

CANADIAN GROCER

Member of the Associated Business Papers---Only Weekly Grocer Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXIV.

PUBLICATION OFFICE: TORONTO, JANUARY 16, 1920

No 3

WHITTALL CANS

for

Meats Vegetables Milk
Syrup Fish Paint Etc.

PACKERS' CANS

Open Top Sanitary Cans
and

Standard Packer Cans
with Solder-Hemmed Caps

A. R. Whittall Can Company Ltd.

MONTREAL

Established 1888



PRODUCTS WORTHY OF YOUR CONFIDENCE
This Tells You Why

A SPLENDID turn-over, with satisfactory profit, is possible to every dealer who stocks O-Cedar Products. A still better turn-over—with correspondingly greater profits—may be ensured by recommending O-Cedar to the housewife and the motorist.

Those dealers who are careful to recommend only "Quality Products" are asked to test O-Cedar Polish for their own satisfaction before they recommend it to their customers.

First examine the polish—let the bottle stand as long as you please—you'll note

there is no sediment. This means that it is not necessary to "shake the bottle" in order to mix it—which means that the polish cannot harm the surface through forgetfulness of the user.

Now put O-Cedar to the acid test—pour a drop on a varnished surface and let it stand over night. This test proves that O-Cedar, with continued application, cannot damage a painted, varnished or lacquered surface. The reason is that it contains no vinegar, acid, alcohol or other injurious substance.

Neither has it any gum or grease. You can prove this by cleaning a window or mirror with it.

Nor does it contain any "quick dryer." That is why water is used in conjunction with O-Cedar—also to form the soft soapy lather which cleans the surface, leaving just enough O-Cedar to revive the varnish and bring out the grain-beauty of the wood.

O-Cedar Polish Mops, O-Cedar Dusting Mops, and O-Cedar Dusters are treated with O-Cedar Polish—that is why they give such great satisfaction to all who use them.

Prove the worthiness of these articles—as suggested above—then tell your customers the result of your investigation.

**O-Cedar
 Polish**

CHANNELL CHEMICAL CO., LIMITED, TORONTO, CANADA

INCREASE YOUR PROFITS

*Suggest
to your customers
to use*

Borden's
— ST. CHARLES Brand —
EVAPORATED MILK

NO OTHER MILK IS NEEDED

Always ready --- always pure ---
Borden's Evaporated Milk is the all-
purpose Milk --- a household necessity.
Reduced to the thickness of rich cream.

It is the year round, every day
reliable Milk.

IT IS TRUTHFULLY SAID THAT BORDEN'S IS
"The Milk that cuts the cost of Cooking"



The *Borden* Co., Ltd.
MONTREAL VANCOUVER

OWING to the continual advance in the grain, we are forced to make firmly effective, February 1st, the following advanced prices:

Quaker Oats, round or square, 20s.....	\$6.50
Tillson's Oats, round or square, 20s.....	6.50
Quaker Oats, square, 36s.....	4.85
Quaker Oats, square, 18s.....	2.42½

Until the close of business, January 31st, your wholesaler has been placed in position by us to accept your orders for prompt shipment at the previous basis, namely :

Quaker Oats, round or square, 20s.....	\$5.60
Tillson's Oats, round or square, 20s.....	5.60
Quaker Oats, square, 36s.....	4.00
Quaker Oats, square, 18s.....	2.00

You will be well advised to protect yourself freely on this offer and in these times we hope that each one of you will recognize, under the circumstances, your obligation to protect your customers also at the old basis, namely, 35c for the large size packages, 15c for the regular size.

We see nothing in the market indications on which to base expectations for lower prices, and we see much that is likely to force a still higher basis upon us.

The Quaker Oats Company

Peterborough

Saskatoon

Canada

WE are in a position to offer the Canadian Trade large quantities of all varieties and grades of California Dried and Canned Fruits for prompt shipment from our New York and San Francisco Warehouse.

We solicit correspondence with Wholesale Grocers throughout the Dominion of Canada.



J. ARON & COMPANY, Inc.
NEW YORK

Canadian Representatives:

A. T. Cleghorn, Vancouver
Nicholson-Rankin Ltd., Winnipeg
Alex. F. Tytler, London
Lind Brokerage Co., Ltd., Toronto
Hughes Trading Co. of Canada Ltd., Montreal
Henry M. Wylie, Halifax

Representations solicited for the cities of Quebec, Sherbrooke, Charlottetown, The Sydneys, St. John, Ottawa, Hamilton, Peterboro

JAMS MARMALADES PEELS

John Gray & Co., Ltd., Glasgow

Established over a Century

Cable : Lamberton, Glasgow.
Codes : A.B.C. 4th and 5th Edition.

CONFECTIONERY MARZIPAN CHOCOLATE

Agents:

Wm. H. Dunn, Limited, Montreal
Maritime Provinces and Western Canada

Lind Brokerage Co., Ltd., Toronto



"The Grocer's Encyclopedia"

This book gives concisely the history of all kinds of food-stuffs from A to Z. Well illustrated by half tones, many of them in color.

Contains 478 pages.

Is 11 x 9 inches in dimensions and 2 in. thick and well bound.

Gives you the information you want to know about the growth, origin, harvesting, etc., of all domestic and foreign goods sold in grocery stores.

Will assist you and your clerks in buying and selling.

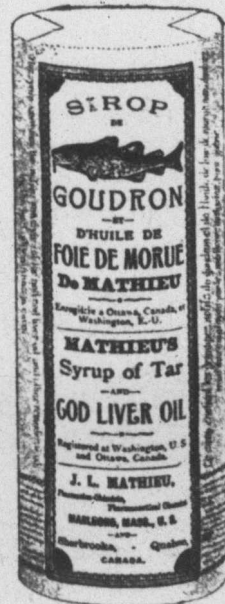
Price is \$10.50

Sole Agents for Canada

MacLean Publishing Co., Limited

143-153 University Ave., Toronto

For Your Winter Displays



Feature Mathieu's Syrup of Tar and Cod Liver Oil in your winter displays and ring up a neat profit on this celebrated remedy.

For the most obstinate colds in all stages you will find Mathieu's Remedy the most dependable cold eliminator on the market.

Try a sample order.

J. L. Mathieu Co.

PROPRIETORS

SHERBROOKE - QUEBEC

THE BISCUITS OF HUNTLEY & PALMERS, Limited READING AND LONDON

are renowned throughout the whole world as being the finest that are made, and unequalled both for quality and for keeping properties.

Amongst their greatest favourites are the following:—

BREAKFAST	The most perfect type of unsweetened rusk.
DIGESTIVE	Made from selected meal. Short eating, highly nourishing and easily digested.
DINNER	Especially suitable for serving with soup or for use with butter or cheese.
GINGER NUTS	Unique, delicious and unrivalled. As popular now as in the days of our grandfathers.
NURSERY	An excellent food for children and invalids. For many years they have had a large and increasing consumption both in England and abroad.
OSBORNE	Often imitated — never equalled. Slightly sweet.
PETIT BEURRE	Favourites even when our parents were young.
TEA RUSKS	Very delicate and much appreciated at Afternoon Tea.

Representatives :

NOVA SCOTIA and PRINCE EDWARD ISLAND

John Tobin & Co.
Matin Street, Halifax, N.S.

NEW BRUNSWICK

Angevine & McLaughlin
P.O. Box 5, St. John, N.B.

QUEBEC

Rose & Lafamme, Ltd.
500 St. Paul Street West, Montreal.

ONTARIO

The MacLaren Imperial Cheese Co., Ltd.
67 Front Street East, Toronto.

MANITOBA, SASKATCHEWAN and ALBERTA

W. Lloyd Lock & Co.
179 Bannatyne Avenue East, Winnipeg

BRITISH COLUMBIA

Kelly, Douglas & Co., Ltd.
Water Street, Vancouver, B.C.

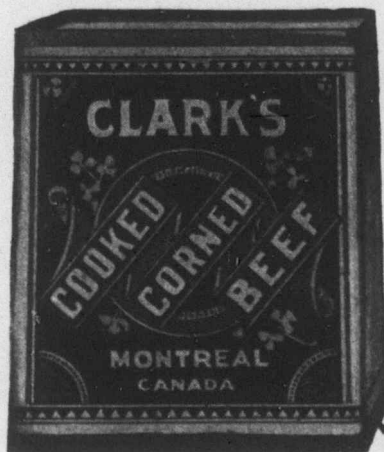
NEWFOUNDLAND and LABRADOR

P. E. Outerbridge
P.O. Box 1131, St. John's, N.F.

HUNTLEY & PALMERS, LIMITED
READING AND LONDON, ENGLAND

CLARK'S CORNED BEEF

Ready
to
Serve



There is
No
Waste

Don't wait, Mr. Grocer, for your customer to ask for a can of Corned Beef. Offer her a can of Clark's. Tell her what a tasty and economical dish it is and the saving in labor and worry it will mean to her. She will appreciate your suggestion and the CLARK QUALITY will bring her back for more.

THIS LINE IS PROFITABLE FOR YOU

W. CLARK, LIMITED
MONTREAL

A. R. WHITTALL CAN COMPANY, LIMITED

MANUFACTURERS OF
ROUND AND SQUARE CANS FOR MEAT, FISH,
FRUIT, MILK, SYRUP, PAINT AND VARNISH, ETC.
LEAD AND PUTTY IRONS

HEAD OFFICE AND FACTORY
MONTREAL

MONTREAL

January 1920.

SALES OFFICES
TORONTO
WINNIPEG

ANNOUNCEMENT TO THE TRADE.

We have appointed Mr. G.A. Willis as District Sales Manager for Ontario with offices and headquarters in Toronto, located at 202 Royal Bank Building, corner King and Yonge Streets.

We have opened this Sales Office in Toronto under Mr. Willis' management with a hope that we will be able to enlarge our business in Ontario and also to give better service to our present customers.

Mr. Willis will call on you in due course and will be in a position to quote you on your Can requirements, and we bespeak for him your esteemed orders which will receive our careful attention.

Very truly yours,

A.R. WHITTALL CAN COMPANY LIMITED.

A.R. Whittall
President.

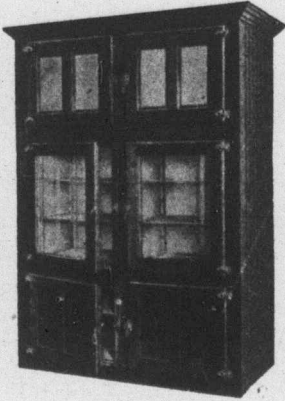
QUOTATIONS SUBJECT TO IMMEDIATE ACCEPTANCE, AND CONTRACTS TO BEAL STRIKE AND ACCIDENT CLAUSES AND TO AMENDMENT OR CHANGE IN CUSTOMS TARIFFS OR TO ANY OTHER CHANGE BEYOND OUR CONTROL.

EUREKA REFRIGERATORS

ECONOMY

The patented Eureka principle of cold, dry air circulation will keep your perishables fresh and firm for a longer period than the ordinary refrigerator, and its saving in ice makes it most economical.

Eureka refrigerators are made to last and their handsome finish and fine display features make them the best buy in the refrigerator world. We are specializing in grocers' refrigerators—there is a system for every need—so send for particulars now. Don't wait till the warm weather comes and refrigerators become a necessity.



Eureka Refrigerator Co., Limited

Head Office, Owen Sound
Branches: Toronto, Hamilton, Montreal

The Supply That Never Fails



Get your customers into the "Klim habit" and protect them from the annoyance and loss due to a shortage of milk. Point out the economy of using powdered separated milk and the convenience of having a full supply always available.

Urge all present users of Klim to keep an extra tin on hand. This is good business—the more Klim there is in the homes, the more Klim will be used. Result—more sales.

How is your stock.

CANADIAN MILK
PRODUCTS, LIMITED
TORONTO

Winnipeg Montreal St. John



Want More? You Bet He Does!

You will never fill him up
—but you can watch him
growing daily in health
and vigor when you give
him plenty of

Wantmore

PEANUT BUTTER

Economical for so many dainty eatables—make its use regular on your table. It's good for the whole family.

Your dealer has it, and also
"Wantmore" Salted Peanuts

R. L. FOWLER & COMPANY, LIMITED
CALGARY SASKATOON REGINA



We create the demand

by consistent and desire-creating consumer advertising. Our extensive campaign running in daily newspapers and farm magazines each day is telling over two million readers about

WANTMORE PEANUT BUTTER

and why they should specify "Wantmore." Cash in on this vast campaign. Stock up now with "Wantmore" Brand and be sure of good profits and customer satisfaction.

Let us co-operate with you in your local advertising. Electros of such advertisements as shown here will be furnished you free.

R. L. FOWLER & COMPANY, LIMITED

CALGARY

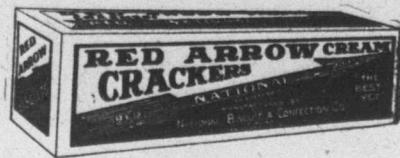
SASKATOON

REGINA



Bring Them Together!

With
Satisfaction
and
Profit For All



NATIONAL BISCUIT & CONFECTION CO., LIMITED, VANCOUVER
NATIONAL BISCUIT CO., LIMITED REGINA



The Norcanner Brand



of "Brisling" Sardines are packed in Quarter Dingley tins from the finest summer caught Brisling with Virgin Olive Oil. You'll find the price right and the profit good.

Bravo Brand Sild Sardines

Another brand of high class sardines. In Quarter Dingley and Eighth Size tins. A real delicacy.



Your jobber can supply you.

NORCANNERS, LIMITED
STAVANGER, NORWAY

American Headquarters:
105 Hudson Street, New York

Canadian Agents:
A. S. May & Co. Toronto
Donald H. Bain Co. Winnipeg

C. B. Hart Reg.
Montreal

DESICCATED COCOANUT

We import direct from our own mills at Colombo, Ceylon, and stand behind the quality of our goods. The prices we quote are rock-bottom. Let us quote you on your next requirements.

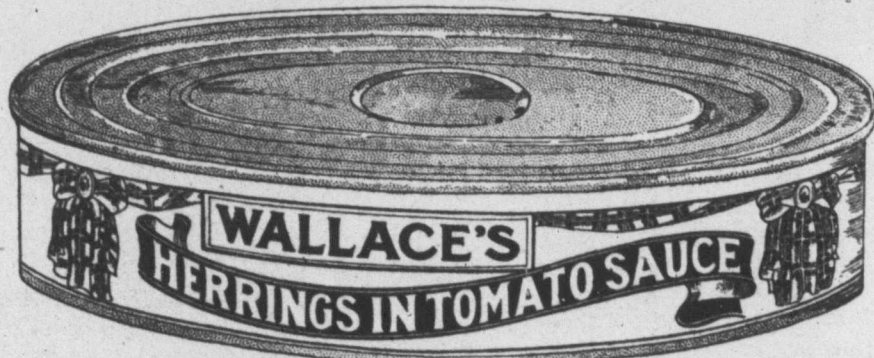
Our agents are:

Tees & Persse, Ltd., Winnipeg, Fort William, Regina, Saskatoon, Moose Jaw; Tees & Persse of Alberta, Ltd., Calgary, Edmonton. Newton A. Hill, Toronto, Ont.; E. T. Sturdee, St. John, N.B.; R. F. Cream & Co., Ltd., Quebec, Que.; J. W. Gorham & Co., Halifax, N.S.; C. T. Nelson, Victoria, B.C.

Dodwell & Co., Ltd.

Importers & Exporters
VANCOUVER

If Herrings Were Silverware!



"Wallace's"
Would Be the
Sterling Mark

WALLACE FISHERIES LIMITED
VANCOUVER



HOPS

In Quarter and Half Pound Full and Short Weight Packages
BUY DIRECT FROM THE PRODUCER
BRITISH COLUMBIA HOP CO., LTD.

Ranches located at
 Sardis, Agassiz,
 B. C.

Head Sales Office:
 235 Pine Street
 San Francisco,
 California.



Largest Hop Growers in Canada

Write for Prices—Samples

AGENTS: For Western Canada—Donald H. Bain Co., Winnipeg.
 Man. Ontario—Raymond & Raymond, London, Ontario.
 Quebec and New Brunswick—Arthur P. Tippet & Co., Mont-
 real, Quebec. Newfoundland—Globe Trading Co., St. John's,
 Newfoundland. Nova Scotia—Chisholm & Co., Ltd., Halifax,
 N.S.

You can now make a substantial profit on

FLAT FISH SOLES, BRILLS

Specify "Rupert" Brand to Your Wholesaler

SPEED UP YOUR FISH DEPARTMENT

It can be made the most profitable one in your store. Grocers everywhere are awakening to the value and the quick profits to be derived from handling "Rupert" Brand Fish. There is no waste time, no trouble when you handle "Rupert" Brand Frozen Fish. Caught in the clear, cold waters of the Northern Pacific Ocean, cleaned, headed, ready-to-cook and rapidly frozen in

*The World's Largest and Most Modern
 Fish Cold Storage Plant*

"Rupert" Brand Frozen Fish, Brills, Soles and Halibut will meet with your customers' quick appreciation.

Retailers East of
 Winnipeg

Procure your supply of
 "Rupert" Brand Fish
 from Toronto or Hamil-
 ton wholesale Dealers.

Retailers of Winnipeg
 and Points West

If you cannot get "Ru-
 pert" Brand Fish from
 your local wholesaler,
 please advise us.

TO THE RETAIL TRADE:

Should there be any point on the handling or selling of "Rupert" Brand frozen fish, on which you desire information, please write us. We value your co-operation and stand ready to give you all possible support.

**CANADIAN FISH & COLD STORAGE
 CO., LIMITED**
 PRINCE RUPERT, BRITISH COLUMBIA

RECOMMEND

- HALL BEST—Extra fancy Sockeye.
- HALL RED—Fancy Blueback.
- HALL FANCY—Fancy Redsprng.
- HALL CHOICE—Choice Redsprng.
- HALL CHOICE—Choice Cohoe.
- HALL PINK—Choice Pink.
- HALL GOOD—Choice Chum.

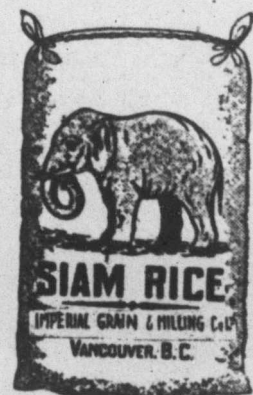
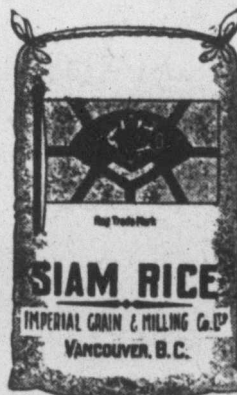
CANNED SALMON

Or anything with this Trade Mark



Imperial Grain and Milling Co., Limited

VANCOUVER, B.C.



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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of 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.

BRITISH COLUMBIA

Squirrel Brand PEANUT BUTTER

M. DESBRISAY & CO.
Salmon Cannery and Manufacturers' Agents
VANCOUVER, B.C.
Our organization is equipped to handle any manufacturers' line. Our salesmen get results.

