of 1c to 3c per pound on live and 2c per pound on dressed geese. Dealers are now paying 16c to 18c per pound for live geese at Toronto and 20c per pound for dressed. Supplies have not been coming very plentiful and there is a desire to have heavier supplies on hand in anticipation of the holiday trade. Ducks were also somewhat scarce during the week. The snowstorm during the first of the week caused light shipments to this market. Arrivals of turkeys were not heavy. Chickens were also in rather light supply due to weather conditions. Dealers are freezing the bulk of their arrivals in preparation for the Christmas trade.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	\$0 13-0 17	\$0 16-0 21
Geese	0 16-0 18	0 20-0 22
Turkeys	0 20-0 25	0 25-0 30
Roosters	0 17-0 18	0 17-0 18
Hens, over 5 lbs.	0 18-0 19	0 18-0 22
Hens under 5 lbs.	0 18-0 19	0 16-0 20
Chickens, 4 lbs. and up.	0 19-0 20	0 23-0 25
Chickens, under 4 lbs.	0 17-0 17	0 21-0 22
Squabs, dozen	0 4 50	0 4 50

Prices quoted to retail trade:

Hens	0 13-0 16	0 20-0 25
Ducks	0 18-0 22	0 22-0 27
Chickens	0 16-0 18	0 23-0 28
Turkeys	0 20-0 24	0 30-0 35
Geese	0 17-0 19	0 20-0 23

Retailers Quoted 32c For No. 1 Margarine

Winnipeg.

PRODUCE AND PROVISIONS.—The live hog market firmed up considerably last week, and there was an advance of a cent; the price, which had dropped to \$15.50, jumped back to \$16.50. The reason for this advance was good local and outside demand, and disappointing receipts. The quality of hogs has been very fair. Packers look for an increase in runs next week, with a possible fall in price. The provision situation is practically unchanged, although back bacon is scarce and there is an advance to 42c.

Butter.—The market is unchanged and No. 1 creamery is bringing 45c in cartons, and No. 2, 44c. Dairy Butter.—In view of the importation of margarine packers are looking for a big reaction in the price of dairy, in fact they are expecting margarine to take the place of dairy. It would not be surprising to find the price of dairy butter falling to 30c. Orders are being taken by local wholesalers now for No. 1 margarine at 32c. **Eggs**.—The market is unchanged, No. 1 candled bringing 40c-42c, and selects 45c-47c.

Hams—

Light, lb.	0 32
Medium, per lb.	0 30
Heavy, per lb.	0 28

Bacon—

Breakfast, per lb.	0 34	0 36
Breakfast, select, lb.	0 39	
Backs, regular	0 42	
Backs, select	0 45	

Dry Salt Meats—

Long clear bacon, light	0 27
Backs	0 31

Barrelled Pork—

Mess pork, bbl.	48 00
-----------------	-------

Lard, Pure—

Tierces	0 27
20s	5 80
Cases, 5s	17 03
Cases, 3s	17 10

Lard, Compound—

Tierces	0 23
Tubs, 50s, net	11 63
Pails, 20s, net	4 90

Fresh Eggs—

No. 1 candled	0 40	0 42
Select	0 45	0 47

Cheese—

Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	0 23	0 23½

Butter—

Fresh made creamery, No. 1 cartons	0 45	
Fresh made creamery, No. 2	0 44	
Dairy, prints	0 40	
Dairy, tubs	0 38	0 39

Pure Lard Drops ½c Per Lb.

Winnipeg.

LARD AND SHORTENING.—Owing to the dropping off in demand there has been a decline in the price of pure lard of a half cent, tierces now being quoted at 27c. Compound shortening remains unchanged.

A LITTLE BETTER THAN THE OTHER FELLOW'S

OLEOMARGARINE

BRANDS

**EV-ER-GOOD
LUX-RY**

**TRY-SOME
OLD GLORY**

U.S. Inspected and Passed by Department of Agriculture.

SALES AGENTS FOR CANADA

JOHN ALLAN

203 W. SO. WATER ST.

CHICAGO, ILL., U.S.A.

CORRESPONDENCE SOLICITED.

Mince Meat

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

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


Also Sold in 80-lb. Kits
40-lb. "
20-lb. "
5-lb. Tins

And 1 Quart Sealed Jars.

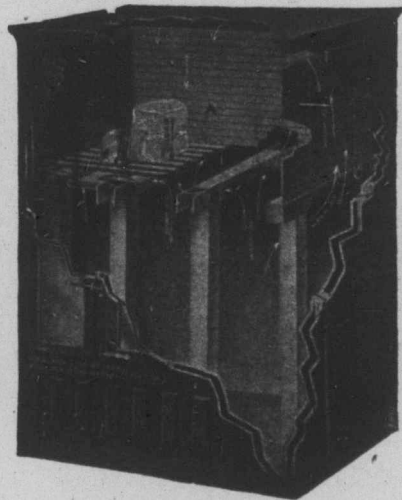
F. W. FEARMAN CO.
LIMITED
HAMILTON

Freeman's Dry Air Refrigerator

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

This Interior View 

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



Price list and catalogue free and mailed to any address.

Representative: George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by
The W. A. Freeman Co., Limited
HAMILTON, CANADA

Advertising makes for a better product—

Not only does advertising create a good impression regarding the product advertised but it **makes for a better product**. There are added responsibility and written-printed claims to substantiate.

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

NOW for Oleomargarine!

AT LAST the ban has been removed—licenses have been issued, and—the Canadian Government has permitted the manufacture, importation and sale of Oleomargarine in this country.

We have arranged to handle the product of one of the foremost and best-known manufacturers of high-grade Oleomargarine in the United States—Wilson & Co., of Chicago. We have pleasure in introducing the following three brands:—

“MAJESTIC” Brand. Absolutely the *best*. Churned from the finest materials and contains a large percentage of extra quality creamery butter.

“LAUREL” Brand. Lower in price but exceptionally good in quality. A splendid seller, especially where there is a demand for dairy butter.

“DIAMOND A” Brand. Our cheapest line, but quality excellent, and far superior to average low-priced oleomargarine. A good line for the bakery trade.

1-lb. Cartons sold in cases containing 30 lbs. or 60 lbs.

THE **DAVIES** COMPANY
WILLIAM LIMITED

TORONTO

MONTREAL

WINNIPEG



**Recommend
Brunswick Brand
to your hard-to-please
customer**

The woman who has very decided ideas as to what real quality sea foods should be will find in these delicious lines the realization of her ideals.

An already big demand is being augmented by the food conservation propaganda which aims at making fish a more common article of diet in the Canadian home.

This affords every good grocer an opportunity to extend his trade by featuring fish. A stock of Brunswick Brand Sea Foods will turn a sizeable share of the fish demand to your store.

Get in a supply to-day.



Connors Bros., Ltd.
Black's Harbor, N.B.