C. T. NELSON
Grocery Broker and Manufacturers' Agent
105 Hibben-Bone Bldg., Victoria, B.C. In touch with all British Columbia wholesalers and jobbers, and can place your line to best advantage. Agent for shippers of Oriental products.
VICTORIA - VANCOUVER.

PETER LUND & COMPANY
MANUFACTURERS AGENTS
Can sell, and if required, finance one or two additional staple lines for
British Columbia Territory
Interested manufacturers please communicate
905 Metropolitan Bldg. Vancouver, B.C.
Reference: Merchants Bank of Canada, Vancouver, B.C.



MACARONI
The pure food that builds Muscle and Bone at small expense.
The Meat of The Wheat
Manufactured by the
Columbia Macaroni Co., Limited
LETHBRIDGE, ALTA.

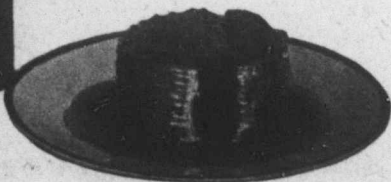
EXCELLENT FACILITIES FOR
SELLING AND DISTRIBUTING
**FREE and BONDED
WAREHOUSE**
CAMPBELL BROKERAGE CO
860 CAMBIE ST. - - VANCOUVER

W. H. Edgett Ltd.
Vancouver
Canada
Importers - Exporters
Car Lot Handlers: Beans, Nuts, Potatoes

North West Trading Co., Ltd.
*Importers of Australian
and Oriental Produce*
SALMON BROKERS
DOMINION BLDG. VANCOUVER



EVERY MORSEL EDIBLE
AND DELICIOUS



NO ONE CAN PACK PILCHARDS LIKE
"ALBATROSS"
unless they spend as much time
on them as we do

Clayoquot Sound Canning Co., Ltd.
VICTORIA
AGENTS:

Ontario and Quebec: Alfred Powis & Son, Hamilton, Ontario
Manitoba & Sask.: H. P. Pennock & Co., Ltd., Winnipeg, Man.
Alberta & British Columbia: Mason & Hickey
J. L. Beckwith, Victoria, B. C.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

WESTERN CANADA

A. M. Maclure & Co.

MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

ALEX. BAIRD LTD.

Manufacturers' Agents
300 Montreal Trust Bldg.
WINNIPEG, MAN.
Correspondence Solicited

THE McLAY BROKERAGE CO.

WHOLESALE GROCERY BROKERS
and MANUFACTURERS AGENTS

Take advantage of our Service

WINNIPEG

MANITOBA

W. L. Mackenzie & Co., Ltd.

Head Office: Winnipeg

Branches at

Regina, Saskatoon, Calgary, Edmonton

C. H. GRANT CO.

Wholesale Commission Brokers and
Manufacturers' Agents

810 Confederation Life Bldg., Winnipeg

We have the facilities for giving manu-
facturers first-class service.

F. MANLEY

Manufacturers' Agent
42 Sylvester-Willson Building
WINNIPEG

Mention This Paper When Writing Advertisers.

Donald H. Bain Co.

WHOLESALE GROCERY COMMISSION AGENTS

Herewith are Some Facts on Product Marketing

We have a highly-specialized, keen brained staff of untiring sales promoters. We have your interests at heart, every hour of the day the moment you enlist our services. We have an enviable record of results, with satisfied customers to prove it.

Should you have a product that has not been successfully marketed, we are especially trained to market it in the Western field, in a way that it has never before been marketed—with the paramount of success.

Get in touch with us.

Head Office: WINNIPEG

Branches—REGINA, SASKATOON, EDMONTON, CALGARY, VANCOUVER

ALSO AT 60 CHEAPSIDE, LONDON, E.C. 2, ENGLAND

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

FRANK H. WILEY
Mfrs. Agent and Importer
Groceries and Chemicals
Bakers' and Candy Manufacturers' Supplies
533-537 Henry Ave., Winnipeg

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.



The Largest in Western Canada

We are the largest Storage Distributing and Forwarding House in the Western field. Total Storage space ninety-six thousand square feet of Bonded or Free Storage. Heated Warehouse. Excellent Track facilities. The Western House for SERVICE.

Williams Storage Co.
WINNIPEG
and
Winnipeg Warehousing Co.

Watson & Truesdale, Winnipeg

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.

Wholesale Grocery Brokers and Manufacturers' Agents

TRACKAGE
STORAGE
DISTRIBUTION

"Always On The Job"

The H. L. Perry Co., Ltd., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE

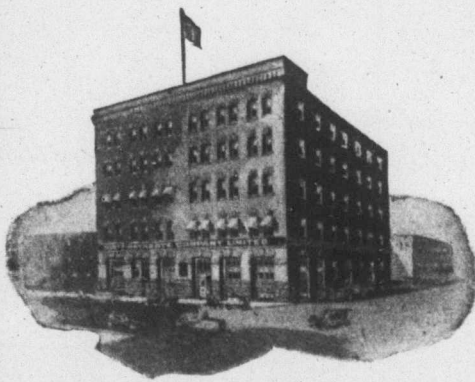
DISTRIBUTING

FORWARDING

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN CANADA



CHRISTIE'S BISCUITS AND ROBERTSON'S CONFECTIONERY

are both marketed in Western Canada by us. Both lines are having big sales.

For the same reason your goods should be among the big sellers.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave., East

WINNIPEG

A BRANCH HOUSE WITHOUT THE COST OF MANAGEMENT

The Regina Cold Storage & Forwarding Co. Ltd.

Regina - Saskatchewan

COLD STORAGE

WAREHOUSING

CAR DISTRIBUTION

ALBERTA

D. J. MacLeod & Co.

Manufacturers' agents and grocery brokers, 1070 One Hundred and First St., Edmonton, Alberta, and 215 Tenth Ave., W., Calgary, Alberta, open for new lines for Alberta. We do detail work.

B. M. Henderson Brokerage, Ltd.

Kelly Bldg., 104th St., Edmonton, Alta.
(Brokers Exclusively)

Dried Fruits, Nuts, Beans, Jams,
Cereals, Fresh Fruits and
Vegetables.

Western Transfer & Storage, Ltd.

C.N.R. Carters C.P.R.

DISTRIBUTION - STORAGE - CARTAGE

P.O. Box 666, Edmonton, Alta.

Members of the Canadian Warehousemen's Association

WHEN WRITING TO ADVERTISERS

KINDLY MENTION NAME OF THIS

PAPER

PACIFIC CARTAGE CO.

C.P.R. Carters

Office: C.P.R. Freight Sheds CALGARY

Distribution of Cars a Specialty
Storage and Forwarding Prompt Service

SAY YOU SAW IT
IN CANADIAN GROCER
WHEN WRITING TO
ADVERTISERS

EL ROI-TAN PERFECT CIGAR

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

T. M. SIBBALD & SON
GROCERY BROKERS
Agent for **KELLOGG'S** Toasted Cornflakes
Another Agency Solicited
311 KING ST. E. - TORONTO
Storage and Bonded Warehouses

MACLURE & LANGLEY
LIMITED
Manufacturers' Agents
Grocers, Confectioners and Drug
Specialties
12 FRONT ST. EAST, TORONTO

CRUICKSHANK & GUILD
Manufacturers' Agents
32 Front St. W. TORONTO

LOGGIE, SONS & CO.
Merchandise Brokers
Manufacturers' Agents
GROCCERS, CONFECTIONERS
and DRUG SPECIALTIES



TORONTO 32 Front CANADA St. West

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

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

C. MORRIS & COMPANY
Importers Exporters
Grocery Brokers
Head Office: TORONTO U. S. Office: CHICAGO, ILL.

ESTABLISHED 1899

We Cover the West

SIX BRANCHES with SERVICE that SATISFIES

We have 20 SCIENTIFIC SPECIALTY SALESMEN

Who are anxious to introduce your lines

W.H. ESCOTT Co. Limited

WINNIPEG, MAN. Saskatoon, Sask. Regina, Sask. | Calgary, Alta. Ft. William, Ont. Edmonton, Alta.

Wholesale Grocery Brokers and Importers

Consignments solicited. Write or wire us.

Looking Ahead!

WHEN planning for increased trade in the future, don't forget the little things that count. Often enough it's the QUALITY in a 5 Cent purchase that leads to a 5 Dollar sale. You may be sure that's one reason why the growing Grocery Stores sell

OCEAN BLUE

In Squares and Bags
Order from your Wholesaler

HARGREAVES (CANADA) Limited
The Gray Building, 24 & 26 Wellington St. W., Toronto.

Western Agents: For Manitoba, Saskatchewan and Alberta: W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Crendon & Avery, Rooms 5 and 6, Jones Block, 407 Hastings Street West, Vancouver, B.C.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME LIMITED

Commission Merchants
Grocers' Specialties

MONTREAL TORONTO

EPPS COCOA

From now on

J. C. Thompson Co. F. E. Robson Co.
Montreal Toronto

J. L. FREEMAN & CO.

Wholesale Grocery Brokers

ROOM 122 BOARD OF
TRADE BUILDING - Montreal

PAUL F. GAUVREAU

WHOLESALE BROKER

Flour, Feeds and Cereals

84 St. Peter Street, - QUEBEC

If you need potatoes wire or write me for prices. Will quote good prices delivered your Station.

HOWE, McINTYRE Company

Grocery Brokers, Importers and Manufacturers' Agents.

91-93, Youville Square,
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Order from your Jobber or Wholesaler.

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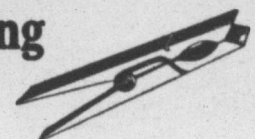
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An excellent pin that will please the housewife. You can get a supply from any good Wholesale Grocer or Jobber.

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The biggest Increase in
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THE SALES OF

"SALADA"

FOR THE YEAR 1919 WERE

1,536,789 pounds GREATER

than the sales in the corresponding twelve months of 1918. The nearest approach to this enormous increase in business was in 1912 when the sales exceeded those of the previous year by 1,223,437 pounds.

The increase alone last year represents
the contents of

**SIXTEEN THOUSAND
CHESTS OF TEA**

which if placed side by side would reach in a continuous line for nearly *nine miles* and this, please remember, is the INCREASE only.

Prospects of trade for 1920 are the finest ever. We want them to be of mutual benefit. Unequalled (and unchanging) fine quality, which results (as we give evidence above), in an enormously increasing demand week after week, absolutely fair business methods and a service to YOU that is second to none. What better arguments do you need to persuade yourself?

SALADA TEA CO. OF CANADA, Ltd.

TORONTO

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MONTREAL

The "TECO CHAP" Makes His Bow to Canadians

TECO

PANCAKE FLOUR

opens up a big avenue of sales, through grocery stores, which has, as yet, been practically untouched in Canada. Teco Pancake Flour is now made in our own mills at Belleville, Ontario.

Teco Flour has an enormous sale in the States where it is heavily advertised in the leading women's magazines. Such papers as Ladies' Home Journal, Good Housekeeping, Woman's Home Companion have a wide circulation in Canada. Your customers are already familiar with the Teco package and the "Teco Chap," the bright little fellow who distinguishes Teco Flour and makes people ask for it by the trade name. Teco Flour will be advertised in Canadian publications—commencing at once and continuing throughout the year.



USE NO MILK

*The Buttermilk
Does it*

It's in the Flour

Teco Flour is different from other Pancake Flours because it has one unique ingredient—*powdered malted buttermilk*. That is what gives the appetizing flavor to Teco Pancakes. It adds to the food value, too, and makes them an easily digested food.

Your jobber has Teco Pancake Flour in stock—order a case (30 packages) to-day.

These brokers are distributing Teco Flour to the trade:

H. D. Marshall—Ottawa, Montreal, Quebec.

W. G. Patrick Co., Limited—Toronto and Western Ontario.

Kent Brokerage Company, Winnipeg.

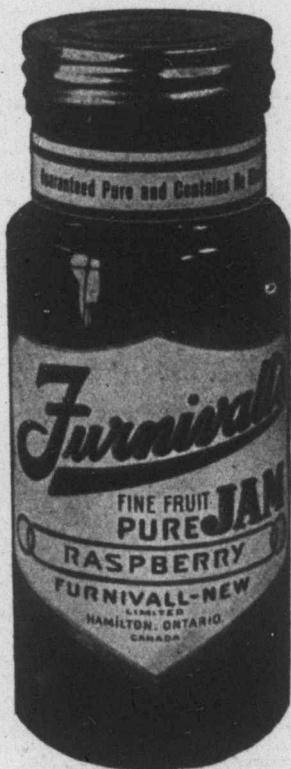
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Belleville, Ont.**



Many other package teas have come and gone during the 25 years that Red Rose Tea has been gaining in sales and fame.

Red Rose Tea has stood the test of time, because we put the Quality in at the start and have maintained the standard ever since.

A time-tested product is a safe one to push.



Furnivall's
FINE
FRUIT
PURE JAM

A PERFECT blend of juicy, sun-ripened fruit and pure cane sugar. Their popularity and prestige are to-day rewarding thousands of Canadian grocers with handsome profits and customer goodwill.

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AGENTS—The City of Ottawa, Quebec and the Lower Provinces with the exception of Cape Breton: Messrs. Geo. Hodge & Son, Ltd., Montreal, Que. Ontario: McLaren Imperial Cheese Co., Ltd., Toronto, Ont. Manitoba: A. D. Norman, Scott Block, Winnipeg, Man. Hamilton: J. T. Price & Co., 35 Mary St., Hamilton, Ont. Cape Breton, N.S.: O. N. Mann, Turnbull Bldg., Sydney, N.S. Saskatoon: Gilbert Stroyan, Saskatoon, Sask. Newfoundland: E. J. Godden, St. John's, Newfoundland.



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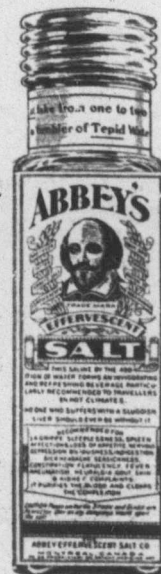
Makes Life WORTH LIVING

Every Grocer Will Benefit

by the big advertising being done for ABBEY'S SALT. All the leading papers and magazines are carrying this advertising. Cards in the street cars constantly remind the buying public of this popular Saline. So that every grocer who handles Abbey's Salt—benefits by this publicity.

Stimulate sales by keeping up your stock; by making window displays; by having Abbey's Salt on the counters to catch the eye of every customer. How is your stock of Abbey's Salt right now?

The Abbey Effervescent Salt Co., Montreal



CANADIAN GROCER

Vol. XXXIV.

TORONTO, JANUARY 16, 1920

No. 3

Grocers Protest Against Sugar Price Before Board of Commerce

Deputation Asks That Grocers be Allowed Twenty Per Cent. on Cost Price. Margin of Profit With Present Fixed Price Ruling is Almost Negligible—Grocers Think Selling Figure Should be 18 Cents Per Pound at Present Cost

OTTAWA, Jan. 14 (Special).—W. C. Miller, of Toronto, secretary of the Ontario Retail Merchants' Association, with representatives of the Dominion board of the Retail Merchants' Association, waited upon the Board of Commerce here this morning, and asked to have the recent order of the Board, setting the retail price of sugar at 16 cents, rescinded. It was pointed out that with the present wholesale quotation of sugar on the basis of \$14.50, Montreal delivery, and \$14.71, Toronto basis, the margin of profit was so slight as to be almost negligible. A profit of twenty per cent. on the cost price was considered by the deputation as fair. The selling price, they believed, should not be deducted on the ad valorem basis. Allowing 20 per cent. on the present cost price would mean that the consumer would have to pay 18 cents per pound for sugar, figured on Toronto basis. The matter is now in the hands of the Board of Commerce.

The waiting of the deputation on the Board of Commerce was the outcome of a resolution passed at a largely-attended meeting of the Toronto Grocers' Section of the Retail Merchants' Association Monday evening, protesting against the fixed price of 16 cents per pound for sugar.

The new order of the Board of Commerce with regard to the price at which retailers must sell sugar still further reduces the percentage of profit permitted by the previous order, when a cent a pound was allowed. In handing out the order, the Board gives a review of the situation, which makes it necessary for them to issue a positive order that sugar must not be sold by the retailer for more than 16 cents per pound. European and United States buyers, the Board holds, are bidding against one another for the available supply of raw sugar, and supplies of the raw sugar are rapidly being exhausted. Canada's six refineries have made partial purchases of raw sugar for January, February, and March deliveries, and these are now beginning to arrive. A relative difference has ensued between the prices paid by one refinery and another, and with six refineries, the Board saw that it was impossible to maintain six different prices for sugar at the same time, as would result from the maintenance of the existing profit limitation order. The result would be a run on the refinery which would sell cheapest, and then that refinery must close down or buy sugar "at the market." This would entail 15-cent sugar for one

half of the month and 20-cent sugar for the other half.

The Board's Order

"So this Board," so read the order, "of its own motion, faced with the immediate prospect of 18-cent sugar upon the reopening at once of the refineries, which will then be manufacturing the expensive new crop sugar, is compelled to meet the situation with a positive limitation of the retail price at 16 cents a pound. The Board, which has only a profit-fixing as distinguished from a price-fixing jurisdiction, declares that it will hold that sales at a higher price than 16 cents a pound include unfair profits. The refiners and wholesalers are directed to sell at prices which will enable the retailers to resell at 16 cents per pound. The wholesalers and refiners will have to mutually arrange so that the retail price can be kept for three months at not higher than 16 cents.

"The Board is satisfied that refineries, wholesalers and retailers can all so arrange that, with fair profits to each of them, the retail price at 16 cents can be held for the next three months. If conditions improve, there can be a reduction made. The Board reserves the

right to re-open the order for this purpose."

How It Works Out

The working out of this new order does not take into consideration the higher cost of handling sugar the farther the retailer is from the point at which he purchases his supplies. He must sell at 16 cents a pound, no matter where he is; at least, he must not sell for more than that. Formerly, he was allowed a cent a pound profit. In Montreal the retailer will pay about \$14.50 per hundred; he will sell at \$16.00 per hundred. In Toronto he will pay about \$14.74, and sell at \$16.00. In London, the retailer will pay about \$15.00, and sell at \$16.00. And the farther he gets from Montreal, the more will he pay for his sugar and the less profit he will make. The profits are increased in certain localities and decreased in others.

Moreover, the margin of percentage is reduced. Whereas a retailer formerly made one dollar on \$12.41 in Toronto, for instance, he now makes only a little more than that on \$14.74. In Montreal the retailer is making about 9 per cent. profit; in Toronto, about 8 per cent., and in London, about 6¼ per cent. And it costs between 15 and 18 per cent. to do business.

This order does not meet with the approval of the Montreal retail grocery trade. The spread between the cost to the buyer, namely, \$14.50 delivered, Montreal basis, and the fixed retail price of 16 cents per pound does not provide enough margin to make the handling of sugar profitable, and investigation reveals the fact that the margin is altogether too close.