**NORWEGIAN
SARDINES** (STYLED SMOKED SILD)

**NOTHING LIKE IT!
NO BONES
ALL MEAT!**



A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)

Apply: STANDARD IMPORTS, LIMITED, Montreal

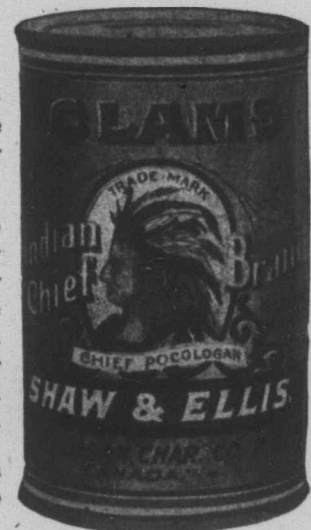
**Economical, Wholesome and Easily
Prepared**

**INDIAN CHIEF BRAND
CLAMS**

The high-grade, easily-prepared, wholesome food that sells quickly and always repeats.

Prepared and put up under the most sanitary conditions the same day they are taken from the clam beds. Sealed in cans without solder or acid. Sells easily and gives you a good profit.

Get a trial supply from your jobber and prove their selling value.



Packed by
SHAW & ELLIS
Pocologan, N.B.

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

MACLEAN'S

for *DECEMBER*

MACLEAN'S MAGAZINE GETS BETTER ALL THE TIME

Snipers and Sniping—*by a Sniper*

A SNIPER is back in Canada—a star sniper, who has 34 marks on his rifle, every mark meaning a German life. Most of us know absolutely nothing of the work of the sniper, but the story—a remarkable one—is told in the Christmas (December) MACLEAN'S by the champion sniper of the Canadian Expeditionary Forces. This man was buried by a shell-explosion, was dug out by two comrades, and has lived to tell his wonderful story, in MACLEAN'S. It's worth 15c to get this story alone.

"Politics From Within"

—*Leacock, of Course*

TRUST Leacock to see a chance for his witty and humorous pen. He deals with the humorous phases of electioneering in Canada in his usual vein.

Why Laurier sent Troops to South Africa

THIS contribution, by Col. John Bayne Maclean, goes backward many years—to the time of the South African War in 1899-1900. That was when Canada first took up arms for the Empire. Politics, of a high order, was back of the decision to send Canadian troops to the Antipodes. It is "inside" history.

Oppenheim—Allenson— McBeth—Mumford

A LONG instalment of Oppenheim's absorbing story, The Pawns Count, is given in the December MACLEAN'S. A short story, by A. C. Allenson is seasonable. Madge Macbeth contributes a complete novelette, The Man Who Wasn't. And Ethel Watts Mumford, teller of delightful tales, delicately told, gives us the first of a series of short stories—Love and the Locksmith.

The Usual Popular Departments

THE Business Outlook. The Nation's Business, Women and Their Work, and the Review of Reviews—all are present in strong way in the December MACLEAN'S.

At All News-Stands
15c.

Gadsby's Story of the Union Government

GADSBY is saturated with Ottawa knowledge—much of it of the inside variety. He pokes about, talks with big men; and big men, and lesser ones, talk with Gadsby. Useful sort of man, is Gadsby. What he hears and learns he writes about for MACLEAN'S; and in this story of his about the new Union Government, he reveals the undercurrents on the movement that developed into negotiations, and which finally resulted in a Union Government. Gadsby adds interesting biographical information to his brilliant study.

Robt. W. Service is back again

BACK in MACLEAN'S, that is—in body, he is still in Flanders—where the fighting grows uglier all the time. Service has taken time to write verse for MACLEAN'S. You know well the virility of his style, and the gripping, human character of his verse. It is about life and men in the trenches he writes—about our boys far from us. It is worth something to see our boys as Service sees them. Read "The Shape at the Wheel" in the December MACLEAN'S.

Arthur Stringer writes a Beautiful Christmas Poem

STRINGER is a wonderful man—wonderfully versatile, wonderfully human. He is a master of the short-story and of the detective and mystery type of story; and he can climb the heights of literary endeavor, as he has in this passing sweet poem—Christmas Bells in War-time. Your heart is tender these times of horrible slaughter and of heroic achievement, and you'll be grateful to Stringer for putting beautifully your innermost thoughts and feelings.

Bank of Montreal Annual Meeting Marks Interesting Anniversaries

Shareholders Received Centenary Balance Sheet — Sir Vincent Meredith, Bart., President, Has Completed Fifty Years of Uninterrupted Service in the Bank — Important Developments of Canada's Trade — Banking Officials Conservatively Optimistic Regarding Outlook of Dominion.

MONTREAL, Dec. 10.—Special— At the annual meeting of the Bank of Montreal the shareholders received the centenary balance sheet of the bank.

By an interesting coincidence the event also marked the close of fifty years of uninterrupted service in the bank by the President, Sir Vincent Meredith. On this account the gathering to a great extent took the form of a celebration. This was observed entirely from the standpoint of the bank's continued growth and expansion. The Shareholders present had every reason to be well satisfied with the reports received, as Sir Vincent Meredith remarked that he felt warranted in stating that never, during its history of one hundred years was the prestige of the bank higher, its business in sounder or more elastic condition and its earning power greater than he believed them to be to-day. He was glad to believe also that the bank had never enjoyed a wider measure of public confidence. In his address Sir Vincent Meredith drew particular attention to the business conditions in Canada and the more important events that had occurred during the course of the past year to affect the economic condition of the Dominion.

The most important development in this connection was the entry of the United States into the European conflict and Sir Vincent expressed the view that with the numerous resources which the United States has in men and money it cannot be but an important factor in bringing the war to a speedy and successful conclusion. Sir Vincent then pointed out that in point of value the trade of Canada had never been as great as now and in point of volume had never been exceeded. It was well to remember, however, that nearly one-half of the export trade consists of munitions of war and is therefore to that extent unstable. The balance in trade continued favorable to Canada as imports of merchandise during

seven months amounted to \$628,100,000 and exports of domestic products to \$921,957,000, giving a favorable balance of nearly \$300,000,000.

Sir Vincent then dealt with the chief features of trade as between Canada and England, as well as between England and the United States.

Looking out on the future, Sir Vincent took a conservatively optimistic view when he said:

"Our country is one of the most productive in the world. Our gold holdings per capita almost equal those of the United States. Our natural resources are unbounded and our credit is irreplaceable. There are no doubt difficulties and anxieties ahead which we shall still have to face, but I think we may look forward with confidence to providing without undue strain for the burden of our patriotic endeavor."

Sir Vincent also congratulated Canada on the success of the new Victory Loan and expressed the view that the amount obtained should suffice, with the surplus on consolidated revenue account to meet the financial requirements of the Government until well on towards the end of next year.