Costs More to Handle

In a general way the Montreal trade points out that the present cost of handling sugar is greater than it was at any time in the past. This is a fact which does not appear to have been taken into consideration by the Board of Commerce in making the price to the consumer 16 cents. Even under normal conditions sugar has not been a big profit yielder, and there has been little or no return on the investment. Under the

new ruling the retailer suffers considerably and in one particular he suffers more than any other factor handling sugar, between the producer of the cane and the consumer. That is to say, the average consumer buying sugar at the grocery store places the onus of responsibility upon the retailers who has had nothing whatever to do with increasing the price of this commodity. Some will accept his logical and reasonable explanation, but many will not, and will conclude that the retailer is responsible for the higher prices.

Costs 2 Cents to Wrap 7 Pounds

"The necessary string and paper required to wrap up seven pounds of sugar is exactly 2 cents," said the manager of the grocery department of one of Montreal's biggest stores to CANADIAN GROCER. "When one takes into consideration the higher cost of paying the man who ties up the sugar and the man who makes the delivery, it is a simple matter to see how little the grocer can make under the new basis. To obtain a fair profit and a reasonable one, the grocer would be obliged to sell at from 17 to 18 cents per pound. Even at this price profits would not be more than 20 per cent., which would not be excessive."

Never Was Profitable

Dionne and Dionne, of Westmount, Que., stated that there never has been much money in selling sugar. "When we paid 4 to 5 cents a pound for it we were able to get a cent profit on it, and now we get less than 1½ cents profit per pound on an investment more than three times as great, while the refiners will now get 2½ cents over the previous price of \$12 per cwt."

"Sugar has been very unprofitable to handle, nearly always, and yet we must handle it or people will go to the man who does," said Mr. Isebell, accountant for this firm. "The grocer should be allowed enough profit to cover his overhead charges, and this would mean that we should get at least 18 cents per pound, with prices to us what they now are."

With regard to yellow sugars, Mr. Isebell stated that the public would not buy these, as a rule, and it was difficult to persuade them to take these even when the regulations of last year were so severe.

Should be Cent Higher

John Robertson & Son, St. Catherine Street, Montreal, pointed out that the spread between the wholesale price and that charged to the consumer is ridiculously small. "I think it is absurd," was Mr. Robertson's comment, when asked his opinion by CANADIAN GROCER.

"When sugar was costing us 4 cents a pound we retailed it at 5 cents, giving us a spread of 1 cent a pound. To-day we have to pay \$14.55, or three times the old price, with virtually the same profit in cents as we had on the small investment. In addition to this, instead of having the old cost of doing business, it costs us fully double what it did in 1914. We have about the same number

of employees, but we have to pay them about double the salaries.

"It is only because of the advancing of markets that the grocer is enabled to keep going well, for, under present conditions, while the turnover is a very large one, the ratio of profit is much smaller than it was. If the price of sugar had been made 17 cents it would have been much fairer," concluded Mr. Robertson.

One retailer on St. Catherine Street stated that customers reported that they could purchase refined sugar from a

REFINERS' POSITION

F. G. O'Grady, general manager of the Atlantic Sugar Refineries, Ltd., stated that an advance of \$2.50 per hundred had been put into effect over the former basic price of \$12 per hundred, this bringing the price to \$14.50 per hundred. This advance was occasioned by the increased price by which it was necessary to pay for the raw material of the new crop, increased cost of refining, and other items.

Mr. O'Grady pointed out the advantage of the Canadian sugar situation over that in the United States where, in New York, it is now retailing at 17½ cents per pound with little being offered, and the market constantly waxing stronger. This in spite of the fact that Canadian refiners have to pay 37 cents more duty and 25 cents more freight charges than do those of the United States. This, he explained, was due to the fact that Canadian refiners beat United States and European buyers to the Cuban market about three months ago, when the market was much lower. He stated that the Cuban producers have disposed of about half of their new crop, and are now holding out for the more attractive prices being created by the American markets.

neighboring grocer at 15½ cents per pound, and that this appeared to them to be unfair.

Cannot Clear Expenses

It is unquestionably evident that refined sugar must be sold at a distinct loss, if the 16 cent price obtains. This is the opinion of many.

Walter Paul, Ltd., University Street, Montreal, reports that there had been difficulty in selling the soft or brown sugars, and that, owing to the necessity of taking certain quantities of these from the refiner or jobber, it caused the retailer anxiety owing to the difficulty of making disposition of them. Also, because of the shortage of sugars that the consumer will buy, namely, refined, the grocer cannot secure the greater turnover that would result could these sugars be obtained. In other words, the same overhead expense is required to sell a limited tonnage as would be required to sell much more. With 10-pound paper

bags costing one cent each, and twine nearly 70 cents, and all operating costs much higher, it was readily seen where the small margin of profit went.

A price of 17 cents, Mr. Paul thought, would have been conservative.

Profits Too Small

"There isn't enough profit in selling sugar," said R. Barron, of Robert Barron Ltd., Yonge Street, Toronto, to CANADIAN GROCER, when asked for an opinion on the new order of the Board of Commerce. He pointed out, moreover, that profits differed in different localities. "They pay \$14.54 in Montreal and \$14.74 in Toronto, yet both sell for the same price," he said.

"It doesn't pay to handle sugar on that basis," said Mr. Simpson, of F. Simpson & Son, Yonge Street, Toronto. "In the United States they allow the retailer 2½ cents a pound; they buy at \$14.75 and sell at \$17.25. It is not enough for us to make when we have to deliver the sugar. I understand that that price is for cash and carry, and that some of the merchants are selling higher than 16 cents a pound if they deliver sugar. However, we are selling at 16 cents a pound. When people read in the papers that we are supposed to sell at 16 cents and if we ask more for it they think we are holding them up."

London Grocer's Opinion

A London grocer stated that, according to the order as it appeared in the daily papers, it was very unfair to the grocers over the whole of Canada who have to pay a higher freight rate on their sugar. He figured out that sugar would cost 30 cents more in London than in Toronto on account of the longer freight haul. This would bring the cost of sugar up to 15 cents per pound, and as he had to sell at 16 cents per pound it meant only 6¼ per cent. profit, whereas the cost of doing business was between 17 and 18 per cent. He further pointed out that grocers in business further away from Toronto and Montreal would make still less gross margin. His opinion was that the Board of Commerce did not take this important factor into consideration nor apparently did they take into consideration that sugar would advance as much as it had, which would place it on a basis of 15 cents per pound to the retail trade in London.

B. C.'S SALMON PACK

The total salmon pack of the Fraser River this year was 158,718 cases, according to a statement of the pack for British Columbia just issued by Mr. W. D. Burdis, secretary of the Salmon Canners' Association.

The Fraser River pack was composed of the following varieties of salmon: Sockeye, red springs, pink springs, white springs, blue backs, steelheads, cohoes, pinks and chums.

The total British Columbia pack was 1,393,156.

Hard to Get 100 lbs in Sales of Broken Lots

Interviews With Merchants in Different Parts of the Country Show That It is Practically Impossible to Get 100 Pounds of Sugar From a One Hundred Pound Sack, Selling in Small Amounts—Loss is Encountered in Weighing

PREFER SALES IN 10 AND 20-POUND SACKS

While it is evident from the accompanying interview, that sugar, particularly since there has been such a stringency, sells mostly in 25 and 50 cents' worth at a time, yet the feeling among grocers appears to be fairly general that they would prefer to sell it in the ten and twenty-pound bags. In sales of this kind they claim there is a possibility of some profit, but in the weighing out of 100 pounds of sugar, from a one-hundred-pound sack, it seems impossible to obtain that amount. In the case of the ten and twenty-pound gunnies, too, the selling costs of the grocer are reduced, according to general opinion of retailers. Taking into consideration the advancing prices of paper bags and twine, sales of sugar in the packages and the gunnies are, retailers urge, likely to be more profitable. One grocer says, for instance: "There doesn't seem to be any doubt about it that the grocer is right who says he can make more money selling ten and twenty-pound bags of sugar than he can by selling 100-pound sacks in broken lots."

"On account of the increase in the price of paper bags and other expenses, can you make any money at the present time and still observe the order of the Canadian Food Commission?"

"Can you sell 100 lbs. out of a sack for which you have paid at the rate of 100 lbs. net?"

"Are you making any net profit on sugar?"

"How do you sell most of your sugar—in bulk such as quarter's worth, half dollar or dollar's worth; or in two and five-pound packages or unopened bags of 10, 20 and 100 lbs.?"

"Do you ever lose any sugar by accident in delivery when sent out in paper bags?"

These were among a number of questions submitted to a number of Canadian retailers in different provinces of Canada recently by CANADIAN GROCER. Their replies will prove very illuminating reading for the entire trade as they present many ideas on the sugar question and on the best methods of selling sugar to make the most out of it.

Let us look at their replies:

Heuther and Todd, Guelph, Ont.—"We are not making any profit on sugar. We are selling most of our sugar in ten and twenty pound lots, and by the quarter's and half dollar's worth. One cent per pound does not pay the cost of handling sugar. At least 20 per cent. profit should be allowed. The only way to make money in selling sugar is disposing of it in ten, twenty or 100-lb. lots. One hundred pound bags weigh exactly 100 pounds, and not a quarter of a pound over. In weighing the sugar out in 25 and 50 cents' worth at a time, we always find the 100-lb. bags to run short from one to one and a half pounds.

Every merchant must give full 16 ounces to the pound."

Lewis A. Kreig, Preston, Ont.—"I don't make a cent on sugar. I sell quite a bit of sugar in the 100-lb. sacks, but a great deal is also sold in 25 and 50 cents' worth at a time. The 5-lb. cartons sell fairly well. Profit on sugar should not be less than two cents per pound.

Schell Bros., Co., Kitchener, Ont.—"We are not making any profit on sugar at the present time. Selling it in 25 cents', 50 cents' and a dollar's worth at a time, there is a certain amount of waste in handling, and it is hard to get 100 pounds of sugar from a hundred pound sack. Packaged goods costing more wholesale, people buy or prefer it in bulk."

Always a Loss in Weighing

W. E. Preston, Midland, Ont.—"To the first question I answer an emphatic 'no'. We sell most of our sugar in small lots, from two to five pounds. In the packages we sell in five and ten pounds. There is always some loss in weighing the bulk sugar. The margin of profit should not be less than 2½ cents per pound. More profit could be made out of sugar if put up in packages, as it would do away with waste."

John Nott & Son, Dunnville, Ont.—"We do not make any money on sugar. Sales of sugar range from 25 cents to \$1 at a time. We don't think it possible to get 100 pounds of sugar, selling it in bulk from a 100-pound sack. Two cents a pound on sugar barely pays the cost of handling it. We believe we can parcel sugar into ten and twenty pound lots for less than the extra price charged by refiners, but for delivering the packages and small bags, assuring the customer getting the sugar in much better condition, the latter are the best"

W. R. McCaw, Toronto, Ont.—"I am not making anything on sugar with most

sales in bulk. In the first place we sell it mostly 25 cents' worth at a time; secondly, 50 cents' worth, and thirdly, \$1 worth. In packages we sell the 20-pound bags mostly. At least 1½ cents profit should be allowed. We can do better by selling sugar providing the Board of Commerce allowed us a reasonable profit in bulk. The majority of people ask for 25 and 50 cents' worth at a time. They do not ask for so many pounds. In this way we make our profit and weight accordingly. Whereas in packages, in Toronto, the large stores try to make sugar sales an advertisement by selling the 5, 10 and 20-pound sacks at cost, and having such merchants in your midst you have to do likewise or see your customers running to the cheap man."

Should be in Sacks or Cartons

H. E. Cooke, Forks Road, Ont.—"I sell most of my sugar in small lots and I am not making any profit. There is always a certain amount of waste in handling sugar. I think if sugar was put up in 5, 10, 15 and 25-pound sacks or cartons it would do away with all the waste that is attached to it now. It would be easier handled, and time and expense in wrapping would be saved."

Loss in Every Bag

D. H. McIntyre, St. Thomas, Ont.—"I sell most of my sugar in bulk. There is no profit in handling it. There is so much waste in weighing sugar, and if it gets damp it sticks to the bag, so that it is impossible to get 100 pounds out of every sack. With only a cent margin there is no profit. Two cents is necessary to make anything on it. We have tried selling sugar both in packages and in bulk, and I believe the packages are the most profitable."

A Profit Only in Bulk Sales

R. B. Hamilton, Milbank, Ont.—"We make a profit on sugar only when selling it in 100-pound bags. Bulk sales are largely for 25 cents' worth. Selling sugar in bulk is a loss, as you can't get 100 pounds to a sack. I think there should be a margin of two cents per pound on sales of 100 pounds. I think the bulk way of selling, however, is best, as the packages cost more than paper bags."

Albert S. Chrysler, Brantford, Ont.—"I don't make any profit on sugar, and I sell it mostly in small lots. I can weigh 100 pounds of sugar from a 100-pound sack. I make more on bulk sugar because some retailers sell 20 and 100-pound bags as specials; that means they practically give it away. Most customers ask for 50 cents' worth and leave it to the merchant to give them all possible."

F. Freeman, Haliburton, Ont.—"I don't

make any profit on sugar. Sales are largely in 2 and 4-pound lots, and selling it in this way there should be at least a 3 cent margin. I would like to see sugar sold in ten and twenty-pound lots if this standard was generally adopted by the trade."

Sugar Leaks From the Bags in Transit

Jno. Mayhew, Renfrew, Ont.—"I find, after drawing sugar, that there will be some in the bottom of my wagon, and I can never get 100 pounds in a bag. I would much rather sell by packages but we cannot get our customers to buy that way. I expect they think they are paying for the package. There is no profit in sugar at the present time."

Prefers Selling Sugar in Original Package

J. J. McKenzie, Fort William, Ont.—"I have for some time been pushing sales of sugar in the original packages, and believe I am doing a more satisfactory style of business than otherwise. There is absolutely no loss through broken bags of sugar, filtering through barrel cracks, or coarse jute bags. Time is worth more now than it has been, hence I can put up sugar orders in about one-fifth the time taken in parcelling. There should be at least 1½ cents profit."

J. McKellar, Galt, Ont.—"I make 80 cents gross profit on 100 pounds of sugar. I sell it mostly in lots worth 25 and 50 cents. In the packages the 5-pound cartons and the 10-pound bags sell the best. It is difficult to get the 100 pounds from the 100-pound sacks as there is always a certain amount of waste in weighing and spilling. There should be a profit of at least a cent and a half per pound. It would be better to sell sugar in packages of ten and twenty pound bags, then you could get away from the time of weighing and the loss of spilling and overweight."

Should Have at Least 1½ Cents on Sugar

J. R. Roper, Milton, Ont.—"I sell sugar largely as the people ask for it, 25 and 50 cents' worth at a time. The profit is very small, if any, on sugar. I consider a cent and a half the least profit a grocer should have on sugar. I have never handled sugar in packages. I have always thought there would be a waste from broken packages on account of them not being properly sealed."

A. D. Parsons, Midland, Ont.—"It is absurd to talk about sugar paying a profit with a cent per pound allowed on it. This represents a fraction over 8 per cent., when all business men know it costs from 15 to 20 per cent to carry on business. It pays better to sell sugar in 10 and 20-pound sacks as there is no loss, except of handling it for less than it costs to do business."

Believes Profit Should be 2½ Cents per Pound

J. Girard, Richmond, Que.—"There should be 2½ cents allowed on every pound of sugar. The packaged sugar is certainly the most profitable. I never could get 100 pounds of sugar from a

100-pound sack. There is always a lot of it sticks to the bag."

Bray Bros., Sherbrooke, Que.—"We sell practically all our sugar in bulk, but we are making no profit on it. Sales are usually from two to five pounds. Profit on sugar should be from two to two and a half cents per pound. If sugar was plentiful we would prefer handling it in 10 and 20-pound cotton bags, but on account of the present scarcity we are obliged to cut customers' orders down to two and five pounds, otherwise it might be handled on a smaller margin of profit."

H. H. Quay, Ltd., Victoriaville, Que.—"We are not making any profit on sugar. We sell most of it in bulk. Two cents a pound is necessary to guarantee against loss. We think selling sugar in 10 and 20-pound bags would be more profitable than selling sugar in bulk."

Cecil H. Burt, Fredericton, N.B.—"There is no profit in sugar selling it in bulk at the present time. There is always a certain amount of loss in handling it. We should get a 2 cent per pound profit. There is certainly more money in selling sugar in packages because we sell it one-cent above refiner's price, which includes cost of package. There was an article in CANADIAN GROCER recently that was not a bit overdrawn, where a man claimed it cost him five cents to sell one pound of sugar retail, figuring his time, putting it up, etc. Of course we could put it up in 2-pound, 5 pound, or 10-pound packages in the same time."

M. H. Hastey, Kazubazua, Que.—"There is more money in selling the sugar in packages. At present there is no profit in sugar, selling it in small lots. There is always a certain amount of waste in handling. A two-cent margin on sugar should be allowed."

Should be 10 Per Cent. Profit

G. T. Wales & Son, St. Andrew's E., Que.—"There should be at least 10 per cent. profit on sugar. We are making a profit on sugar and our sales are mostly in bulk, in lots of from two to five pounds. There is a certain amount of carelessness in weighing that makes it impossible not to have some loss on a sack of 100 pounds."

Ryan Bros., Truro, N.S.—"We sell most of our sugar out of barrels. We buy in large quantities and find the stock keeps much better in barrels. The barrels bring thirty cents each, and our clerks put up five and ten-pound sacks in spare time. This seems to work out better in our business. On sales of small lots there should be a profit of two cents, 1½ cents on ten-pound lots and 1 cent on 100-pound sacks."

W. P. Nosely, Dartmouth, N.S.—"I am making very little profit, if any at all on sugar. Sales of sugar in my store are for amounts from one pound up to 10 pounds. Sugar cannot be handled profitably under 15 per cent. I find my customers prefer to have the sugar in bulk, and the majority of them buy in only small quantities."

S. S. Harrison, Campbelltown, N.B.—"We are making no profit whatever on

sugar. We are selling it mostly in bulk, in ten and twenty-pound bags. There should be at least 20 per cent. allowed on sugar. I would prefer selling in packages in 10, 20 or 100-pound bags, and particularly 100-pound bags, with a profit of 50 cents per bag. When it comes to retailing sugar in from 2 to 10-pound lots at one cent per pound profit, I am out of it. I would like to get it otherwise. Another reason I prefer the 100-lb. bag is that when sugar is scarce you can deal it out in small or large lots as the situation requires. Last year I received a considerable amount of ten and twenty-pound gunnies, and when sugar was scarce and I could not get the 100-lb. bags I had to open twenty-pound bags to tie up small lots of 25c and 50c which was to my disadvantage, as I had to pay a premium to get it that way."

"I think the Government very unfair to the retail grocers, as when all classes of labor receive higher wages they single us out and ask us to handle sugar at a loss. Why do we have to handle sugar at a loss to ourselves any more than any other merchant should handle part of his goods at a loss? The grocers are not making nearly as good a percentage on their goods as they did a few years ago, whereas rents are higher, wages are higher, fuel is higher, telephone, stationery, paper and paper bags, twine and equipment are all two or three times the price they were a few years ago."

W. A. McMaster, Havelock, Ont.—"I am not making any money on sugar. I sell it mostly in bulk in 25 and 50 cents' worth at a time. I can't weigh out 100 pounds of sugar from a 100-pound sack. There is a certain amount lost in weighing, and some sticks to the cotton bags. There should be a profit of two cents per pound. I think, perhaps, we could make more selling in packages and small bags as there would be no waste whatever, and whatever profit there was we would have."