Sir Frederick Gives Interesting Particulars

It was only when Sir Frederick Williams-Taylor, the General Manager, arose to submit his statement that the Shareholders learned that the anniversary of Sir Vincent was also being observed. In this connection Sir Frederick made a very happy allusion when he said: "I feel it a great privilege to present to-day the centenary balance sheet of the Bank of Montreal.

"Coincident with this anniversary, our President, Sir Vincent Meredith, has completed fifty years of uninterrupted

service in this Bank and it is befitting that we should extend to both our heartiest congratulations."

Sir Frederick's remarks were confined largely to specific incidents and influences bearing upon the business of the bank.

Of paramount importance was the entry of the United States of America into the war, as this bears upon the Canadian economic and banking position with a force the effect of which is only now commencing to be felt.

Shortly after the outbreak of the war Wall Street took the place of the London market for Canada's public loans, and continued in that place until a few months ago. Now the influx of American capital is scanty, the inflow of borrowed money from the United States is suspended and Canada is thrown upon her own financial resources.

By some this would be regarded too seriously, by others not seriously enough. Actually, the stoppage would have far-reaching consequences. On the one hand industrial development will be checked, but, on the other hand, the inability to borrow may prove a blessing in disguise, once we have adjusted our affairs to the changed conditions. It was surely well for us to learn to do without financial assistance, especially as the country at large already has a debt abroad the interest of which runs into the great sum of about \$500,000 per day.

Sir Frederick then passed on to an explanation of the principal changes of the business of the bank in London and New York, and also the chief changes in the balance sheet.

Sir Frederick pointed out that for the first time in many years the automatic flow of funds between Canada and the United States recently became hampered by the dollar exchange situation that

arose in consequence of the prohibition of exports of gold by the United States. As New York is the international clearing house of Canada on this continent, the free movement of gold is essential to stabilize exchange.

Fortunately the American Government were quick to recognize the logic of the arguments the Canadian Bankers' Association were able to present to them and the disadvantages to free trading that would follow unless this condition was rectified, and promptly relieved the situation by modifying their embargo on gold shipments in favor of Canada. Due partly to this wise action, exchange has since become normal, obviating the necessity of gold importations.

Canada's Trade Position

The balance of trade in Canada's favor created by munition exports is opportune and adds permanently to our national wealth, but as the available resources of Canada are not such as we can rely upon to provide peace exports in full substitution, we should stand prepared to meet the declension in trade which must start when the war is over.

Before the war is ended Canada may have to cope with inability or unwillingness on the part of potential purchasers to provide payments for our surplus productions. Moreover, on the conclusion of peace our merchants and manufacturers may be confronted both by diminished demand and falling markets.

For these reasons good banking profits are needed. I do not hesitate to state

that there has never been a time in Canada when banking credits, in my opinion, required such careful consideration. It is impossible to gauge the business future, and, therefore, what seems like sound banking business to-day may, under post-war conditions, easily develop into lock-up or doubtful loans.

Bank in Strong Position

Thanks mainly to the soundness of our banking system and to the healthy conditions of our banks, Canada can still hold up her financial head. Our own bank's ratio of quick assets to liabilities is 75½% compared with 75% a year ago and 64% the preceding year.

We have heard it remarked by certain friends that the Canadian banks are too strong, and your own bank particularly so, but permit me to express my clear conviction that the sheet anchor of our Canadian national ship is the Canadian banks and that the anchor must be strong to hold against wind and tide. The banks have kept strong in an endeavor to prevent currency inflation, while, at the same time, they have made war advances to the Canadian and Imperial Governments to an amount that would have been regarded as impossible three years ago. Such advances are naturally included among liquid assets. The loans made by the bank to the Canadian and Imperial Government have enabled the business of the country to be carried on to an extent otherwise impracticable.

Tribute to Staff and Men Overseas

Sir Frederick Williams-Taylor in re-

sponding to the vote of thanks to the management and staff took occasion to pay a special tribute to the services of the men at home and to the record of the members of the staff overseas, saying;

"As an indication of the extent to which our male officials enlisted, I may mention that 42% of our present staff are women clerks.

"Both our men and women clerks have worked ungrudgingly early and late, with but the briefest holidays, actuated by a high sense of patriotism and by an admirable sense of duty to our bank. It may truly be said that we enter this, the second century of our institution, with a staff whose loyalty has never been surpassed, not only in our history, but in the history of business corporations in this country.

"As for our splendid contingent with the colors, they are above praise. We follow their future in France with anxious pride, and will welcome them back when the war is won. Many have been wounded. No less than 100 lie under the reeking sod of shattered Flanders. The names of these splendid patriots will stand forever both in the records of our bank and of our Empire, which they have served so well. It would be remiss not to refer to the great loss we have sustained in the recent death at the front of Captain David Jellett Barker. I can find no words with which to express my personal regret while to the bank and his country the untimely closing of a career such as his is deplorable indeed."



When you sell Royal Acadia Sugar

you are selling a sweetening medium without equal—a high grade Pure Cane Sugar that will meet the requirements of your most particular patron.

Royal Acadia is in good demand in every community. And every sale pays a good profit.

In 2 and 5-lb. cartons; 10, 20 and 100-lb. bags; half-barrels and barrels.

The Acadia Sugar Refining Co.
Limited
HALIFAX, CANADA

What Three Canadian Brothers Fighting in France Write to Their Parents

From letters of three brothers fighting in France

"Thank you very much for parcel No. 903, which I got yesterday. The cake was fine and in the best of condition, also the chocolate, which beats anything obtainable here. The G. Washington's Coffee, with the milk and sugar, I am saving for the trenches, as it is worth its weight in gold there now, especially as the weather is getting colder."

"Thanks for the G. Washington's Coffee. It is certainly very welcome. I made some of it to-day and enjoyed it, so did the other fellow, as he made away with all the first lot I made, so I made some more for myself."

"The contents of the parcel were all there and in fine condition. I enjoyed everything so much that I cannot praise any particular thing but the malted milk tablets and the G. Washington's Coffee, as we can generally boil a tin of water and make coffee, and if not that then the malted milk tablets come in handy. We can nearly always boil water for coffee, but cannot do much else in that line."

"Thanks so much for the news parcel which I received, in very good shape. The 'Populars' are all the rage around here and the boys certainly appreciate them, also the coffee. Those are the two things we appreciate as well as any, but everything in a parcel is most heartily welcome."

"I received the parcel containing the four cakes of soap and one large can of G. Washington's Coffee and one small can. It is going fast and I hope that Mark and Claude are finding it as good as I am."

"I can assure you the G. Washington's Coffee comes in very handy here, as we are now in the line, or near it. There is little chance of us being always calling on the rations, and it comes in handy."

With G. Washington's Refined Coffee in his kit, the soldier can serve himself a good cup of coffee wherever water, either hot or cold, is available. It dissolves instantly in either. A dollar can provide the soldier with coffee three times a day for thirty days.