J. McCarthy, Galt, Ont.—"I am not making any profit on sugar at the present time. I am selling it chiefly in bulk, in two and four-pound lots. There is too much handling of sugar in this way, thus creating a loss. Two cents per pound should be allowed. Taking into consideration the labor in handling sugar in bulk just now, and also the cost of bags, twine and accidents in delivering. I think it is more profitable in cotton bags."

White & Co., Woodstock, Ont.—"We are not making any profit on sugar at the present time. We are selling it mostly in bulk, 25 and 50 cents' worth at a time. We find the loss amounts to half a pound in a 100-pound sack. The profit should be two cents per pound gross. We make more money on bulk sugar than 10 and 20-pound bags. The latter cost from 40 to 60 cents per cwt. more, and retail at a lower price per pound. We can put up sugar in paper bags (10 and 25 lbs.) for less than the cotton bags cost us."

(This discussion will be continued in our next issue.)

Macaroni Grows in Use in Canada

Interesting Process of Manufacture Described—Special Flour Made From Manitoba Wheat is Utilized for Macaroni—The Various Products Related to Macaroni—No. 2 of Series

IN the past few years the sale of macaroni has greatly increased in grocery trade, and with the end in view of letting the average grocer know something of what macaroni really is, and make him conversant with the manufacture of the same, this article is written. There are people who think that macaroni is the stalk of a plant, and that it is gathered with the reaper the same as wheat and other grains. Macaroni has been made for centuries, and is richer in gluten than bread. Although macaroni is generally a typically Italian food product, and while undoubtedly the credit for appreciating the food value of macaroni belongs to Italy, history points to the Chinese as the inventors, and the Germans are credited with having first introduced it into Europe. It is said that it is from the Germans that the Italians first learned of the product and how to make it. Before Columbus made his famous voyage, macaroni was well-known throughout Italy. It was later introduced into France with great success and it was introduced into England by travellers from the continent, in the time of Queen Elizabeth. However, it never became a popular dish there as it found its way only into the homes of the wealthy, although in late years, its consumption has greatly increased throughout England.

Italians Lead in Manufacture

In the United States there was not a marked demand for macaroni until 1880, at which time the goods sold were mostly imported. Almost all of the macaroni then manufactured in America was made of flour and for that reason was inferior to the imported goods. The Italians have from the first excelled, and lead, not only in the manufacture of macaroni but in the consumption of it. Italy has retained that pre-eminence until within the past decade, when the United States and Canada has taken a leading place as a manufacturer of this ever increasingly popular food. The Japanese claim that macaroni was manufactured and consumed in Japan hundreds of years before it was credited to China. The Japanese are particularly partial to the small or fine type of macaroni known as vermicelli, cut in lengths of six to ten inches and tied in bundles. The peculiarity of this Japanese macaroni is that it is flexible, while other varieties are brittle.

Hard Wheat Flour Essential.

The essential matter in the manufacture of macaroni is that the flour from which it is made must be from very hard

wheat containing a maximum percentage of gluten, hence the wheat known as typically "macaroni wheat" is a variety of hard wheat, that contains a very large percentage of gluten. Some of the superior sorts of macaroni have been made however by blending the various grades of wheat. In Italy among the varieties used is that called taganrog, a hard variety of Manitoba wheat, which is raised not only in Russia but from Russian seed in Southern Italy and France. In Canada, the flour for macaroni manufacture is made from Manitoba wheat, and also some kinds are made from goose wheat, which corresponds to Durum wheat, brought to America from Southern Russia, and grown in the United States. Goose wheat, as it is popularly known, obtained its name from the peculiar way in which it was discovered. It was found in the crop of a wild goose that was shot down by the man who discovered this particular wheat, and because of the circumstances decided to call it goose wheat.

Process of Manufacture.

By the original process of manufacture first practised in Europe, the wheat was first soaked in water, dried by artificial heat, ground and sifted, both the husks of bran and a considerable percentage of starch flour thereby being separated, leaving a coarse meal high in its percentage of gluten and corresponding quite closely to middlings, sold in our markets as farina and consumed as a cereal. In modern manufacture, closely ground flour from this particular Manitoba or goose wheat is moistened with the smallest possible quantity of boiling water and thoroughly mixed by machinery until it becomes a smooth and tough dough.

It is then kneaded in a special machine, the completed dough going into the cylinders of the press where tremendous hydraulic pressure is brought to bear upon it. It is slowly forced out through small holes in the plate at the bottom of the cylinder. Following a process in which they are cut or shaped in the various ways in which they are turned out, the long pastes are put over canes or poles for the purpose of drying, while the others are put upon screens. When sufficiently dried they are fully inspected, sorted, weighed and packed. In Italy the drying takes place out of doors, but in this country, that is impracticable, and special drying rooms or kilns are required. In drying out of doors great care has to be taken, for if the air becomes too moist, the entire lot of macaroni may be ruined by mildew

or souring. If the weather is too hot, it may spoil by over rapid drying, resulting in cracking or damage to its texture.

Various Macaroni Products.

The various products related to macaroni, such as spaghetti, vermicelli, noodles, elbow macaroni and alphabets, are all made from the same materials made into a dough, but passed through different moulds and presses. Noodles are made from semolin but have eggs added.

SUGAR CONSUMPTION IS 94.95 POUNDS PER HEAD

Above is the Amount of Sugar for Each Individual in the Dominion—Ontario, However, Has Heaviest Share

Ottawa.—The per capita distribution of sugar in Canada during the year 1919 was 94.95 pounds, and of this amount Ontario had the heaviest share, with 130.8 pounds per capita for her 2,820,000 people. Quebec, with 2,326,000 people, consumed only 68.98 pounds of sugar per capita, and this is thought to be chiefly due to the increased development of the maple sugar industry in the province.

The figures were issued by the Canadian Trade Commission, and are based on population figures supplied by the Bureau of Census and Statistics. They show that while in 1919 there was no control over the distribution of sugar the refiners treated all provinces fairly equally.

Ontario, New Brunswick, and Manitoba, which figure as the heaviest sugar users in the following table, use large quantities for the manufacture of candies and soft drinks.

The distribution and population by provinces follows:

	Pop.	Dis. pounds
Nova Scotia	515,761	80.09
P. E. Island	84,738	40.42
New Brunswick	368,760	110.81
Quebec	2,326,328	68.98
Ontario	2,820,000	130.80
Manitoba	553,860	106.78
Saskatchewan	647,837	71.13
Alberta	496,525	84.78
Brit. Columbia ...	918,660	72.71
Totals	8,545,566	94.95

Manitoba, Saskatchewan and Alberta population figures are accurate 1919 figures, while in the case of the other provinces they are the official estimates in each case.

Some New Biscuits

Came in the last of the week. It has been so hard to get anything new that we have great pleasure in asking you to come in and see these. Several of these varieties are chocolate coated and are perfectly delicious. One in particular—a fruit cake cut in small squares and then coated with chocolate—appeals to all who try it.

Mixed Biscuits, 30c lb.
Mixed Biscuits, 35c lb.
Mixed Biscuits, 40c lb.
Mixed Biscuits, 50c lb.
Rich Fruit Cake, 50c lb.

Our Vegetable Department

Has really been doing very well. In spite of the dry weather we have been able to give our customers a good selection of nice fresh vegetables as well as fresh fruits. There's no doubt that being able to get fresh vegetables just when you want them is a convenience that is much appreciated. You can buy here, in perfect safety from day to day. Lettuce, Cabbage, Beets, Carrots, Beans, Peas, Onions, Melons, Tomatoes, Corn, Cucumbers.

H. Malcolmson

"THE next worse thing to closing your doors, would be to stop advertising," remarked Hugh Malcolmson of Chatham, Ont., to CANADIAN GROCER, recently, and that, tersely, sums up the value that Mr. Malcolmson places upon his daily insertion in the local newspaper. He is thoroughly alive to the fact that advertising, if it is of the right sort, is a real asset to the business of any merchant. Mr. Malcolmson had advertised in the Chatham papers for a number of years, and he is absolutely convinced that it has been a feature well worth while in the daily conduct of his store. Day after day he has seen direct results of his advertising, and when he says that the next worse thing to closing his doors altogether, would be to stop advertising, he backs his statement up with concrete examples of just what advertising has done for him, in increasing his yearly turnover. It is not a spasmodic thing with Mr. Malcolmson, this matter of newspaper advertising, but is carried on regularly throughout the year, with considerable time and attention directed to its preparation.

The One Column Idea

Mr. Malcolmson restricts himself to the one-column idea, and scarcely ever exceeds the column width, and about a quarter of a column in length. By following such a course, he believes it simplifies his advertisement, saves him time required in the preparation of large ads., and results in short, snappy matter, being sent to people from day to day. He always has the same position in the paper. He changes

Invites Custom and Builds Sales

Increases coffee sales 20 per cent. by advertising. Interesting information interestingly told the feature of this advertising.

the copy every day. It may be the same subject on more than one occasion, but it is always treated from a different angle. He is particularly careful that the matter never becomes stereotyped by long continued use, as he believes that it is necessary to maintain the interest of the public, if advertising is to prove valuable to merchandising. "Be truthful in your advertising," is a slogan that

see business coming to his store, which it can be said is directly due to the advertising in the newspaper. If there is one instance more than any other, in the experience of Mr. Malcolmson, it is in the sales of teas and coffees. "I sell coffee twelve months a year," he remarked to CANADIAN GROCER. "By that I mean it is a steady, persistent business, that is good the year through. While I don't feature coffee at any particular season, I make it a point to mention it in almost every advertisement, sometimes very briefly, but always keeping it before the people." Last year, Mr. Malcolmson sold between six and seven thousand pounds of coffee, an increase of more than a thousand pounds over the preceding twelvemonth. He buys all his coffees green, does all his own roasting and grinding, and has made special study of blending.

Talks That Pay

"Coffees have advanced, but the taste of our coffees is always the same."

"Our fine coffee will make your breakfast taste just right. No other thing will start you off on your day's work as well, as a cup of our delicious coffee, freshly roasted and freshly ground—55 cents a pound."

Good Potatoes Good Cooking Apples

You will find here the vegetables you want and we take pains to see that they are good vegetables. Whether it is for the regular cooking or for unusual things, such as making pickles, we can supply you.

Hot Peppers.
Sweet Peppers.
Cucumbers.
Pickling Onions.
Good Cider Vinegar.
Fresh Tomatoes.

Our Biscuit Assortment

At 30 cents a pound has been a really good thing. As so many biscuits have been scarce and high priced with such a large variety to choose from, we're sure we can please you. Sixty varieties at prices 35c, 40c and 50c a pound.

H. Malcolmson

Mr. Malcolmson adheres to, very religiously. It is the only successful policy to follow, for, as he added, it is fatal to business progress, to tell the public anything in the advertising columns of a daily newspaper that is read by almost every family in the town, that cannot be lived up to, or backed by actual sales over the counter. In the same way, Mr. Malcolmson believes, that it is very bad business to substitute for something asked for and not in stock, without first being assured by the customer, that the substitute meets with his or her approval. Very often much dissatisfaction is created by sending a woman something she did not order, without first consulting her in the matter.

Convincing Instances

There is nothing more assuring to a merchant, or convincing evidence that his advertisement is well advised, than to

Rich Mild Cheese 37c per pound Medium Old Cheese 40c per pound

These are from one of the best factories in Ontario—and Ontario cheese, you know, is the best in the world. Cheese is a splendid concentrated food, and besides its fine flavor has more nourishing qualities than meat.

Creamery Butter, 63c lb.
Dairy Butter, 63c lb.
Oleomargarine, 42c lb.
Easifirst Shortening, 37c lb.
Pure Lard, 42c lb.

Did you get Crawford peaches and Bartlett pears this week? Tomorrow will finish up these varieties. Grapes coming now.

H. Malcolmson

Advertising— the Open Door

Might almost as well close the store's doors as discontinue advertising. It brings business and keeps people interested in the store.

The above excerpts taken from two of Mr. Malcolmson's advertisements, illustrate the way he talks coffee to his patrons, and by so doing, he has brought his sales to the attractive figures already referred to. Tea sales have been built up in the same way, and Mr. Malcolmson sells almost exclusively his own particular blend of bulk tea.

Advertising Apples

Fruits in season are very heavy sales in the Malcolmson store, and when it is at its height, and every housewife is preserving, Mr. Malcolmson does not lose sight of the opportunity to advertise kindred necessities at this time, in addition to fruit. Fruit jars, rings, spices, and such like, are always kept to the fore, and during the season just closed, by way of example, it might be stated that he sold 1,200 dozen rings. His apple trade is very large, and he makes a point of handling nothing but hand-picked varieties. "There is nothing more ruinous to a good apple trade, than to handle the fallen and lower grade apples," he told the GROCER representative. Having advertised a sale of apples one Friday he sold 10 barrels of Kings. They were all disposed of in bushel crates. Mr. Malcolmson supplies the farmers in the district with the crates. They fill them and bring them to the store. There is practically no handling entailed as far as the

store staff is concerned. These were advertised in some such pointed way as this:

—BAKED APPLES

Nothing nicer or more healthful than a good baked apple. Our King apples are just the thing for this—they are ripe, have fine flavor, and bake deliciously—75 cents a peck, \$2.75 a bushel.

Fresh Butter

Comes to us each morning. We are particular about this creamery butter and you can depend on getting it always good here—62 cents a pound.

- Good Potatoes.
- Cooking Apples.
- Fresh Vegetables.
- Crawford Peaches.
- Bartlett Pears.
- Fine Cheese.

We have some of the famous Black Creek cheese—the finest cheese made in Western Ontario. Some is quite fresh and some is medium old, and both are delicious in flavor—35c and 40c a pound.

- Our Finest Coffee, 55c lb.
- Pure Lard, 45c lb.
- Fine Pickling Spices, 50c lb.
- Pure Cider Vinegar, 50c gallon.
- White Wine Vinegar, 50c gallon.

Our Biscuits

Are strictly fresh, well made, and splendid flavor, assorted any way you wish—30c, 35c 40c a pound.

H. Malcolmson

TWELVE POINTS THAT SAFEGUARD BUSINESS:

Here are some matters in which many businesses are weak. They are points that should be carefully safeguarded, for the leaks from failure to observe these fundamentals are a fruitful source of failure:

1. Charge interest on the next amount of your total investment at the beginning of your business year, exclusive of real estate.
2. Charge rental on real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.
3. Charge in addition to what you pay for hired help an amount equal to what your services would be worth to others; also treat in like manner the ser-

Spanish Onions Sweet Potatoes Fresh Vegetables

Whatever you may want in these lines you will find it best here. Supplies come to us fresh each day and you can depend on good quality always.

Country Sausages

Will be here again this week. You will remember the delicious sausages we had last fall; these will be just as nice.

Extra Fine Cheese

These Black Creek cheese have all the richness and fine flavor that really good cheese should have. Two kinds, medium strong, or mild—40c and 37c a pound.

H. Malcolmson

vices of any member of your family employed in the business not on the regular pay roll.

4. Charge depreciation on all goods carried over on which you may have to make a less price because of the change in style, damage or any other cause.
5. Charge depreciation on buildings, tools, fixtures or anything else suffering from age or wear and tear.
6. Charge amounts donated or subscriptions paid.
7. Charge all fixed expenses, such as taxes, insurance, water, lights, fuel, etc.
8. Charge all incidental expenses, such as drayage, postage, office supplies, delivery expense of horses and wagons, telegrams and telephones, advertising, canvassing, etc. •
9. Charge losses of every character, including goods stolen or sent out and not charged, allowance made customers, all debts, etc.
10. Charge collection expense not enumerated above.

11. When you have ascertained that the sum of all the foregoing items amounts to, prove it by your books, and you will have your total expense for the year; divide this figure by the total of your sales, and it will show you the per cent. which it has cost you to do business.

12. Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder and what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

Baked Apples

Nothing nicer or more healthful than a good baked apple. Our King apples are just the thing for this—they are ripe, have fine flavor and bake deliciously—75c a peck, \$2.75 a bushel.

GOOD EGGS

Every egg that we sell is tested so that we know it is good. Eggs are too high priced to take a chance with. When you buy here you are sure.—60c a dozen.

FRESH BUTTER

We get fresh butter every day, so you get it at its best here. Buy only what you need, you will then get it fresher and best flavor—63c a pound.

COUNTRY SAUSAGE

We will have these almost every day now and they are by far the best sausage made. The very best pork and the finest of spices go into the making of these, and once you try them no other kind will satisfy you—45c a pound.

OUR FINE COFFEE

Will make your breakfast taste just right. No other thing will start you off on your day's work as well as a cup of our delicious coffee, freshly roasted, and freshly ground—55c a pound.

H. Malcolmson



Novel Schemes That Have Helped Business

The Coombs Grocery, 1085 Robson Street, Vancouver, does not adopt an extensive credit system, but they do permit a few weekly accounts, merely as a service to their customers. There are so few of these accounts that Mr. Coombs did not see the necessity of buying any of the excellent account keeping systems that are manufactured, but he has a good simple idea. He uses counter order forms that are already punched for filing, and he has a wall space over his desk set out with pairs of nails on which he can hang the bills. The total is always carried forward so that in fifteen minutes Mr. Coombs could find out his total outstanding accounts. A few clothes pins ensure that none flutters off the nail. This arrangement is very simple and cheap—but it does the trick, says Mr. Coombs.

FOLLOWING THE CUSTOMER

A Western Canadian grocer, formerly employed in the mail order department of a large departmental store, made the remark the other day that one of the principles of this department was never to let a customer go.

"Once they have the name of a customer, they follow him to the grave," was the way he put it.

Describing the system, he said that a card index of all names was kept with a record of the dates on which orders were received. From time to time these cards were checked up, and if it was found that no business has been done with a certain customer for a number of months, he was immediately communicated with to find out the reason why. If he refused to answer another letter was sent out and still another and the answer usually came back eventually with some stated grievance. In such an event the policy was invariably the same, the matter must be made

right with the customer even at the expense of refunding him the entire amount of the article he purchased.

From the standpoint of service, there is a lesson in this for the retailer. He must strive by every method in his power to hold his customers, and rectify any grievance that may occur, for it is in the constantly recurring orders of these customers that he depends for a living.

CIRCUMVENTING BAD DEBTS

Fred D. Mann, of Devil's Lake, North Dakota, has made a reputation for novel and sound merchandising schemes. Here is a method of safeguarding credits: "A few years ago," says Mr. Mann, "we sometimes gave a small line of credit to people who came to work in town and told us that they needed it to live on until next pay day. But we had a few unpleasant experiences that most merchants encounter who pursue the same policy. After two or three weeks of prompt payment, the newcomer might buy a big bill of goods, get on the westbound train, and never again show his face in town.

"We get around this now by refusing an open account to anyone whom we do not know or who is not vouched for by a substantial customer. We ask him: 'How much merchandise will you need until next pay day?'"

"'About \$10 worth,' he may answer.

"We give him \$10, then, in the store money that we use for buying produce of farmers; we charge that to him on the books. And we give him a new supply of store money when he pays up. He may get away with the \$10, of course. But the plan guards us absolutely from the gradual increase of credit that the retailer has always to fear.



Special Sale Days Gain Customers

A grocer in a large city has specials every Wednesday and Saturday. Wednesday may be "banana day" and Saturday may be "safety match day." He keeps a lookout in the market for something he can buy in good quantity and sell at an attractive price and yet make a small profit. The advantage of this plan is that it brings him new connections. People who have never traded with him before begin by ordering the daily specials, and as his store is an especially good one, they drift rapidly into the habit of becoming regular customers.

Putting Personality Into His Letters

A writer in the "Retail Public Ledger" writes of a merchant in Sigourney, Ia., who was doing a business of a thousand dollars a week in a town of two thousand. The writer gives some hints as to the reason for this business in telling of a scheme the merchant had of putting into the letter which he sent out with his statements, a plain sheet containing some little item of information. Here are a few of the suggestions that were enclosed from time to time:

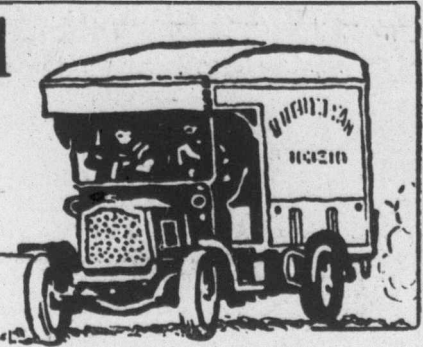
"Many people complain that their bread molds quickly during hot weather. We wish to say that owing to the influence of wheat shortage and high prices, a large content of cereal substitutes is being used in the flour now milled.

"Keep your bread in the ice box during hot weather and it will keep wholesome and fresh until used. It will rapidly spoil if kept in the ordinary tin boxes commonly used."

Sometimes it was a hint as to how to make a new dish (with his goods) or it may be a hint to household economy. One time he called attention to the fact that bottles which had contained soft drinks, would be bought back when emptied. "Have the boys bring them in," he suggested and the kids hurried the bottles back in short order.

At another time he suggested that

Ideas That Have Proved Profitable To Other Grocers



those who sold eggs should gather their eggs oftener in hot weather. It meant that they would keep better and that they would bring a better price at the store.

In the spring, he suggested that the poultry raisers dispose of their cock birds. Sterile eggs sold better in the summer and brought a better price.

Gives Reasons

For Preferring Cash

A Michigan grocer, who conducts a strictly cash store, hands out a little card to all applicants for credit. On this card are given his reasons for not desiring to open credit accounts. He says that he is opposed to the granting of credit because a book represents money loaned without interest or security. Neither do book accounts pay bills or buy new goods. Very often, he says, the one who will pay to-morrow generally means next week, next month, next year, or perhaps never. The cash in hand is worth two on the book, and having the cash one is able to re-stock the shelves and discount bills.

Has Parking Place

in His Yard

A merchant of Galena, Kansas, who was blessed by having a large yard at the back of his store, has made capital out of the fact by making it a parking ground for automobiles, of which there are many. This merchant also has a "trouble car" ready to send out to anyone in difficulties. In these days, with so many light fingers tending to fall on the throttle of the automobile, a safe parking place is a real boon and it has meant big business to the store.

Holidays to Encourage

Errorless Service

With the determination to have, as far as it is humanly possible, an "errorless store," Lansburgh & Bro., Washington, D.C., have put into operation a plan for tracing mistakes on the part of salespeople and for re-

warding carefulness. The salesperson who makes no mistakes in filling checks for one month are granted a full day's vacation with pay. A record of only one mistake during the month will entitle the clerk to a half day's vacation with pay. The time for the vacation will be arranged by the department head, or can be saved and added to the regular summer vacation. The firm classes as an error anything in making out a sales check that will mean expense to the firm or cause confusion to the office force.

Here are most of the common errors:

- Omission of date of sale.
- Omission of salesperson's number.
- Omission of department number.
- Incorrect calculation.
- Wrong number of items.
- Incorrect address — one of the most troublesome.
- Name of person buying omitted in "purchased by" space.
- Dollars and cents not placed in proper columns.
- Incorrect price.
- Illegible writing.
- "How sold" omitted.
- Check not signed by floorwalker.
- "Amount received" omitted.
- Cash register error of over seventy-five cents for one day.
- Omission of sales number and department on refunds and charge credits.
- Omission of customer's indorsement in "charge taken" sales.

Making the Public

Read the Ads.

A reward of one dollar is offered by a Boston store for any misleading or untrue statement found in the store's advertisements—whether the misstatement was intentional or acci-



dental. This offer gives the merchant an unusual feature for his advertising and greatly strengthens the reader's confidence in it.

Making the Most of a Small Window

With a small window for display purposes, the merchant's opportunities in this connection are necessarily limited. Especially is this the case if the retailer believes in devoting a trim to one particular article instead of a galaxy of goods.

A certain New York merchant is enabled to concentrate the window efforts on one particular line of goods by the very simple expedient of placing the following card in a prominent corner of the window:

"Our Window's Small—So is Our Rent. We can therefore sell cheaper than elsewhere. Bigger varieties inside."

The card, placed only temporarily, now occupies a permanent position in the window for all passers-by to see.

Making a Full Day

Retail merchants of Troy, N.Y., have decided that better paying business is in store for them through the inauguration of a "Shop in the Morning" campaign. Special sales at bargain prices will be held in the morning hours, after the first of the year.

Merchants have lost much through the dullness of trading in the morning; the clerks have to idle away their time. There have been too many clerks in the morning and frequently too few in the afternoon. Women do their shopping from about 1.30 until 5 o'clock in the afternoon. The jam is often so great in those hours that proper service cannot be given.

It is believed that the new plan will equalize business through the entire day by giving special sales in the morning and showing the economical housewife that it will be to her benefit to trade in the morning.

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

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmers' Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada, Canadian Motor, Tractor and Implement Trade Journal, Druggists' Weekly.

OFFICES

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UNITED STATES—New York, Mrs. E. C. Gibb, Room 1606, St. James Building, 1133 Broadway (corner 26th Street), New York; Telephone 8971 Rector. Chicago—Room 1401, Lytton Bldg., 14 E. Jackson St.; Telephone Harrison 9133. Boston—C. L. Morton, Room 734, Old South Bldg.; Telephone Main 1024.

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

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

PUBLISHED EVERY FRIDAY

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

VOL. XXXIV. TORONTO, JAN. 16, 1920 No. 3

WORLD'S COST OF WAR

THE FIRST comprehensive report on the "Direct and Indirect Costs of the War" was made by the Carnegie Endowment for International Peace and published in a volume under that title.

The direct cost for countries actually involved in the war are put at \$186,000,000,000 and the indirect costs at \$151,612,542,560. The latter total includes losses to neutrals which are put at \$1,750,000,000. It also includes loss of production, put at \$45,000,000,000, and war relief estimated at \$1,000,000,000.

The capitalized value of soldier human life, also given among the indirect costs, is placed at \$33,531,276,280. The property losses are divided as follows: On land, \$29,960,000,000; to shipping and cargo, \$6,800,000,000.

The number of known dead is placed at 9,998,771, and the missing presumed to be dead at 2,991,800.

IMPORTANCE OF BUSINESS PAPERS

AN Association of Railway Executives undoubtedly represents the most capable and progressive business men on the continent. Practically all of them have worked their way up from minor positions and they know every phase of labor, business and public opinion. They should know it better than any other class in the community.

Recently the Association of Railway Executives of the United States wanted to lay before the country the fundamental facts of the railway situation. They selected a number of newspapers for this purpose. Out of the total number, 42 were purely trade and technical newspapers.

This is one more experience which we com-

mend to the attention of the Dominion Government which employs M. E. Nichols at a bigger salary than he ever earned before, as Director of Public Information. The two daily newspapers which Mr. Nichols directed went insolvent. Mr. Nichols reported and passed his report to the Government that business newspapers were of no public value and were not entitled to admission to the newspaper mails. Should such a man who is so far behind the times be retained at such a high salary and in so important a public position?

POSTMEN THREATEN STRIKE

LETTER carriers in Toronto and other Canadian cities are again threatening to strike. They say that this is apparently the only way in which they are likely to obtain any recognition of the claims they have been making for increased wages. The matter, they state, will very soon come to a showdown. It has very frequently been pointed out in CANADIAN GROCER that matters in connection with the management at Ottawa of the Post Office Department might be greatly improved. The business men of Ontario have been through one post office strike and know just how much inconvenience was involved. Inaction in investigating the claims of the letter carriers may cause another walk-out. The men would not be so dissatisfied apparently if they knew that something was being done, and that there was some hope of their case being considered. It is the everlasting inefficiency and red tape that exasperates them. It would seemingly be a simple matter for representatives of the department to consider the men's side of the matter. This would save a good deal of trouble and time and possibly avert a strike. Why not get busy and show some signs of life?

MOVE IN THE RIGHT DIRECTION

THAT an entirely new page is opening in the relations between many employers and employees is shown by the long series of announcements that have been made in the past two weeks regarding the inception of insurance plans, profit-sharing plans and similar welfare work. Never in the history of Canada has there been such a series of announcements as came at Christmas, and have been coming ever since. Not only is work of this kind strikingly in evidence but John D. Rockefeller announces a gift of \$100,000,000 for medical research work, and included in this sum is \$5,000,000 for Canada. Happenings like these make one think that the era predicted by the poet Tennyson in "In Memoriam" is coming true when he writes of "the larger heart, the kindlier hand." It is truly a broader ideal and one which should go a long way to prevent labor troubles, when employers take steps to provide for those working for them. It is stated that even more of this work is planned, and if this is true it will mean better relations all round.

Expense, Visible and Invisible

How Scrutiny Revealed Unnoted Weaknesses—A Profit That Was a Loss

By Henry Johnson, Jr.

IT has not been expected, as I stated last week, that the grocery department in the big department store under review shall pay any profit, or even make all its expenses until sales reach \$1,000,000 a year. But it is instructive to note how badly the management permitted itself to fool itself until its figures were examined by an accounting shark, as I expect to examine them now.

Think, then, as the examination progresses, how very easy it must be for the ordinary grocer to figure on a mistaken basis in view of how concerns fully equipped to reach correct conclusions sometimes fall down and figure wrongly.

Here is a transcription of the first statement form, taken at a time when sales were \$17,000 a week, nearly \$900,000 a year:

		Per cent.
Gross Sales	\$34,252.98	
Returns	24.58	
Net Sales	\$34,228.41	
Opening inventory ..	\$18,629.60	
Purchases—		
Mdse	\$30,455.95	
Petty cash	160.75	
Freight	84.95	
	30,701.65	
Closing inventory ..	17,373.21	\$49,331.25
Cost of sales		31,958.04
Gross profit (margin)	\$ 2,270.37	6.6
Expense—		
Wages	\$ 1,004.00	2.93
Buyer's salary	230.76	.69
Buyer's expense		
Advertising	421.11	1.23
Wrapping	362.01	1.05
Supplies	11.90	.03
Ice and cold storage ..	29.60	.086
Laundry	86.94	.25
	2,146.02	6.26
	\$ 124.35	

Taking 6.26 from 6.6 per cent., leaves a net profit of 34/100 per cent, or a fraction over one-third per cent net profit on sales.

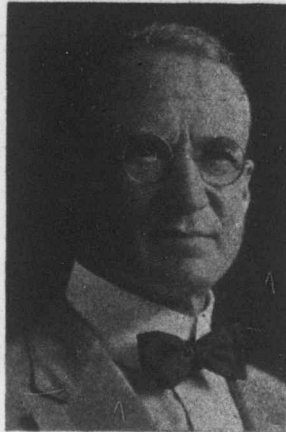
Some Very Serious Omissions

But surely such a list of expenses cannot cover the total of all charges. It seems odd that anybody should have thought it did. Yet the following were omitted until their absence was pointed

Administrative Expense—	
Rent	\$166.67
Repairs	2.40
Interest	50.00
Heat, light, power	
Insurance	3.00
Taxes	1.00
Depreciation on fixtures ..	.42
	\$223.49

If we take the total figure for net earnings, \$124.35, from this extra total of expenses, we shall have a loss of \$99.14, or just about 26/100 per cent. below zero—and that without any figure as yet to cover heat, light and power.

It should be fairly obvious, it should seem, to anybody, that no store can sell groceries at retail, no matter what the plan or grade of service, on a gross



Henry Johnson, Jr.

margin of 6.6 per cent. and have any net profit left. But this man had in mind an ultimate margin of 10 per cent. to be attained when the business should reach the status of a solid establishment with a regular lot of customers habituated to trade there, so he felt that he was on the right track.

Further Unnoted Losses

But just as this man was preparing to congratulate himself on having found the solution to grocery retailing, the auditor gave him a sad shaking up and rude awakening, and that came about from this statement:

Retail Stock Control—	
Opening inventory	\$20,968.40
Purchases	\$34,153.84
Transfers	39.77
	\$34,193.61
Markdowns—	\$55,162.01
Regular11 40.53
Advtg.	2.9 954.85
Spoilage12 43.12
	\$ 1,038.50
Markups	72.08
Total variations	966.42
Net stock value	\$34,195.50
Closing inventory	18,998.20
Retail value stock removal	\$35,199.39
Sales	34,228.41
Shrinkage	2.8% \$ 870.98

If we now note that the expenses noted above, plus those not formerly included, run to just about six and three-quarters per cent, and might be taken as seven per cent., then add this shrinkage of nearly three per cent., we find that it will take ten per cent. to operate this store.

The last statement was a real eye-opener to this manager—and it can well be the same to us. For how many among us know anything about how much figure our sales below regular price cuts? If something does not move at original price, we make the price lower. We keep on marking it down until it moves. That is the only right thing to do—except when careful study reveals the fact—as often is the case—that a mark UP will move it faster. But hav-

ing done that we forget it and make no record. It is a safe gamble that most of us would be knocked clear off our pins if we could have laid before us a definite statement in black and white of just how much we lose by such price reductions.

The Instructive Thing Is To Know

The point for us to take home and use is that this manager will KNOW where he is heading in before he goes along much further.

He knew a little more at once. He had been marking his perishables, for example, on a basis of 15 per cent. margin; but lately he has advanced the average ratio to 20 per cent.

Similarly, he probably will amend his ideas of necessary gross margin to 12 per cent. Then he will be on safe, profitable ground—and he will KNOW he is working safely. That is the principal point for us to get in this special study. It is a vital point; for this store experience shows the value of studying inside facts in our business—studying them all the time from first one angle, then another, and so on continually—so that we may have exact and detailed knowledge instead of guesses and theories.

Suppose, now, that the average gross is set at 12 per cent. in this self-serve grocery department and that it is settled down into the routine jog-trot of a well-established business with sales of upward of \$1,000,000 a year, it surely will justify all the expectations of its founder. For such margin will yield \$20,000 a year, net, on sales of that amount. As it grows to two or three millions—and \$3,000,000 is what the management considers the capacity of the present space used—the earnings will be \$40,000 and \$60,000.

With such a rapid turnover as this store has, making about 25 to 26 complete turns a year, the department can be financed for not to exceed \$60,000. So on sales of \$1,000,000 the earnings will be 33 1/3 per cent. on capital; on \$2,000,000 it will be 66 2/3 per cent.; and on the full quota of \$3,000,000 it will be an even 100 per cent. a year.

Do you not think it pays to build up a business, or rebuild one already established, on such a far-sighted plan?

Charge Markdowns to Advertising

In clothing and women's garment departments of big stores, the average markdowns for the year are well ascertained and understood, so the buyer always takes such factors into consideration on a basis of exact computation. He knows that the average on women's garments will be 20 per cent. He has that to consider in marking his prices. If he "uses" only five per cent. the first month of the season and ten per cent. the sec-

Continued on page 33

CURRENT NEWS OF THE WEEK

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

MARITIME

A recent Government order made it imperative that all bread sold in the Province after January 1st should be wrapped. Many of the bakers were ready to comply but there were some who were not so ready. A deputation called upon the Minister of Health and asked for a postponement for a month. This was granted and it is expected that when the order comes into effect in February another cent will have to be added to the cost per loaf on this account. An increase in biscuits has also taken place.

Frank Rankine, of the biscuit manufacturing concern of T. Rankine & Sons, Ltd., is retiring after many years of active business life. Arthur F. Rankine, who returned a short time ago from overseas, is entering the firm which dates back to 1826.

Travellers from all parts of the Province of New Brunswick attended a very successful banquet in Bond's restaurant here recently, about 150 commercial men from all lines of houses being present. R. S. Sime presided and addresses were given by L. M. Owens, J. H. Pritchard and L. C. Armstrong. E. J. Fleetwood acted as secretary. Andrew Burns, of the Toronto Association; D. A. Walker, of the London Association, and W. A. Stewart, of the Dominion Association, were among those present.

QUEBEC

D. R. Stewart, deputy warden of the port of Montreal, died in Montreal last week.

Mr. Gilbert, of M. Schafer and Co., Blackville, N.B., was in Montreal this week.

H. W. Redstone, of Keith, Redstone and Co., Havelock, N.B., was in Montreal this week for several days.

Mr. Huley, manager, and E. E. Brian, secretary of the Searle Provision Co., Ltd., Fredericton, N.B., were in Montreal early this week.

Harold Seddon, Montreal, Canadian representative for Lea and Perrins, England, is away to Western Canada points on an extended business trip.

W. H. Halford, managing director of the Murai Trading Co., Montreal, has returned from his business trip to New York.

A. E. Cox, Quebec representative of The Cowan Company in Montreal, is detained in the Homeopathic Hospital in that city.

The seriousness of a fire in the premises of the Metropolitan Fruit Co., 2268 St. Denis street, Montreal, required the firemen to pull down the walls of the store to get at the flames.

Montreal firemen were remembered for the effective work they performed a couple of weeks ago in fighting a fire in the stores of the Woolworth Company, the company sending them a letter of appreciation and a cheque for \$50.

J. Aron & Company, Inc., coffee exporters and importers, New York City, have appointed the Hughes Trading Company of Canada, Limited, their agents in Montreal.

Mr. Silver, representative of the Pacific Coast Whaling Company, is in Montreal, concerning the sales of frozen whale meat which his firm is introducing into the Canadian markets.

ONTARIO

W. A. Currie, Glencoe, Ont., has opened new grocery store.

McFaul's grocery store in Owen Sound was recently entered, and a quantity of merchandise was stolen.

The merchants of Galt are closing every Wednesday afternoon for eleven months of the year.

Craig Bros., successors to W. A. Perkins, Petrolea, have sold their business to Wm. Oxenham, recently of Sarnia Township.

Thomas Lynch, Dundas Street West, Toronto, was recently arrested for stealing a box containing 120 bars of soap from in front of Fred J. Perrin's store, 888 Queen Street West.

The Farmers' Co-Operative Company, of Peterboro, will shortly open a grocery store there. The premises will comprise two stores, and these have been stocked with the usual lines of groceries.

The Great War Veterans of Chatham have decided to establish a co-operative store. A meeting will be called shortly to discuss the question, and if sufficient stock can be subscribed the plan will be gone on with.