Delicious without milk—relieves fatigue and tired nerves.

Charbonneau

The name that stands for
**Purity and Quality in
Biscuits
and
Confectionery**

Are you displaying
**IMPERIAL
Maple Cream
Butter?**

CHARBONNEAU LIMITED
330 Nicolet Street - MONTREAL

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$65 PER INCH PER YEAR

BAKING POWDER. ROYAL BAKING POWDER.

Size.	Less than 10-case lots	Per doz.
Dime		\$ 1 05
4-oz.		1 50
6-oz.		2 15
8-oz.		2 80
12-oz.		4 10
16-oz.		5 35
2½-lb.		12 85
5-lb.		24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS.

DOMINION CANNERS, LTD.

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

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	\$2 95
Currant, Black	3 05
Plum	2 85
Pear	2 85
Peach	2 85
Raspberry, Red	3 15
Raspberry and Red Currant.	2 75

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles.

	Per doz.
½ Pts. Delhi Epicure	\$1 75
½ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKED BEANS WITH PORK.

Brands—Canada First, Simeoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	0 95
1's Baked Beans, Plain, 4 doz. to case	1 15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Chili Sauce, 4 doz. to case	1 25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE.

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 68
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE.

Keen's Oxford, per lb.	0 17½
In cases 12—12 lb. boxes to case	0 17

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

Empire Breakfast Cocoa, 2 doz. in box, per doz.	\$2 45
Perfection, ½-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 35
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 15
Diamond, 6's and 7's, 8 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 30
Chocolate Confections	Per doz.

Maple Buds, 5-lb. boxes	\$0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate ¼'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 95

Furnivall's

FINE
FRUIT
PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

Discriminating folk show a marked preference for the unstinted goodness of these delicious pure fruit jams.

And grocers everywhere are getting good profits featuring Furnivall's. Is your stock complete?

FURNIVALL-NEW, Limited
Hamilton, Canada

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS

FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing 1/4, 1/2 or 1-lb. packets.

R. E. BOYD & COMPANY

Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

DONALD H. BAIN CO.

AGENTS FOR THE CANADIAN NORTH-WEST

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.

Tea Merchants to the King
EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W.
MONTREAL

W. C. Edwards & Co., Ltd.

OTTAWA
ONTARIO

Manufacturers of

BOX SHOOKS



"McCASKEY"

Account Systems

For Every Business.

Send for booklet—

"A Credit Plan that Works."

McCaskey Systems
Limited

245 Carlaw Ave., - Toronto

A Satisfied Customer the Best Advertisement

We are pleased to inform you that we are simply delighted with your CANADIAN GROCER.

It is certainly most interesting, and your market reports are about as reliable as they can be. In fact, we do not see how we could do without it now, and the best proof we can give you that we really appreciate your paper is in subscribing to another one of your trade papers, **HARDWARE AND METAL**, which you will please send along with **CANADIAN GROCER**.

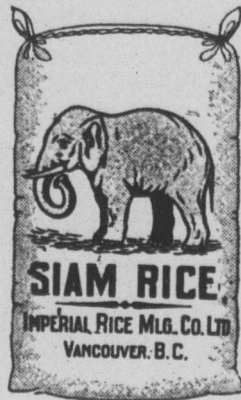
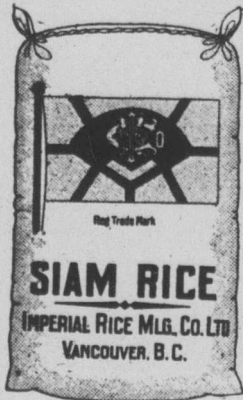
P. PAUL & CO.,

Duncan Station, Que.

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

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



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

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

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

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

- 2 1/2-quart Tall Cylinder Can
- No. 1 Pint Cylinder Can.....
- No. 16 Jar.....
- No. 4 Jar.....
- No. 10 Can.....

YUBA BRAND

- 2 1/2-quart Tall Cylinder Can..
- No. 1 Pint Cylinder Can....
- No. 10 Can.....
- Picnic Can.....

BORDEN MILK CO., LTD. CONDENSED MILK

Terms net 30 days

- Eagle Brand, each 48 cans..\$8 75
- Reindeer Brand, each 48 cans 8 45
- Silver Cow, each 48 cans... 7 90
- Gold Seal, Purity, each 48 cans 7 75
- Mayflower Brand, each 48 cans 7 75
- Challenge Clover Brand, each 48 cans 7 25

EVAPORATED MILK

- St. Charles Brand, Hotel, each 24 cans\$6 40
- Jersey Brand, Hotel, each 24 cans 6 40
- Peerless Brand, Hotel, each 24 cans 6 40
- St. Charles Brand, Tall, each 48 cans 6 50
- Jersey Brand, Tall, each 48 cans 6 50
- Peerless Brand, Tall, each 48 cans 6 50
- St. Charles Brand, Family, each, 48 cans..... 5 50
- Jersey Brand, Family, each 48 cans 5 50
- Peerless Brand, Family, each 48 cans 5 50
- St. Charles Brand, small, each 48 cans 2 60
- Jersey Brand, small, each 48 cans 2 60
- Peerless Brand, small, each 48 cans 2 60

CONDENSED COFFEE

- Reindeer Brand, "Large," each 24 cans 5 75
- Reindeer Brand, "Small," each 48 cans 6 00
- Regal Brand, each 24 cans... 5 40
- Cocoa, Reindeer Brand, large, each 24 cans 5 75
- Reindeer Brand, small, 48 cans 6 00

GELATINE

- Knox Plain Sparkling Gelatine (2-qt. size), per doz..... 1 75
- Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz. 1 85
- Cox's Instant Powdered Gelatine (2-qt. size), per doz... 1 35

W. CLARK, LIMITED MONTREAL

- Assorted meats, 1s, *\$4.25.
- Compressed Corn Beef—1/2s, *\$2.90; 1s, *\$4.25; 2s, \$9; 6s, \$34.75; 14s, *\$75.
- Lunch Ham—1s, *\$4.25; 2s, \$8.
- Ready Lunch Beef—1s, *\$4.25; 2s, \$9.
- English Brawn—2s, \$8.50.
- Boneless Pigs' Feet—1s, \$3.50.
- Roast Beef—1/2s, \$2.90; 1s, \$4; 2s, *\$8.85; 6s, \$34.75.
- Boiled Beef—1s, \$4; 2s, \$8.85; 6s, \$34.75.
- Jellied Veal—1/2s, \$2.90; 1s, \$4.25; 2s, \$9.
- Corned Beef Hash—1/2s, \$2; 1s, \$3.50; 2s, \$5.50.
- Beefsteak and Onions—1/2s, \$2.90; 1s, \$4.25; 2s, \$8.50.