Insofar as numerical strength is concerned, merchants have the strongest representation in the new Ottawa City Council. Of the twenty-three members there are no fewer than seven merchants.

The grocery business formerly conducted by George Lawson and the late J. R. Bell on Hunter Street, Peterboro, has been purchased by A. E. Stinson, of Omeme, where he has been in the grocery business for a number of years.

J. L. Wyckoff, who has joined the CANADIAN GROCER staff as editor, has disposed of his business at Dundas and Ridout streets, London, Ont., to R. E. Reed. Mr. Reed has been conducting a grocery store at Waterloo and Central streets, London, and will operate both stores in future.

BUSINESS CHANGES

Quebec

T. R. Conn, grocer, Montreal, has sold to Chas. McDonald.

Ontario

James Lowry, grocer, Actinolite, recently suffered a loss by fire. It was partially covered by insurance.

Roy S. Bristol, grocer, Hamilton, has sold to Douglas B. Gordon of the same city.

W. H. Ellis, grocer and meats, Hamilton, has sold his Cannon Street E. business to E. T. Worthington & Son.

G. H. Willey, grocer, Hamilton, has sold to Tulk & Little.

Isabel Swan, grocer, Toronto, has sold to Forster Bros.

J. C. Harper, grocer, Wallaceburg, has sold to Burgess & Cox.

MERCHANT FARMER LOSES CASE

An action was taken in Montreal against the Canadian Express Co. to recover the sum of \$230.85 as damages on the sale of some nine hogs. These, transported by the defendant company from Howick to Montreal, according to the plaintiff, had become unsaleable while in the custody of the carrier company.

In arriving at his finding, Mr. Justice Lafontaine argued that the plaintiff, who had for many years been conversant with shipping conditions, had failed to wrap the hogs properly. But, at the same time, he argued that the defendant ought not to have accepted the hogs unwrapped, and decided, therefore, to disallow the defendant company its costs.

WILL SEE THAT BY-LAW IS ENFORCED

It is the intention of Secretary Miller of the Retail Merchants' Association to see that the Italian merchants observe the early closing by-law. It is claimed that there is an organized effort on the part of the Italian merchants to fight the by-law, with the result that many offenders have been summoned to the Police Court. The maximum penalty for the offense is \$50 and costs.

VISITOR FROM THE OLD COUNTRY

W. H. Collins, chairman and managing director of Cerebos, Ltd., Tower Hill, London, England, is in Canada at the present time. He has been visiting W. G. Patrick, of W. G. Patrick & Co., Ltd., Toronto, the Canadian agents of Cerebos. Mr. Collins will be returning to the Old Country, January 20.

HAMILTON GROCERS FORM ORGANIZATION

Hamilton.—About one hundred of the four hundred retail grocers of the city met last week in the Board of Trade Building to form an organization. The wholesalers, it is proposed, shall be honorary members, and they have promised to contribute handsomely to the fund needed to establish the new organization. Retailers maintain there are many abuses in the trade that should be discussed thoroughly and rectified, such as price cutting, due to lack of knowledge of costs, keen competition, etc.

The following committee was appointed, with W. J. Hobson to continue the work of organization: W. N. S. Hunter, F. W. Pankhurst, Frank Smith, A. B. Gillies, G. L. Salton, S. T. Bailey, C. Wilcox, J. Adams, W. Dingman, and F. D. Saul, F. W. Dobson, F. Hutchison, C. E. Horning, F. W. Robinson, R. J. Thomas and F. W. Geety.

Another meeting of the grocers was called for Wednesday of this week.

ANOTHER TERM

W. J. Crothers Co., Limited, biscuit manufacturers, Kingston, Ont., is another firm that has presented its employees with insurance policies. The policies range from \$500 to \$1,000 according to the length of their service.

Each employee with from one to five years' service is insured for \$500, from five to ten years' service, for \$700, and ten years and over, for \$1,000. The amount will be increased \$100 for each additional year of service until the maximum of \$1,500 is reached. Employees engaged after December 19th, 1919, will be entitled to participate in this group insurance to the extent of \$500 after having completed one year's service.

Morrow Bros., cereal manufacturers, Guelph, Ont., recently entertained their employees to dinner at the Wellington Hotel. In addition to this recognition of their services they presented each employee with a cheque at Christmas.

CANADIAN CEREAL AGENTS

Cruikshank & Guild, 32 Front Street W., Toronto, have been appointed sales agents for Ontario by the Canadian Cereal & Flour Mills Co. for their Quality brand products. These products are made at the Tillsonburg mill, but in addition to the mill at Tillsonburg the Canadian Cereal & Flour Mills Company, Limited, have mills at Ayr, Galt, Lindsay and Stratford.

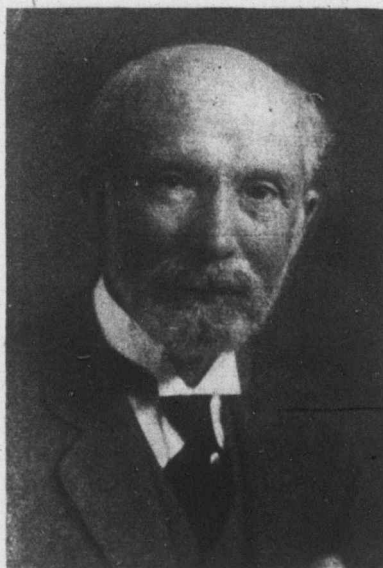
NEW ADVERTISING MANAGER

H. H. Connell has been appointed advertising manager of the Canada Starch Co., Ltd., Montreal. Mr. Connell has been with this firm for the past year, and prior to that time was engaged in the grocery trade.

The peach crop of California in 1919 amounted to about 435,000 tons of fresh fruit, according to E. E. Kaufman, field agent for the Bureau of Crop Estimates, U. S. Department of Agriculture. Of this tonnage, about one-third was dried.

GOLDEN WEDDING
Wholesale Grocer of Montreal is Recipient of Address and Presentation

Mr. and Mrs. J. C. Rose, of Montreal, quietly celebrated the fiftieth anniversary of their marriage, which took place at Scarborough, Ont., on December 23rd, 1869, Mrs. Rose being a daughter of the late William McIlmurray of that place. At the time of his marriage Mr. Rose was in the employ of W. W. Park & Co., of Toronto, afterwards with Jas. Shields & Co., of the same city, and then with Jas. Turner & Co., of Hamilton, a firm that for many years conducted one of the largest wholesale grocery businesses



J. C. ROSE
Of Rose & Laflamme, Montreal.

in Ontario. In 1882 Mr. Rose removed to Montreal, where he established the firm of Turner, Rose & Co., wholesale grocers, which subsequently became and still continues as Rose & Laflamme, Ltd., importers and manufacturers of bakers' and confectioners' supplies. Mr. Rose is one who preserves the even tenor of his way, industrious, interested in all civic reform and patriotic movements, and a friend of charity. He and Mrs. Rose were the recipients of congratulations from a large circle of friends, including a presentation to Mr. Rose of a gold-headed-walking cane, accompanied by an illuminated address from the members of the staff. Mrs. Rose was also the recipient of a bouquet of Beauty roses from the staff.

GROCER HUNG BY ROBBERS

Four robbers entered the grocery Saturday of Vincent Santarsier in New York and bound him hand and foot and hanged him by the neck from a wall bracket while they looted his safe and cash register of \$418. A little girl sent to the store on an errand saw the body suspended and notified the police. The man was alive when cut down. After regaining breath he closed his store and went home.

ENTERTAIN THEIR SELLING AGENTS

In March, 1919, S. H. Moore & Company, of Toronto, were appointed selling agents for Ontario for the line of jams and marmalades manufactured by the T. Upton Company, Ltd., of Hamilton, Ont.

In recognition of the work done by Mr. Moore and his staff of salesmen, W. J. Briggar, the president of the T. Upton Company, entertained them at dinner at the Royal Connaught Hotel, Hamilton, on Tuesday, Jan. 6.

Mr. Briggar gave a short address on the history of the T. Upton Company. This firm, he said, was the first in Canada to manufacture orange marmalade and their business on this line has, of course, gradually increased. Mr. Briggar also stated that the business for the year 1919 had been one of the most successful that the company had ever had and stated that it would be necessary to make some additions to the present plant if the business continued to grow as it had during the past year.

Short addresses were given by the various salesmen of S. H. Moore & Company, in which they related how enthusiastically the line of the T. Upton Company were received by the trade, and stated that the prospects for the ensuing year were bright indeed.

EXPENSE VISIBLE AND INVISIBLE

Continued from page 31
and, he can use up to forty and sixty per cent. the last month and not exceed his average of twenty.

In the grocery business the simplest way is to charge markdowns into the advertising account, because markdowns with us are always special and made to stimulate trade. So the right plan is to take the amount of total markdowns on any goods you reduce in price, credit the sum to merchandise account and charge it against advertising.

It may be just as well to have a separate account for markdowns, so you may know as you go on what this amounts to. It will serve to make you very cautious in buying. But at inventory and trial balance time, put that account into advertising.

I feel safe in saying that you will be surprised what the total sums up to in a year.

Not long since I heard a man talking about making "100 per cent." I remonstrated with him, telling him that such was not good business talk. He stuck to his statement, saying that "everybody understands that system and knows what we are talking about when we state things that way." But that is precisely the trouble—we do NOT know what we are saying when we talk that way. It is like that with markdowns. Let us try to know what we are saying.

MILK IN PAPER CONTAINERS

One large distributing company in New York City which serves the East Side will begin the delivery of milk in waxed paper containers at 16 cents a quart, two cents under the prevailing rate.

NEWS FROM WESTERN CANADA

A New Travellers' Organization

Protests Against The Employment of Chinamen As Travellers

The Associated Commercial Travellers recently met in the Board of Trade Rooms, Calgary, for their annual meeting and protested against the employment of Chinamen as commercial travellers. Chas. E. Fenkell, president of the A. C. T., made a one-minute speech, saying the association had now reached the end of its first year and that it had been a most successful one. Efforts put forth firstly by the A. C. T., of Calgary, with a view to preventing the employment of Chinese as commercial travellers, have borne fruit in many parts of Canada, according to reports presented. The subject formed one of the principal topics of discussion. The matter has been taken up with the Retail Merchants' Association, and the North-West Commercial Travellers and other associations, and the campaign against Oriental employment is becoming Dominion-wide, and a letter in support of the Calgary A. C. T. was received from the Retail Merchants' Association, at Ottawa, Ont., and from the secretary of the North-West Commercial Travellers' Association at Winnipeg. This association is taking the matter up with the Eastern association so as to have, if possible, uniform legislation barring Orientals from membership.

Chas. Herring (Revillons' Wholesale, Ltd.) was elected president; H. A. Glenzie (Dominion Tobacco Co.), 2nd vice-president; W. H. Dobson (Ogilvie Milling Co.), 1st vice-president; W. G. Cochran (Can. Fairbanks Co.), secretary; H. L. Jackson (Plunkett & Savage), treasurer.

Treasurer H. L. Jackson read the financial statement for the year, showing the association to be in good financial standing.

Western

A. J. Burton, for several years manager of the J. F. Cairns Department Store in Saskatoon, has taken over the management of the Great West Department Store, on Railway street, Regina, owned by Joseph Schwartzfeld. Mr. Burton came to Regina from St. Louis, Missouri, where he held the management of one of the largest department stores in that city, as well as a number of stores in various cities in the United States.

The management of the Great West Stores intend to expand the business along several new lines, and to make it one of the most up-to-date stores in the province. Although the present stock is well over \$200,000, it will be greatly increased in the near future by the addition of a new department.

Mr. Neil will devote his whole time to the cartage and draying business he has been operating in a small way for some time past.

Archie Middleton was for a number of years manager of the grocery department of the J. F. Cairns Department Store, and latterly city salesman for the Quaker Oats Company, while Robert Middleton has been for some time connected with the staff of the F. R. MacMillan Department Store.

For the Betterment of the Merchants

Saskatchewan Retail Merchants Will Inaugurate New Ideas to Make the Merchant a Better Merchant

The Saskatchewan branch of the Retail Merchants' Association is constantly looking out for and inaugurating some new phase of work, that will help to make the merchant a better merchant and give him the best service possible. It has now made a successful commencement of a scheme that aims at embracing every merchant in the Province, in the formation of district branches. The idea has been conceived of mapping out the whole of the Province, wherever the steel has traversed, into districts, in some instances, embracing merchants

who are serving scattered districts far from the steel, each district to include from 200 to 250 members. The first district branch has been formed in the Assiniboia district in the southern part of the Province, with D. S. Saunders as district secretary, and is proving eminently successful. One of the qualifications of the secretaries of these district branches is that they shall be duly qualified bookkeepers, in order that they may assist the merchants to put in the best bookkeeping system possible.

It has also been urged that the merchants should take an active interest in the social life of the farming community, especially in the summer time, by going out in their motor cars, and taking part in the periodical picnics organized in the country districts. One of the members also offered a prize for the best grown roots or vegetables grown by farmers in the district.

Another direction in which the district secretaries will be of great assistance to the members of these branches will be in assisting them to fill in their income tax returns, for experience has shown that large numbers of merchants are at sea in the filling up of these returns.

Another important department that has recently been established in the Provincial Office is the advertising department for the purpose of taking care of the advertising of any of the members.

Foreign Element Disregard By-law

Several Merchants Will Appear in Court for Infringement of the Same—Toronto Grocers' Section Discuss Situation—New Officers Elected

A LARGER representation of Toronto grocers were present at the regular monthly meeting last evening, than for some time past, the early closing by-law making such a condition possible. Robert Dowson, chairman of the Toronto grocers' section of the Retail Merchants' Association, was in the chair, and a good portion of the evening was given up to the discussion of the early closing by-law. The attitude of the foreign element conducting fruit and grocery stores, has been anything but favorable to the by-law, and a number of them appear in Court this week for infringement of the same. The grocers' section decided to await the outcome of these cases before any further action is taken.

The action of the Board of Commerce in setting the price of sugar at 16 cents per pound was discussed at the meeting, and a resolution was passed urging that the matter be taken up with the Government. The grocers urged that there should be at least 20 per cent. on the

cost price, the selling price being 18 cents per pound instead of 16 cents.

Officers were elected for the ensuing year. Robert Dowson was re-elected chairman by acclamation; Jerry Burns, vice-chairman; John Whelpdale, 2nd vice-chairman; J. B. Folk, secretary, and D. McLean, treasurer. It was decided to hold two meetings each month, the first on the second Monday, and the second on the fourth Monday, the latter taking the form of a social gathering, and the former the regular business meeting. A social committee was elected as follows: W. J. Hooper, George Reilley; D. J. Leonard, D. Cameron, J. D. Booth, Lewis Stevenson and James Hussey.

The committee selected to arrange for the annual picnic will constitute the following Toronto grocers: D. W. Clark, W. J. Parks, D. J. Leonard, J. D. Booth, George H. Thornley, George Reilley, James Hussey, Nelson, Werrin, W. D. Frazer, E. Towler, J. Blood, W. J. Nichol, J. Oldham and W. Blyth.

George Reilley and W. J. Parks were appointed auditors.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

THE feature of the markets this week is the advance in the price of sugar. All refineries have advanced their quotations two and a half cents per pound. Grocery commodities are generally very strong. Dried fruits are selling well at strong figures. Soups also are in great demand and there is heavy buying of soap at present prices.

MONTREAL—The recent advance of sugar from \$12.00 to \$14.50 per 100 pounds came as a great surprise to the trade. Although an advance had been expected, this, which was the stiffest advance in the history of the trade, created a sensation. The market holds steadily at new prices and an active business is being done. While supplies are not yet materially improved, it is stated that it has generally been possible to meet all demands. All indications suggest a firmly held market for the immediate present. A few California fruits have reached this market. Supplies of canned goods are not good yet, especially in fruits. Shelled walnuts and almonds are very strong and the Spanish crop is reported to be practically exhausted. There are very few dates on the market, it is stated, and those available are imported direct from England. Prices in consequence will be higher. Beans have advanced and peas hold firmly. Rice and tapioca remain steady. Cane syrup has advanced \$2.00, as it is stated that syrup is, in many cases, being used as a substitute for sugar. The demands are heavy and additional advances are to be expected. Teas are very strong, especially Ceylons, and higher prices are stated to be pending. With the exception of Rio, general advances are reported on practically all grades of coffee and trade is very brisk. Cocoa remains firm and the general activity of the market indicates an early advance. Spices are firming. Flour remains steady at unchanged prices and an active business is reported. Owing to the sharp advance for choice oats, oatmeal has advanced to \$5.85. Graham flour is also advanced. Package oats are firm and it is stated that large cases of rolled oats that have remained unchanged for some months will be materially advanced soon. Owing to competition, it is stated, one brand

of cornflakes is reduced from \$4.15 to \$3.50 per case. Crushed oats have sharply advanced and there is a good demand for shorts and bran. There is a fairly active demand for vegetables. Leeks are selling at \$3.00 per dozen, an advance of \$1.00 over last week's prices. Apples are scarce and Gravensteins are reported to be exhausted. Valencia oranges are advanced to \$7.00. The feed market is particularly strong.

TORONTO—Grocery markets this week are marked by sharp advances in several lines. The feature, of course, is the advance in sugar, the new wholesale price being up two and a half cents per pound. The Toronto figure is now \$14.71 per cwt. Supplies are coming forward in much the same way as they have been now for weeks and while there is no abundance there is ample for all requirements. It is expected that shipments will be freer at an early date. The refineries are beginning to operate again. New prices are named on packaged rolled oats. These, however, will not become effective until February the first. There is a sharp increase in these quotations. All dried fruits are very strong and some show tendencies to go higher. Fard dates are now being quoted at 38 cents per pound in New York, which is fully ten cents per pound higher than the spot price. Raisins are fully four and a half cents higher than the opening price. Supplies are scant and while there has been some improvement in this regard, they are by no means abundant. Grecian currants are fairly plentiful and are steady in price. Prunes in bulk are selling well at unchanged figures. Teas and coffees continue strong, with the trend steadily upwards. Rices also look very firm and while the market is a little quiet just now, easier prices are not looked for. Potatoes have advanced to new high levels and wholesalers are quoting them this week at \$4 per bag, a jump of \$1 per bag in a week.

The produce market, while very strong, shows no changes. Live hogs are selling around \$17.25 and beef is holding firm. Lard is a cent per pound higher, but butter, eggs, cheese and margarine are holding firm at unchanged figures.

QUEBEC MARKETS

MONTREAL, Jan. 16—The Montreal markets have been fairly active for the time of year and the only complaint concerns the difficulties of securing ample supplies. Sugar has created the greatest sensation of the week, being the biggest advance at one time in the history of the trade. There is an upward tendency to the general market, although some lower quotations are made this week.

Advance in Pastes and Gelatine

Montreal.
GELATINE.—Cox's gelatine has advanced from \$1.50 to \$1.80 per dozen.
ALIMENTARY PASTES.—Casa cases of 30 16-ounce packages of alimentary pastes have been advanced from \$3.60 to \$4.50.