- Cambridge Sausage, 1s, \$4; 2s, \$8.
- Boneless Pigs' Feet 1/2s, \$2.50; 1s, \$3.50; 2s, \$8.50.

- Lambs' Tongues, 1/2s.
- Sliced Smoked Beef, tins, 1/2s, \$2.35; 1s, \$3.35; 4s, \$20.
- Sliced Smoked Beef, glass, 1/4s, \$1.75; 1/2s, \$2.75; 1s, \$3.50.
- Tongue, Ham and Veal Pate, 1/2s, \$1.95.

- Ham and Veal, 1/2s, \$1.95.
- Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/4s, 65c; 1/2s, \$1.30.

- Potted Meats, Glass—Chicken, Ham, Tongue, Venison, 1/4s, \$2.
- Ox Tongues, tins, 1/2s, \$3.75; 1s, \$7.50; 1 1/2s, \$12; 2s, \$15.50.

- Ox Tongues, glass, 1 1/2s, \$14; 2s, \$17.

- Mince meat, in tins, 1s, \$2.70; 2s, \$3.80; 5s, \$12.
- In Pails, 25 lbs., 17c lb.
- In 50-lb. Tubs, 17c lb.
- In 85-lb. Tubs, 16 1/2c lb.
- In Glass, 1s, \$3.25.

- Clark's Peanut Butter—Glass Jar, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.

- Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

- Clark's Tomato Ketchup, 16 oz., 12 oz., 8 oz.

- Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.

- Individuals, 85c doz.

- Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.

- Individuals, 95c doz.

- Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.

- Individuals, 95c.
- Pork and Beans, Tomato Sauce, 1 1/2s, \$1.85; Chili Sauce, 1 1/2s, \$1.85; Plain Sauce, 1 1/2s, \$1.60.

- Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.

- Clark's Chateau Chicken Soup, \$1.75.

- Clark's Chateau Concentrated Soups, 13 kinds, \$1.25.
- No. 1 assorted, \$1.30; No. 2 assorted, \$1.30.

- Spaghetti with Tomato and Cheese, 1/2s, \$1.30; 1s, \$1.75; 3s, \$2.90 doz.

- Fluid Beef Cordials, 20-oz. bottles, 1 doz. per case, at \$10 per doz.

- Canadian Boiled Dinner, 1s, \$2.50.
- English Plum Puddings, 1/2s, \$2.45.

MUSTARD.

COLMAN'S OR KEEN'S

Per doz. tins

- D. S. F., 1/4-lb.\$ 1 85
- D. S. F., 1/2-lb. 3 50
- D. S. F., 1-lb. 6 80
- F. D., 1/4-lb. 1 15

Per jar

- Durham, 4-lb. jar, each..... 1 30
- Durham, 1-lb. jar, each..... 0 37

JELL-O

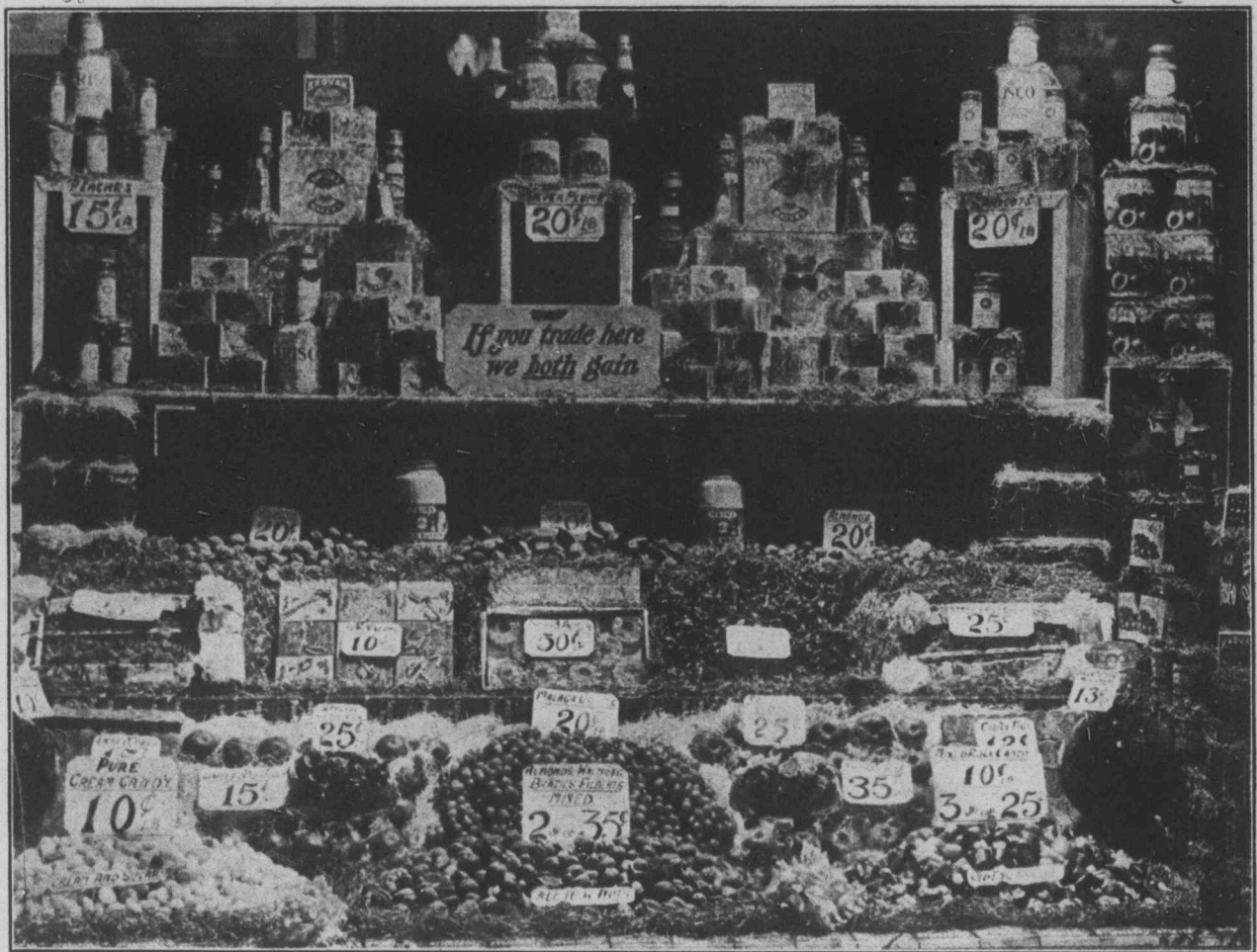
GENESEE PURE FOOD CO.

- Assorted case, 4 dozen.....\$ 3 60
- Lemon, 2 dozen 1 80
- Orange, 2 dozen 1 80
- Raspberry, 2 dozen 1 80
- Strawberry, 2 dozen 1 80
- Chocolate, 2 dozen 1 80
- Peach, 2 dozen 1 80
- Cherry, 2 dozen 1 80
- Vanilla, 2 dozen 1 80

- Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS.