Sugar Remains Firm At Advanced Prices

Montreal.
SUGAR.—As CANADIAN GROCER definitely forecast last week, all grades of sugar were advanced. The increase from \$12.00 per cwt. for refined to \$14.50 is, naturally, a very stiff one. Dealers state that no real shortage is being felt, and while the market has been rather bare of supplies, it has generally been possible to meet all demands. As an informant remarked to CANADIAN GROCER, "The people of this country should consider themselves rather fortunate in this respect when compared with the people of other countries." The refineries will shortly be working again. This will, of course, relieve the pressure, but all indications suggest firmly high markets, rather than lower, for the immediate future.

Atlantic Sugar Company, extra granulated sugar, 100 lbs.	14 50
Acadia Sugar Refinery, extra granulated.	14 50
Canada Sugar Refinery	14 50
Domination Sugar Co., Ltd., crystal granulated	14 50
St. Lawrence Sugar Refineries	14 50
Iceing, barrels	14 70
Iceing, 25-lb. boxes	15 10
Iceing, 50-lb. boxes	14 90
Do., (50 1-lb. boxes)	16 20
Yellow, No. 1	14 10
Do., No. 2 (Golden)	14 00
Do., No. 3	13 90
Do., No. 4	13 70
Powdered, barrels	14 60
Do., 50s	14 80
Do., 25s	15 00
Cubes and Dice (asst. tea), 100-lb. boxes	15 10
Do., 50-lb. boxes	15 20
Do., 25-lb. boxes	15 40
Do., 2-lb. package	16 50
Paris lumps, barrels	16 10
Do., 100 lbs.	15 20
Do., 50-lb. boxes	15 30
Do., 25-lb. boxes	15 50
Do., cartons, 2 lbs.	16 50
Do., cartons, 5 lbs.	17 00
Crystal diamonds, barrels	15 10
Do., 100-lb. boxes	15 20
Do., 50-lb. boxes	15 30
Do., 25-lb. boxes	15 50
Do., cases, 20 cartons	16 25

California Fruits Reach This Market

Montreal.
CANNED GOODS.—Small supplies of California fruits have reached this mar-

cots are selling at \$5.25 per dozen, Red cherries at \$5.10, and Royal Ann cherries at the same price. Bartlett pears \$5.50 per doz. 2 lb. tins of loganberries, \$4.50 per doz. There is a steady demand for all canned goods which, generally, remain on an unchanged price basis. Supplies of canned vegetables are stated to be ample, but there is a falling off in deliveries of canned fruits. There is a slight change in canned salmon. Red Springs are selling at from \$4.10 to \$4.30. Cohoes have declined to \$3.65. Pinks have advanced to \$2.60. The undertone in this market is very firm.

CANNED VEGETABLES

Asparagus (Amer.), mammoth green tips	4 50	4 85
Asparagus, imported (2 1/2s)	5 50	5 55
Beans, Golden Wax	1 75	1 85
Beans, Refugee	1 70	1 75
Beets, new, sliced, 2-lb.	1 00	1 35
Corn (2s)	1 62 1/2	1 65
Carrots (sliced), 2s	1 45	1 75
Corn (on cob), gallons	7 90	7 50
Spinach, 3s	2 85	2 90
Squash, 2 1/2-lb. doz.	1 50	1 50
Succotash, 2 lb. doz.	1 80	1 80
Do., Can. (2s)	1 80	1 80
Do., California, 2s.	3 15	3 50
Do. (wine gals.)	8 00	10 00
Sauerkraut, 2 1/2 lb. tins.	1 60	1 60
Tomatoes, 1s	1 45	1 50
Do., 2s	1 50	1 50
Do., 2 1/2s	1 80	1 85
Do., 3s	1 90	2 15
Do., gallons	6 50	7 00
Pumpkins, 2 1/2s (doz.)	1 50	1 55
Do., gallons (doz.)	4 00	4 00
Peas, standards	1 85	1 90
Do., Early June	1 92 1/2	2 05
Do., extra fine, 2s.	3 00	3 00
Do., Sweet Wrinkle	2 00	2 00
Do., fancy, 20 oz.	1 57 1/2	1 57 1/2
Do., 2-lb. tins	2 75	2 75
Peas, Imported—		
Fine, case of 100, case	27 50	27 50
Ex. Fine	30 00	30 00
No. 1	23 00	23 00
Apricots, 2 1/2-lb. tins.	6 25	6 50
Apples, 2 1/2s, doz.	1 40	1 65
Do., new pack, doz.	2 20	2 20
Do., 3s, doz.	1 80	1 95
Do., new pack	6 75	6 75
Do., gallons, doz.	5 25	5 75
Blueberries, 1/2s, doz.	0 95	1 00
Do., 2s	2 40	2 45
Do., 1-lb. talls, doz.	1 85	1 90
Currants, black, 2s, doz.	4 00	4 05
Do., gallons, doz.	16 00	16 00
Cherries, red, pitted, heavy syrup,		
No. 2 1/2	4 80	5 15
No. 2	20 00	20 00

CANNED FRUITS

doz.	4 75	4 80
Do., white, pitted	4 50	4 75
Gooseberries, 2s, heavy syrup, doz.	2 75	2 75
Peaches, heavy syrup—		
No. 2	3 65	4 00
Do., gallon, "Pie," doz.	9 50	9 50
Do., gallon, table	10 00	10 00
Pears, 2s	4 25	4 50
Do., 2 1/2s	5 25	5 25
Do., 2s (light syrup)	1 90	1 90
Pineapples (grated and sliced),		
1-lb. flat, doz.	1 90	1 90
Do., 2-lb. talls, doz.	2 30	2 30
Do., 2 1/2s	4 00	4 50
Plums, Lombard	2 00	2 20
Do., in heavy syrup	2 40	2 45
Do., in light syrup	2 45	2 45
Gages, green, 2s	2 40	2 45
Raspberries, 2s, black or red, heavy syrup	4 50	4 60
Strawberry, 2s, heavy syrup	4 50	4 65

Rhubarb, 2-lb. tins	2 25
CANNED FISH, MEATS, ETC.	
Salmon—	
Chums, 1-lb. talls	2 00
Do., 1/2s, flat	1 20
Sockeye, 48, 1s, doz.	4 75
Do., 96, 1/2s, doz.	2 50
Red Springs, 1-lb. tall	4 10
Do., 1/2 lb.	2 00
Cohoes, 1-lb. tall	3 65
Do., 1/2 lb. flat	1 90
Pinks, 1 lb.	2 60
Do., 1/2 lb.	1 30
White Springs, 1s	2 00
Chums, 1 lb., talls	2 00
Do., 1/2s, flat	1 10
Gaspé, Nioche Brand (case of 4 doz.), per doz.	2 25
Labrador, 1-lb. flat	3 60
Alaska, red, 1-lb. tall	4 25
Herrings, imported, tomato sauce	3 25
Do., kippered	2 85
Do., tomato sauce, 1/2s.	1 85
Do., kipp., Canadian, 48, 1s.	1 50
Do., plain, case of 4 doz.	6 75
Do., 1/2s	1 65
Haddies (lunch), 1/2-lb.	1 00
Haddies, chicken (4 doz. to case), doz.	2 25
Canadian sardines, case.	6 25
Whale Steak, 1-lb. flat	2 00
Pilehards, 1-lb. talls	1 90
Norwegian sardines, per case of 100 (1/2s)	24 00
Oysters (canned), 5 oz., doz.	2 60
Do., 10 oz., doz.	4 20
Lobsters, 1/2-lb., doz.	3 40
Do., 1/2-lb. tins, doz.	5 50
Do., 1-lb. talls	12 00
Do., 3/4-lb., doz.	6 00
Do., 1-lb. flats	12 00
Lobster pas 1/2-lb. tins	2 40
Sardines (Amer. Norweg'n style)	14 50
Do., Canadian brands (as to quality), case	6 25
Do., French	32 00
Do., (gen. Norwegian)	21 00
Do., Portuguese, case	24 00
Scallops, 1-lb., doz.	3 25
Do., Eastern trade	2 65
Do., Winnipeg and Western	2 85
Scotch Snack, No. 2, doz.	4 50
Shrimps, No. 1	2 40
Do., 1 1/2s	4 50
Crabs, No. 1 (case 4 doz.)	6 75
Crab meat (Japanese), doz.	6 50
Clams (river), 1 lb., doz.	1 90
Scotch Snack, No. 1, doz., Montreal	2 85
Meats, English potted, doz.	2 00

Imported Dates Higher; Fruits To Go Up

Montreal.
DRIED FRUITS.—There are very few dates on the market, it is stated, and those available are coming direct from England. In consequence, there is a considerable difference in prices. Imported goods are advanced. Seedless raisins are very scarce just now and a very active business is being done in currants. There are few stocks of evaporated apples on hand, and an advance is expected shortly.

The raisin outlook is a very interesting one, and one jobber states that prices will rule much higher than ever before and may go to at least 25c per pound. Prices are up in the States. The tendencies are still upward.

Apricots, fancy	0 36
Do., choice	0 34
Do., slabs	0 30
Apples (evaporated)	0 23 1/2
Peaches, (fancy)	0 28
Do., choice, lb.	0 28
Pears, choice	0 25
Drained Peels—	
Choice	0 26
Ex. fancy	0 30
Lemon	0 45
Orange	0 46
Citron	0 68
Peels (cut mixed), doz.	3 25
Raisins —	
Bulk, 25-lb. boxes, lb.	0 18
Muscatels, 2 crown	0 16
Do., 1 Crown	0 17 1/2
Do., 3 Crown	0 18
Do., 4 Crown	0 19 1/2
Cal. seedless, cartons, 16 oz.	0 23

Cal. seedless, cartons, 16 oz.	0 22	0 22
Fancy seeded	0 17	0 17
16 oz.	0 21	0 22
Currants, loose	0 22	0 26
Do., Greek, 15 oz.	0 25	0 25
Dates, Excelsior (86-10s), pkg.	0 15 1/4	0 15 1/4
Fard, 12-lb. boxes	3 25	3 25
Packages only	0 19	0 20
Do., Dromedary (36-10 oz.)	0 19	0 19
Packages only, Excelsior	0 20	0 20
Figs (layer), 10-lb. boxes, 2s, lb.	0 40	0 40
Do., 2 1/2s, lb.	0 45	0 45
Do., 2 1/2s, lb.	0 48	0 48
Do., 2 1/2s, lb.	0 50	0 50
Figs, white (70 4-oz. boxes)	5 40	5 40
Figs, Spanish (cooking), 28-lb. boxes, each	0 14	0 14
Figs, Turkish, 3 crown, lb.	0 44	0 44
Do., 5 Crown, lb.	0 46	0 46
Do., 7 Crown, lb.	0 52	0 52
Figs, mats	4 75	4 75
Do., 28 8-oz. boxes	3 50	3 50
Do. (12 10-oz. boxes)	2 20	2 20
Prunes (25-lb. boxes)—		
20-30s	0 23	0 23
30-40s	0 30	0 30
40-50s	0 27	0 27
50-60s	0 25	0 25
60-70s	0 22	0 22
70-80s (25-lb. box)	0 30	0 30
80-90s	0 19	0 19
90-100s	0 17 1/2	0 17 1/2
100-120s	0 16	0 17

Shelled Almonds Strong; Shelled Walnuts High

Montreal.

NUTS.—Shelled almonds are very strong, especially as the Spanish crop is reported to be exhausted. On account of the existing exchange rates lower prices are expected in Bordeaux shelled walnuts. A good business is being done in all lines and the market remains very firm.

Almonds, Tarragona, per lb.	0 35	0 36
Do., shelled	0 60	0 60
Do., Jordan	0 75	0 75
Brazil nuts (new)	0 26	0 26
Chestnuts (Canadian)	0 27	0 27
Filberts (Stiely), per lb.	0 23	0 29
Do., Barcelona	0 25	0 26
Hickory nuts (large and small), lb.	0 10	0 15
Pecans, No. 4, Jumbo	0 35	0 35
Peanuts, Jumbo	0 24	0 24
Do., "G"	0 19	0 20
Do., Coons	0 16	0 16
Do., Shelled, No. 1 Spanish	0 24	0 25
Do., Salted, Spanish, per lb.	0 29	0 30
Do., Shelled, No. 1, Virginia	0 16 1/2	0 18
Do., No. 1 Virginia	0 14	0 14
Peanuts (Salted)—		
Fancy wholes, per lb.	0 38	0 38
Fancy splits, per lb.	0 33	0 33
Pecans, new Jumbo, per lb.	0 32	0 35
Do., large, No. 2, polished	0 32	0 35
Do., Orleans, No. 2	0 21	0 24
Do., Jumbo	0 60	0 70
Pecans, shelled	1 60	1 60
Walnuts	0 29	0 35
Do., new Naples	0 25	0 25
Do., shelled	0 82	0 85
Do., Chilean, bags, per lb.	0 83	0 83

Note—Jobbers sometimes make an added charge to above prices for broken lots.

Beans Sharply Advance; Peas Hold Firmly

Montreal.

BEANS.—Under a fairly active demand beans have advanced, and in some cases nearly 25 per cent. Supplies are not very heavy, but there are sufficient on the market to meet all requirements. Peas hold steadily, and it is stated that advances may shortly be made.

BEANS—		
Canadian, hand-picked, bush.	5 40	5 40
Japanese	5 25	5 50
Japanese Lima, per lb. (as to quality)	0 10	0 12
Lima, California	0 17	0 20
PEAS—		
White soup, per bush.	4 80	5 00
Split, new crop (96 lbs.)	5 40	5 50
Boiling, bushel	4 80	5 00
Japanese, green, lb.	0 10 1/4	0 11

Rice is Firm; Tapioca Steady

Montreal.

RICE.—Although the prevailing prices are unchanged from those of last week, the undertone is decidedly firm and an advance is to be expected shortly. Business in this market is not very active for the time of year, but sales are well up to the average.

RICE—		
Carolina, ex. fancy	17 50	20 00
Do. (fancy)	17 00	17 00
Do., No. 2	16 50	16 50
Siam, No. 2	12 50	12 50
Siam (fancy)	16 00	16 00
Rangoon "B"	11 75	13 25
Rangoon CC	11 75	13 00
Mandarin	13 75	13 75
Sparkling	15 75	15 75
Japan	13 50	13 50
Do., special	9 50	9 50
Patna	0 14 1/4	0 15 1/2
Broken rice, fine	7 00	7 00
Do., coarse	9 00	9 00
Tapioca, per lb. (seed)	0 12 1/2	0 16
Do. (earl)	0 12 1/2	0 14
Do. (flake)	0 11	0 13

Note.—The rice market is subject to frequent change and the price bases is quite nominal.

Advance of \$2 On Cane Syrup

Montreal.

MOLASSES, CORN SYRUPS.—All cane syrups have advanced \$2 per cwt. and molasses is advanced in one quarter 5 cents per gallon. The market is extremely active. Syrups are being used in many cases for cooking, and now that sugar is getting so expensive a greater business is being done in corn syrups, and demands are heavy. There is a firm undertone to this market and additional advances, it is stated, are almost inevitable.

Corn Syrups—		
Barrels, about 700 lbs., per lb.	0 08 1/4	0 08 1/4
Half barrels	0 08 1/2	0 08 1/2
Kegs	0 08 1/4	0 08 1/4
2-lb. tins, 2 doz. in case, case	5 45	5 45
5-lb. tins, 1 doz. in case, case	6 05	6 05
10-lb. tins, 1/2 doz. in case, case	5 75	5 75
20-lb. tins, 1/4 doz. in case, case	5 70	5 70
2-gal. 25-lb. pails, each	2 60	2 60
3-gal. 33 1/2-lb. pails, each	3 35	3 35
5-gal. 65-lb. pails, each	6 25	6 25
White Corn Syrup—		
2-lb. tins, 3 doz. in case, case	6 95	6 95
5-lb. tins, 1 doz in case, case	6 65	6 65
10-lb. tins, 1/2 doz. in case, case	6 25	6 25
20-lb. tins, 1/4 doz. in case, case	6 20	6 20
Cane Syrup (Crystal) Diamond—		
case (2-lb. cans)	8 50	8 50
Barrels, per 100 lbs.	12 25	12 25
Half barrels, per 100 lbs.	12 50	12 50
Glucose, 5-lb. cans (case)	4 80	4 80

Barbadoes Molasses—		
Punchoons	1 25	1 30
Barrels	1 28	1 31
Half barrels	1 30	1 35

Fancy Molasses (in tins)—		
2-lb. tins, 2 doz. in case, case	6 00	6 00
3-lb. tins, 2 doz. in case, case	8 25	8 25
5-lb. tins, 1 doz. in case, case	6 80	6 80
10-lb. tins, 1/2 doz. in case, case	6 65	6 65

Note—Prices on molasses to outside points average about 3c per gallon less. In gallon lots 2c above 1/2 barrel prices.

Teas Very Strong, Especially Ceylons

Montreal.

TEAS.—A very firm undertone characterizes the whole market, all grades being firmly held. Ceylons are stated to be especially strong, and although the price is on an unchanged basis at the present moment, sharp advances are said to be pending. Stocks on hand

are getting depleted, and the market generally is pretty bare. Larger supplies are almost out of the question and a growing demand for this beverage makes increased prices almost a certainty within a very short time.

JAPAN TEAS—

Choice (to medium)	0 65	0 75
Early picking	0 65	0 70
Finest grades	0 80	1 00

Javas—

Pekoes	0 42	0 45
Orange Pekoes	0 46	0 45
Broken Orange Pekoes	0 43	0 46

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

Coffee Advances; Cocoa Firms

Montreal.

COFFEE, COCOA.—With the one exception, that of Rio, which has dropped to from 33 1/2c to 35c per pound, general advances are reported on practically all grades of coffee. Business, notwithstanding, is very brisk and supplies are reported to be quite adequate to the heavy demand. A very firm tone is manifested in the market.

Cocoa holds very firm, and although at last week's prices, the strong demand and the general activity of the market presages an early advance, it is stated.

COFFEE—

Rio, lb.	0 33 1/2	0 35 1/2
Mexican, lb.	0 46	0 47
Jamaica, lb.	0 43	0 45
Bogotas, lb.	0 46	0 48 1/2
Mocha (types)	0 46	0 48
Santos, Bourbon, lb.	0 45	0 47
Santos, lb.	0 44	0 46

COCOA—

In 1-lbs., per doz.	5 50	5 50
In 1/2-lbs., per doz.	2 90	2 90
In 1/4-lb., per doz.	1 55	1 55
In small size, per doz.	1 15	1 15

Spices Sell Freely; Market Firming

Montreal.

SPICES.—The spice market holds firmly at an unchanged price basis, but it is stated that higher prices are shortly to be expected. Business is fairly good in this market, although January is always considered a quiet month. Supplies are coming to hand pretty freely.