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



A CHRISTMAS WINDOW WITH SELLING FORCE.

The Christmas Window Contest

NOW is the time to be considering the matter of this Christmas window display. You will be decorating these windows anyway, why not put a little extra effort into it and enter them in this Christmas contest. That little extra effort will mean extra sales anyway, and so the effort is not wasted.

YOUR store windows are, bar none, the best selling agent that you have. You can sell the people who enter your store, but your windows sell the hundreds of people who merely pass by. That is, they sell them if the windows are a selling force.

THAT then is the idea of these contests, to bring out the best that there is in your window dressers. The contest is judged on a basis of selling power, attractiveness and novelty. It closes January 4, 1918. Get your photo in promptly.

PRIZES

Towns and Cities Over 10,000 Population

1st Prize	\$5.00
2nd Prize	3.00
3rd Prize	2.00

Centres Under 10,000 Populationⁿ

1st Prize	\$5.00
2nd Prize	3.00
3rd Prize	2.00

Send photograph with description to

THE CONTEST EDITOR, CANADIAN GROCER
 143-153 UNIVERSITY AVENUE TORONTO

Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

CHEWING GUM MANUFACTURE

Please give us name of manufacturer of Foxy Grandpa Chewing Gum.—Wholesale, Toronto.

Answer.—Foxy Grandpa Chewing Gum is made by the Canadian Chiclé Co., Peterboro, Ont.

INK FOR RUBBER STAMPS.

Please give us formula for good rubber stamp ink, black or violet.—Calgary, Alta.

Answer.—The following formulæ will make inks in the colors asked.

Violet	
Prussian Blue	1/2 oz. avoirdupois
Ultramarine Blue	1/4 " "
Glycerine	4 " "
Mix.	
Black	
Lamp Black	1 1/2 oz. avoirdupois
Glycerine	8 1/2 " "
Mix.	

The following directions apply to the above: Mix the powder thoroughly by the gradual addition of the glycerine. If the resultant mixture proves too thick or heavy add a slight amount of water until the desired thickness or consistency is obtained. If it is found that a drier is required add a very small portion of alcohol.

SARATOGA CHIPS.

Could you tell me from what firm we can procure Saratoga chips in bulk or package?—Cobalt, Ont.

Answer.—Enquiries both in Montreal and Toronto disclose the fact that owing to the high price of potatoes the firms which were making these goods have discontinued. As far as we know they are not at present manufactured commercially.

WHERE TO OBTAIN HONEY

Where can we obtain honey in combs or extracted?—Woodman & McKee, Coaticooke, Que.

Answer.—The following firms in your district will no doubt be able to supply you:—

- L. Chaput Fils & Cie., Montreal, Que.
- Laporte, Martin & Cie., Montreal, Que.
- Maple Tree Producers, Montreal, Que.
- Gunn, Langlois & Co., St. Paul St. W., Montreal, Que.
- Denault Grain & Prov. Co., Sherbrooke, Que.

REPAIRS FOR GASOLINE LAMP

Where can we secure repairs for the Pitner Gasoline Lamp?—F. E. Barkley, Brinston, Ont.

Answer.—The Pitner Gasoline Co. is out of business, but some repairs can be obtained from H. W. Knight & Bros., 86 Richmond E., Toronto.

WINDOW CARDS AND INK

Where can we obtain window display price cards and ink for marking them?—A. M. Granby, Georgetown.

Answer.—The necessary supplies can be obtained from the Art Metropole, Temperance St., Toronto.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers
INFORMATION WANTED

Date.....191...

Please give me information on the following:.....

Name.....

Address.....

KLIM

Hotel size, 6 10-lb. tins to case	\$15.50
Household size, 1-lb., 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

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

Laundry Starches—	
Boxes	Cents
40 lbs. Canada Laundry ...	10 1/2
40 lbs., 1 lb. pkg., White Gloss	11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	11 1/2
100-lb. kegs, No. 1 White...	11
200-lb. bbls., No. 1 White...	11
20 lbs., Edwardsburg Silver Gloss, 1-lb. chrome pkgs...	12
48 lbs., Silver Gloss, in 6-lb. tin canisters	13 1/2
36 lbs. Silver Gloss, in 6-lb. draw lid boxes	13 1/2
100 lbs., kegs, Silver Gloss, large crystals	11 1/2
40 lbs., Benson's Enamel (gold water), per case...	3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.	15
Celluloid, 45 cartons, case...	4.80
Culinary Starch.	
40 lbs., W. T. Benson & Co.'s Celebrated Prepared	12
40 lbs. Canada Pure Corn...	11
(20 lb. boxes 1/4c higher).	

BRANTFORD STARCH
Ontario and Quebec.

Laundry Starches—

Canada Laundry	0.10 1/2
Boxes about 40 lbs.	0.10 3/4
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs. 0.11	
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs. 0.11 1/2	
Barrels, 200 lbs.	0.11
Kegs, 100 lbs.	0.11
Lily White Gloss—	
1-lb. fancy carton cases, 30 lbs.	0.12
8 in case	0.13 1/2
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case...	0.13 1/2
Kegs, extra large crystals, 100 lbs.	0.11 1/2
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3.50
Celluloid Starches—	
Boxes containing 45 cartons, per case	4.50
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs. 0.11	
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs. 0.12	
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs. 0.12	
(20-lb. boxes 1/4c higher than 40's)	
SYRUP	
THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.	
Perfect Seal Jars, 3 lbs., 1	

doz. in case	\$4.75
2-lb. tins, 2 doz. in case...	5.15
5-lb. tins, 1 doz. in case...	5.50
10-lb. tins, 1/2 doz. in case...	5.25
20-lb. tins, 1/4 doz. in case...	5.20
(Prices in Maritime Provinces 10c per case higher).	
Barrels, about 700 lbs.	0.07 1/2
Half bbls., about 350 lbs.	0.07 3/4
1/4 bbls., about 175 lbs.	0.08
2-gal. wooden pails, 25 lbs. 2.65	
3-gal. wooden pails, 28 1/2 lbs.	3.75
5-gal. wooden pails, 65 lbs. 5.85	
LILY WHITE CORN SYRUP	
2-lb. tins, 2 doz. in case...	\$5.65
5-lb. tins, 1 doz. in case...	6.00
10-lb. tins, 1/2 doz. in case...	5.75
20-lb. tins, 1/4 doz. in case...	5.70
ST. LAWRENCE SUGAR REFINING CO.	
Crystal Diamond Brand Cane Syrup	
2-lb. tins, 2 doz. in case...	\$5.50
Barrels, per 100 lbs.	6.50
1/2 barrels, per 100 lbs.	7.00
INFANTS' FOOD	
MAGOR, SON & CO., LTD.	
Robinson's Patent Barley— Doz.	
1 lb.	\$4.00
1/2 lb.	2.00
Robinson's Patent Groats—	
1 lb.	\$4.00
1/2 lb.	2.00
NUGGET POLISHES	
Doz.	
Polish, Black, Tan, Toney	
Red and Dark Brown90
Card Outfits, Black and Tan. 8.80	
Metal Outfits, Black and Tan. 4.50	

Creams, Black and Tan	1.25
White Cleaner	1.25
IMPERIAL TOBACCO CO. OF CANADA, LIMITED	
EMPIRE BRANCH	
Black Watch, 15s, 8 lb. cads. 8 1/2s, 14 lb. cads, per lb.	\$ 0.65
Bobs, 7s and 14s	0.55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb.	0.54
Stag Bar, 7 1/2s, boxes 6 lbs. 0.57	
Pay Roll, thick bars, 9s, 5 1/2 lb. boxes	0.70
Pay Roll, plug, 9s, 20s 12 and 6 lb. caddies	0.70
Shamrock 8 1/2s, 1/2 cads., 10 1/2 lbs., boxes 3 1/2	0.65
Great West Pouches, 9s, 3-lb. boxes, 1/2 and 1-lb. boxes...	0.72
Forest and Stream, tins, 12s, 2 lb. cartons	0.98
Forest and Stream, 1/4s, 1/2s and 1-lb. tins	0.95
Forest and Stream, 1-lb. glass humidors	1.15
Master Workman, 10s, 2 lb. cartons	0.80
Master Workman, bars, 6s, 1/2 butts, 10 lb. boxes	0.74
Derby 8s, 1/2 butts, 8 lb. boxes 0.65	
Golden Rod, 8s	0.64
Ivy, 8s, 1/2 butts, 9 lb. boxes 0.64	
Old Virginia, 10s	0.87
Empire, Navy (bars), 9s.	0.70
Fig Leaf, 8s	0.64
Old Kentucky (bars), 6s.	0.72
Queen's Navy (bars), 7 1/2s, 1/2 butts, 8 1/2 lb. boxes	0.58
Walnut, 9s	0.70

Last call for
Christmas Fruits

Prompt service in the dispatch of orders this coming week

Navel, Florida, and Valencia Oranges
 California Celery, Cauliflower and Head Lettuce.

Holly, Mistletoe
 Grape Fruit, Nuts, Dates, Etc.

The Best the World Produces.

WHITE & CO., LIMITED

Phone Main 6565

Toronto

Headquarters for Holiday Fruits

**Let us handle
 your fruit re-
 quirements**

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
 OWEN SOUND, ONT.

**“RETAIL
 ADVERTISING—
 COMPLETE”**

By

Frank Farrington

Here's the book that you have been looking for to help you solve your advertising problems. No retailer should be without a copy.

It contains lively and instructive chapters on window dressing, sample advertisements, interior advertising, outdoor advertising, business making propositions, advertising special sales, newspaper advertising and many other ideas and suggestions that you can turn into money.

“Retail Advertising—Complete” contains much information and many ideas.

Start to-day to solve your advertising problems by sending \$1.00 for your copy of this book.

MacLean Publishing Co., Ltd.
(Technical Book Dept.)

143-153 University Ave. - Toronto, Ont.

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

Known everywhere

Marsh's Grape Juice is now generally recognized as the most delicious temperance drink. The demand in every community is steadily growing. Are you prepared to win your share?

The Marsh Grape Juice Company

Niagara Falls - Ontario

MacLaren Imperial Cheese Co., Ltd.

Ontario Agents

Rose & Laflamme, Ltd. Montreal, Que.



Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer

143-153 University Ave., Toronto

INDEX TO ADVERTISERS

A		K	
Ackerman, H. W.	10	Kearney Bros.	5
Acadia Sugar Refining Co., Ltd.	53	L	
Allan, John	48	Lake of the Woods Milling Co.	Back cover
Anchor Cap & Closure Corp.	12	Lalonde, A.	10
B		Lambe, W. G. A., & Co.	10
Bank of Montreal	52, 53	Lemon Bros.	61
Bain, Donald H., Co.	9	M	
Battle Creek Toasted Corn Flake Co.	14	MacLure & Langley, Ltd.	58
Benedict, F. L.	56	Magor, Son & Co., Ltd.	16
Betts & Co.	Inside front cover	Mann, C. A., & Co.	56
Borden Milk Co.	1	Marsh Grape Juice Co.	62
C		Mathieu, J. L., Co.	5
Canada Nut Co.	8	McCabe, J. J.	61
Canadian Milk Products, Ltd.	15	McCaskey Systems	55
Canadian Salt Co.	12	Melrose, Andrew, & Co.	55
Canadian Wood Products.	2, 3	Millman, W. H., & Sons	10
Charbonneau	54	N	
Church & Dwight	5	Nagle, H.	64
Clark, W., Ltd.	7	Norwegian Canneries	50
Cockburn, F. D.	8	O	
Connors Bros.	50	Oakeys	56
Cowan Co.	16	P	
D		Paine, J. B., Co.	15
Davies, Wm., Co., Ltd.	49	Patrick, W. G., & Co.	10
Denault Grain & Prov. Co.	11	Pennock, H. P.	8
Dole Bros. Hops & Malt Co.	55	Perry, H. L., & Co.	8
Duncans, Ltd.	60	Pullan, E.	56
E		R	
Eckardt, H. P., & Co.	59	Red Rose Tea Co.	15
Eddy, E. B., Co.	Front cover	Rock City Tobacco Co.	Inside back cover
Edwards, W. C.	55	Rose & Laflamme, Ltd.	11
Elliot, W. F.	10	S	
El Roi-Tan Co.	10	St. Lawrence Sugar Co.	Inside front cover
Escott, W. H., Co.	9	St. Williams Preserves	6
F		Sarnia Barrel Works	56
Fearman, F. W., Co.	48	Scott-Bathgate Co., Ltd.	8
Freeman, The W. A., Co.	48	Shaw & Ellis	50
Furnivall-New, Ltd.	55	Spratts	Inside back cover
G		T	
Genest, J. R.	11	Tanguay, A. T., & Co.	11
Gillespie, Robert, & Co.	9	Thompson, G. B., & Co.	9
Goodman & Jaffey	10	Trent Mfg. Co.	56
Grant, C. H.	9	Toronto Salt Works	56
Gipe-Hazard	63	Turton, J. E.	11
Griffiths, Geo. W., & Co., Ltd.	9	W	
H		Walker, Hugh, & Son	58
Hamblin-Brereton Co., Ltd.	10	Washington, G., Coffee	54
Hargreaves, Canada, Ltd.	12	Watford Mfg. Co.	60
Hart, C. B., Reg.	11	Watson & Truesdale	9
Heinz & Co.	13	Wethey, J. H., & Co.	60
H. O. Mayell Prod.	64	White & Co.	61
I		White, F. J.	10
Imperial Co., Regd.	13	Woods, Walter, Co.	Inside back cover
Imperial Extract Co.	13	J	
Imperial Rice Milling Co.	56	Jarvis, F. S., & Co.	56
Independent Metal Co.	64	K	
J		Wyle, Lewis	64

Wanted

CLASSIFIED ADVERTISING

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

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

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

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

BUSINESSES FOR SALE

A WELL-ESTABLISHED GENERAL BUSINESS, stock and fixtures for sale, in splendid farming district in Oxford County. Good reasons for selling. Apply George Dennis, Woodstock, Ont.

ONE HARDWARE AND GROCERY STORE combined for sale. In a prosperous locality on the C.P.R. in southern Saskatchewan. Price and terms right. Apply Box 260, Canadian Grocer.

AGENTS WANTED

TRAVELLERS—GOOD SIDE LINE, SOLICIT from merchants, accounts for us to collect. Reliable agency. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

POSITION WANTED

YOUNG MARRIED MAN, THOROUGHLY EX-perienced in all lines of the grocery trade, wants position as travelling salesman with reliable firm; free first of year. Best of references. Apply Box 263, Canadian Grocer.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

POSITION WANTED

THOROUGHLY EXPERIENCED GROCERY man, married, ten years retail trade, desires travelling position, or would take management of live grocery. Have Northern Ontario connections. References. Apply Box 265, Canadian Grocer.

MR. MERCHANT, ARE YOU IN NEED OF an A1 salesman with years of experience in the grocery business, both in east and west? Not eligible for military service. If you want a man who will work for you and your business as well as for his salary, apply Box 264, Canadian Grocer.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

POSITION VACANT

WANTED — A USED BOWSER OIL TANK for kerosene, self-measuring. Shaw & Ellis, Pocologan, N.B.

MR. CLERK, YOU WANT TO BETTER yourself. You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

FIXTURES FOR SALE.

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, 113 Sumach St., Toronto.

THE "WANT" AD.

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

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

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

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

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

Buyers' Guide

FOR SALE

Fresh Dressed Poultry
Selected Fresh and Storage Eggs
Choice Creamery Butter, Shortening.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.

We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers: **Ho-Mayde Products Co.** Toronto
Western Agents: **C. & J. Jones** Winnipeg

Canada Leaf Tobacco

FOR SALE

CROPS OF 1914 AND 1915

50,000 lbs. of Burley, thoroughly processed, free from sand, neither musty nor mouldy, guaranteed, sent to any part of Canada C.O.D. Prices from 15c to 25c per pound F.O.B. cars here. Wrapped in hands of 1 lb. each. Covered with thin paper, when requested. This is the only lot in Essex County not sold. Write

Lewis Wigle, Leamington, Ont.

SPOT CASH

FOR Tea LEAD

SHIP AT ONCE
INDEPENDENT METAL COMPANY, Limited

175 King St. East
TORONTO

Long Distance Phone, Main 2378

OAKLEY'S KNIFE POLISH



JOHN OAKLEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

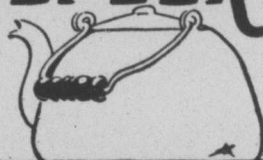
AGENTS:

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

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

VOL-PEEK

WILL STOP THE LEAK



People In Your Town Have Leaky Kettles

They'll buy "VOL-PEEK" on sight because it makes a \$1 leaky kettle as water-tight as new.

It is like a stiff putty, easily applied with the fingers; hardens in two minutes.

Comes in attractive display stands which will attract the attention of your customers. Sells quickly and gives you a good profit. From your wholesaler, or write us direct.

H. NAGLE & CO.
Box 2024 MONTEAL

15cents

LARGEST CANADIAN DEALER

ADEL 760

WASTE PAPER

E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
3/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montréa

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

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

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.

ALL ORDERS PAYABLE
IN ADVANCE.

PRICE \$2.10 Post Paid.

MacLean Publishing Co.
143-153 University Ave., Toronto

KING GEORGE'S NAVY

CHEWING
TOBACCO

Always repeats

That's just the secret of King George's Navy Chewing Tobacco. It repeats—because its deliciously "different" texture appeals to every man who loves a good chew.

When you consider the wide margin of profit on every sale of King George's Navy, is there any reason why you should not feature it constantly?



Rock City Tobacco Co., Ltd.

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited,
24-25, Fenchurch Street, E.C. 3.

BROOMS

First Cars 1917

Broom Corn

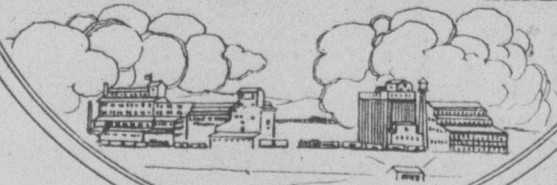
At Hand

*Quality Goods
may always
be had by order-
ing our brands.*

Walter Woods & Co.
HAMILTON and WINNIPEG

Twines
and
Wrapping Paper

Wooden Ware
Willow Ware
Brushes



Your Personal Guarantee Still Holds Good

The weather we will have henceforth will be a determining factor in the quality of the flour you will sell next year.

While, of course, we cannot control the weather, your interest dictates that we carefully supervise our wheat selection and milling process.

It is because the LAKE O' THE WOODS are not only willing but equipped through their intricate elevator system to sift the crop for its finest fruit, irrespective of price influence, that the grocers and dealers on our list are so well able at all times to maintain the integrity of their personal guarantee to the housewives in their trading radius.

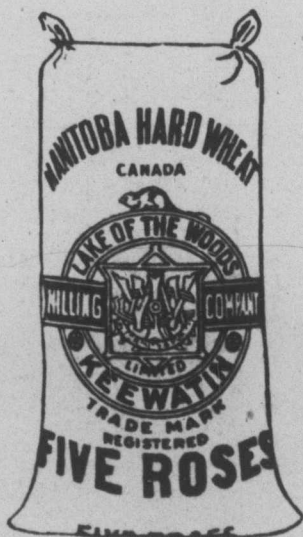
This Company's milling policy is based on the conviction that even in the leanest years there will be ample high grade wheat to insure the uniformly dependable standard of at least one brand of flour.

Even with the wheat still in the ground it is reassuring for you to know that your customers can rely on uniform baking results with FIVE ROSES flour. *Let your customers learn by experience that the words "Uniformity and Purity" on a FIVE ROSES bag are a genuine description of the contents.*

Such a belief on their part is the soundest basis of Goodwill!

**LAKE OF THE WOODS MILLING CO.,
LIMITED**

Montreal "The House of Character" Winnipeg
Offices in 16 Canadian Cities



Daily Capacity
27,400 Bags of 98 lbs.