Allspice	0 22	0 22
Cassia (pure)	0 33	0 35
Cocoanut, pails, 20 lbs., unweetened, lb.	0 46	0 46
Do., sweetened, lb.	0 38	0 38
Chicory (Canadian), lb.	0 20	0 20
Cinnamon—		
Rolls	0 35	0 35
Pure, ground	0 35	0 40
Cloves	0 35	0 35
Cream of tartar (French pure)	0 75	0 80
American high test	0 30	0 35
Ginger	0 40	0 40
Ginger (Cochin or Jamaica)	0 31	0 31
Mace, pure, 1-lb. tins	1 00	1 00
Mixed spice	0 30	0 32
Do., 2 1/2 shaker tins, doz.	1 15	1 15
Nutmegs, whole	0 60	0 70
64, lb.	0 45	0 45
80 lb.	0 45	0 45
100, lb.	0 40	0 40
Ground, 1-lb. tins	0 65	0 65
Pepper, black	0 39	0 40
Do., special	0 32	0 32
Do., white	0 50	0 50
Pepper (Cayenne)	0 35	0 37
Pickling spice	0 25	0 30
Paprika	0 65	0 70
Tumeric	0 28	0 30
Tartaric acid, per lb. (crystals or powdered)	1 00	1 10
Cardamon seed, per lb., bulk	2 00	2 00
Caraway (nominal)	0 30	0 35
Cinnamon, China, lb.	0 30	0 30

Do., per lb.	0 35
Mustard seed, bulk	0 35 0 40
Celery seed, bulk (nominal).....	0 75 0 80
Pimento, whole	0 18 0 20

For spices packed in cartons add 4½ cents a lb., and for spices packed in tin containers add 10 cents per lb.

**Flour Remains Steady
At Unchanged Prices**

Montreal.
FLOUR.—The flour market remains very firm at unchanged prices, and there is an active demand for all grades. No further changes are likely to take effect at the present time. There has been active inquiry for winter wheat flours, and the basis is firmer.

Standard Wheat Flours—
Straight or mixed cars, 50,000 lbs. on track, per bbl., in (3) jute bags, 98 lbs. 13 25
Per bbl., in (2) cotton bags, 98 lbs. 13 40
Small lots, per bbl. (2) jute bags, 98 lbs. 13 55
Winter wheat flour (bbl.) Jute bags

**Oatmeal Advances;
Graham Flour, Too**

Montreal.
CEREALS.—With the sharp advance for choice oats, an advance in oatmeal is to be expected. Rolled oats are now quoted at from \$5.00 to \$5.15 and \$5.40 per 90 pound bag. Graham flour is now selling at prices ranging from \$6.00 to \$6.75 and \$6.90. Oatmeal is also tending upward and has advanced too from \$5.75 to \$5.85.

Cornmeal, golden granulated ...	5 50	6 25
Barley, pearl	7 00	7 50
Barley, pot, 98 lbs.	6 00	6 50
Barley (roasted)	7 50	
Buckwheat flour, 98 lbs. (new)....	6 00	
Hominy grits, 98 lbs.	6 00	6 50
Economy, pearl, 98 lbs.	6 00	6 45
Graham flour	6 00	6 75 6 90
Oatmeal (standard-granulated)...	5 75	5 85
Rolled oats, 90-lb. bag	5 00	5 15 5 40

**Corn Flakes Down;
Package Oats Firm**

Montreal.
PACKAGE GOODS—Prices are likely to be higher for package goods, notably rolled oats. The market is decidedly firm. On account of the recent sharp advance in oats, case rolled oats that for some months have been selling at \$5.60 for large cases, will be materially advanced soon, if present oat market remains firm. One brand of corn flakes is reduced from \$4.15 to \$3.50 per case, owing to competition, it is stated.

PACKAGE GOODS

Breakfast food, case 18	2 85
Cocoanut, 2 oz. pkgs., doz.	0 78½
Do., 20-lb. cartons, lb.	0 36
Corn Flakes, 3 doz. case 3 50 3 65 3 50	4 25
Oat Flakes, 20s	5 40
Rolled oats, 20s	5 60
Do., 18s	2 00
Do., large, doz.	3 00
Oatmeal, fine cut, pkgs., case....	6 75
Puffed rice	5 70
Puffed wheat	4 25
Farina, case	2 35
Hominy, pearl or granu., 2 doz.	3 65
Health bran (20 pkgs.), case....	2 60
Scotch Pearl Barley, case.....	2 60
Pancake Flour, case	3 50
Pancake Flour, self-raising, doz..	1 50
Wheat food, 18-1½s	3 25
Buckwheat Flour, case	3 60
Wheat flakes, case of 2 doz.	2 60
Oatmeal, fine cut, 20 pkgs.	6 75
Porridge wheat, 36s	6 45
Do., 20s	6 25
Self-raising Flour (8-lb. pack.) doz.	2 95

Do. (6-lb. pack.), doz.	5 80
Corn starch (prepared)	0 11½
Potato flour	0 16½
Starch (laundry)	0 12
Flour, Tapioca	0 15 0 16

**Crushed Oats
Advance Sharply**

Montreal.
FEEDS.—Crushed oats have advanced the present range of price, according to grade being \$63.00 to \$71.00 per ton, and it is reported that there is a good demand for all feeds. Feed flour (98 lbs.) is now selling at \$3.80.

The market remains very firm. There is a good demand for shorts and bran.

FEEDS—

Bran, mixed cars	45 00
Shorts, mixed cars	52 00
Crushed oats	63 00 71 00
Barley chop	
Special Middlings	
Feed Flour, 98 lbs.	3 80
Gluten Feed—	
F.o.b. Cardinal	64 00
F.o.b. Port William	62 00

**Leeks Are Advanced;
Horseradish Declines**

Montreal.
VEGETABLES.—Leeks are now selling at \$3.00 per dozen, an advance of \$1.00 over last week's prices. Horseradish is selling at just half the previous price. There is a fairly active demand for all vegetables, but it is stated that business is falling off this month, and which is generally expected.

Artichokes, bag	2 00
Beans, new string (imported) hamper	7 00
Beets, new, bag (Montreal)	2 00
Cucumbers (hothouse), doz.	4 00
Chicory, doz.	0 75
Cauliflower, Am., doz. dble crate ..	7 00
Do., single crate	3 50
Cabbage (Montreal), barrels	4 00
Carrots, bag	1 25
Celery, Canadian, doz.	
Do., California, 5-7 doz. crate....	13 00
Garlic, lb.	0 50
Horseradish, lb.	0 20
Lettuce (Boston), head crate	3 25
Leeks, doz.	3 00
Mint	0 60
Mushrooms, lb.	1 50
Do., basket (about 3 lbs.)	4 00
Onions, Yellow, 75-lb. sack	6 50
Do., red, 75 lbs.	6 50
Do., crate	2 75
Do., Spanish, case	7 00
Oyster plant, doz.	0 50
Parsley (Canadian)	0 60
Peppers, green, doz.	0 50
Parasnips, bag	1 75
Potatoes, Montreal (90-lb. bag)....	2 75
Do., New Brunswick	2 75
Do., sweet hamper	3 50 3 75
Radishes, American, doz.	0 75
Spinach, barrel	6 00
Turnips, Quebec, bag	1 50 2 00

Do., Montreal	1 25
Tomatoes, hothouse, lb.	0 65

**Apples Are Scarce;
Oranges Marked Up**

Montreal.
FRUITS.—The market is not too well supplied with fruits at this time of the year, but there is an active demand for all available. Apples are not at all plentiful. Gravensteins are reported to be exhausted. There are still a few apples in boxes that are selling at \$4.00 per box. Valencia oranges are advanced to \$7.00.

Apples—

Baldwins	7 50	8 00
Ben Davis, No. 1	6 00	7 00
MacIntosh Red		12 00
Fameuse, No. 1	14 00	15 00
Greenings	7 50	8 00
Gravenstein		
Spies		10 00
Winter Reds	6 50	7 00
Apples in boxes		4 00
Bananas (as to grade), bunch....	6 00	7 00
Cranberries, bbl.	12 00	13 50
Do., gal.		0 75
Holly, doz. bunches, doz.		
Grapes, Tokay (box), 30 lbs.		
Grape, Emperor, kegs		13 00
Evergreen, bundle		
Grapefruit, Jamaican, 64, 80, 96.		4 25
Do., Florida, 54, 64, 80, 96.		4 25
Lemons, Messina		6 00
Pears, Cal.		6 50
Pomegranates (boxes of about 80), box		3 00
Keiffer Pears (box)		2 75
Pears, Cal.		5 00
Oranges, Cal., Valencias		7 00
Cal. Navels	7 00	7 50
Florida, case		4 00

**Oats Are Advanced;
Market Firming**

Montreal.
HAY, FEEDS.—There has been a sharp advance in oats and the market is very firm, with higher tendencies. Supplies are erratic and the heavy local demands are not always filled. No. 1 feed oats are selling at from \$1.08 to \$1.09 per 34 pounds.

The hay market is particularly strong.

Hay—

Good, No. 1, per 2,000-lb. ton	26 00
Do., No. 2	25 00
Do., No. 3	23 00
Straw	15 00

Oats—

No. 2 C.W. (34 lbs.)	1 11	1 12
No. 3 C.W.	1 08	1 09
Extra feed		1 02½
No. 1 feed	1 08	1 09
No. 2 feed		1 08

Barley—

No. 3 C. W.	
No. 3	
No. 4 C.W.	
Feed barley	1 60

Prices are at elevator.

ONTARIO MARKETS

TORONTO, Jan. 16—The feature of the grocery markets this week is the strong advance in the price of sugar, amounting to two and a half cents per pound. All commodities are very strong this week. Raisins continue at very high levels and new prices are announced for rolled oats in packages at the beginning of February. All dried fruits are at strong figures. Canned goods are selling well, but are steady in price.

**Sharp Advance
in Sugar Prices**

Toronto.
SUGAR.—A sensational advance was

announced in the price of granulated sugar last week, when a jump of 2½ cents per pound took place. As predicted in CANADIAN GROCER, an increase in the price of sugar was immi-

ment, and it is not unlikely that the quotation may reach 15 cents per pound before long. Sugar is now ruling at a record figure. Supplies are fairly good, some of the refineries having resumed operations, and there should be now more sugar available from time to time.

St. Lawrence, extra granulated, cwt... 14 71
 Atlantic, extra granulated 14 71
 Acadia Sugar Refinery, extra granulated 14 71
 Can. Sugar Refinery, extra granulated.. 14 71
 Dom. Sugar Refinery, extra granulated.. 14 71
 Differentials: Canada Sugar, Atlantic, St. Lawrence, Dominion: Granulated, advance over basis: 50-lb. sacks, 10c; barrels, 5c; gunnies, 5/20s, 25c; gunnies, 10/10s, 40c; cartons, 20/5s, 45c; cartons, 50/2, 55c.
 Differentials on yellow sugars: Under basis, bags 100 lbs., No. 1, 40c; No. 2, 50c; No. 3, 60c; barrels, No. 1, 35c; No. 2, 45c; No. 3, 55c
 Acadia granulated, advance over basis: gunnies, 5/20s, 40c; gunnies, 10/10, 50c; cartons, 20/5s, 60c; cartons, 50/2, 70c Yellows same as above.

Molasses and Corn Syrups Very Strong

Toronto.

MOLASSES, CORN SYRUP. — The market for molasses and corn syrups is very strong, but steady at unchanged figures. The tendency is very strong, and higher levels on molasses particularly are not unlikely.

Corn Syrups—

Barrels, about 700 lbs., yellow	0 08 1/4
Half barrels, 1/2 over bbls.; 1/4 bbls., 1/2 over bbl.	
Cases, 2-lb. tins, white, 2 doz. in case	5 05
Cases, 5-lb. tins, white, 1 doz. in case	6 55
Cases, 10-lb. tins, white, 1/2 doz. in case	6 25
Cases, 2-lb. tins, yellow, 2 doz. in case	5 45
Cases, 5-lb. tins, yellow, 1 doz. in case	6 05
Cases, 10-lb. tins, yellow, 1/2 doz. in case	6 75

Cane Syrups—

Barrels and half barrels, lb....	0 08
Half barrels, 1/2 over bbls.; 1/4 bbls., 1/2 over	
Cases, 2-lb. tins, 2 doz. in case	7 00

Molasses—

Fancy, Barbadoes, barrels.....	1 40
Choice Barbadoes, barrels.....	1 20
West India, bbls. gal.....	0 40
West India, No. 10, kegs.....	6 50
West India, No. 5, kegs.....	2 75
Tins, 2-lb., table grade, case 2 doz., Barbadoes	5 50
Tins, 5-lb. table grade, case 2 doz., Barbadoes	7 75
Tins, 5-lb., 1 doz. to case, Barbadoes	5 30
Tins, 10-lb., 1/2 doz. to case, Barbadoes	5 20
Tins, No. 2, baking grade, case 2 doz.	3 50
Tins, No. 3, baking grade, case of 2 doz.	4 70
Tins, No. 5, baking grade, case of 1 doz.	3 75
Tins, No. 10, baking grade, case of 1/2 doz.	4 60
West Indies, 1 1/2s, 48s.....	6 95
of 1/2 doz.	6 00

New Prices Named on Rolled Oats

Toronto.

PACKAGE GOODS.—As has been announced recently in CANADIAN GROCER, an advance has been expected in rolled oats, and the announcement has now been made by manufacturers that prices of the cases, both round and square, that is in the 20s, will be \$6.50 per case, commencing February 1st. The regular size, that is the 36s, will be \$4.85, and the 18s, \$2.42 1/2. Present prices will rule up to January 30th. Other lines of package goods are very firm and strong, but no changes are announced.

PACKAGE GOODS

Rolled Oats, 20s round, case.....	\$5 60
Do., 20s square, case.....	5 10
Do., 36s, case.....	4 00
Do., 18s, case.....	2 00
Corn Flakes, 36s, case.....	4 00
Porridge Wheat, 36s, regular, case	6 00
Do., 20s, family, case.....	5 80
Cooker Package Peas, 36s, case..	4 20
Cornstarch, No. 1, lb. cartons.....	0 11 1/2
Do., No. 2, lb. cartons.....	0 10 1/2
Laundry starch.....	0 10
Laundry starch, in 1-lb. cartons	0 12
Do., in 6-lb. tin canisters.....	0 13 1/2
Do., in 6-lb. wood boxes.....	0 13 1/2
Potato Flour, in 1-lb. pkgs.....	0 16
Fine oatmeal, 20s.....	6 75
Cornmeal, 24s.....	3 65
Farina, 24s.....	2 90
Barley, 24s.....	2 60
Wheat flakes, 24s.....	5 60
Wheat kernels, 24s.....	4 50
Self-rising pancake flour, 24s....	3 30
Buckwheat flour, 24s.....	3 30
White flour, 24s.....	5 50
Graham flour, 24s.....	5 75

New Prices on Several Lines

Toronto.

MISCELLANEOUS.—Crisco advanced 15 cents per case, effective January 6th, and 20 cents per case effective January 10th, making the prices now for ones and threes, \$13.20, and sixes and nines, \$13.05. Cream of wheat has advanced to \$9.60 for 36s, or \$3.25 per dozen. Quaker puffed wheat is now selling at \$4.60 per case. Tillson's fine cut oatmeal is \$6.75 per case of 20 packages. Chase and Sanborn have advanced their coffees, the half-pound tins now selling at 61 cents, the pound tins at 59 cents, and the two-pound tins at 58 cents. Pure Gold icings are now quoted at \$1.55 per dozen.

Breakfast Food Shows Advance

Toronto.

CEREALS.—Cereals in bulk are in brisk demand, and prices are very strong. The only change in the list this week, however, is that of breakfast food number one and two, at \$7.75 in 98-pound bags. The 24-pound bags are \$2.

	Single Bag	Bag Lots
	F.o.b. Toronto	Toronto
Barley, pearl, 98s.....	7 00	7 50
Barley, pot, 98s.....		6 00
Barley Flour, 98s.....		4 50
Buckwheat Flour, 98s.....		6 25
Cornmeal, Golden, 98s.....	5 75	6 00
Do., fancy yellow, 98s.....		6 50
Hominy grits, 98s.....	5 50	6 00
Hominy, pearl, 98s.....	5 25	5 75
Oatmeal, 98s.....	5 70	5 80
Oat Flour.....		
Corn Flour, 98s.....		5 50
Rye Flour, 98s.....		5 00
Rolled Oats, 90s.....	5 00	5 25
Rolled Wheat, 100-lb. bbl.....	6 50	7 25
Cracked wheat, bag.....		4 50
Breakfast food, No. 1.....		7 75
Do., No. 2.....		7 75
Rice flour, 100 lbs.....		10 00
Linseed meal, 98s.....		6 75
Peas, split, 98s.....		0 08 1/2
Blue peas, lb.....	0 09	0 10
Marrowfat green peas.....		0 11 1/2
Graham Flour, 98s.....		6 60
Farina, 98s.....		6 20

Active Inquiry For Canned Goods

Toronto.

CANNED GOODS.—There is a very active demand for all canned goods, both vegetables and fruits. They are selling freely at unchanged prices, but the market is very firm. The fruits and jams are in demand, and with the present high

prices of sugar prevailing, the tendency in these lines is decidedly towards stronger levels.

Fard Dates Likely to Be Higher

Toronto.

DRIED FRUITS.—New shipments of Fard dates are quoted at an advance, considerably in excess of the price being asked on spot. Wholesalers are quoting them to the trade at from 28 1/2 to 29 1/2 cents per pound, but the price being quoted in New York to-day is 38 cents, which indicates the extent of the jump that is bound to take place on new shipments. Dromedary dates are selling at from \$7 to \$7.25 per case. Raisins continue very scarce, and prices now are fully four and a half cents in excess of the opening prices. There are some extra fancy bleached raisins on the market this week that are being quoted at 28 1/2 cents. Seedless raisins in 15 oz. packets are from 23 to 25 cents, and Crown Muscatels are from 21 1/2 to 22 1/2 cents.

Shelled Nuts Sell Freely

Toronto.

NUTS.—There is an active demand for all shelled nuts, but nuts in the shell are selling a bit slowly just now. Grenoble walnuts unshelled are quoted slightly easier at 33 cents per pound, and Marbot walnuts at 30 cents. The outlook in almonds is for higher prices. Quotations for future delivery are showing advances. The market for coconut is very strong, and steady at 45 cents per pound.

Tea Prices Hold Steady

Toronto.

TEAS.—No new developments are reported in the markets for teas this week. Prices are very strong on spot, and primary quotations continue at high figures, with the trend upward rather than downward. Supplies on spot are not heavy, and there is active buying.

Coffee Prices on Spot Are Firm

Toronto.

COFFEES.—Some dealers have advanced their package coffees, but bulk prices on spot show no change as compared with a week ago. Supplies are not heavy and the market is very strong, and some importers are predicting higher prices in the near future. Stronger figures are being quoted for primary stocks, and this condition is bound to be reflected here in the near future.

Spice Quotations Look Higher

Toronto.

SPICES.—The tendency in spices is towards higher levels, although dealers have not advanced prices at all, but they state that the strength of primary markets will warrant higher levels on the delivery of goods now being bought. Cream of tartar is very firm but unchanged in price.

**Primary Quotations
on Rice Strong**

Toronto.

RICES.—The market for rices is very strong but unchanged. Primary prices show considerable strength. Tapioca is selling freely, but rices are not at all in heavy demand.

**Beans Are Selling
at Firm Prices**

Toronto.

BEANS.—The cold weather has stimulated the demand for beans, and the market is very firm for the same. No changes are reported in quotations on spot, but Ontario beans are holding strong.

**Honey is in
Active Demand**

Toronto.

MAPLE SYRUP, HONEY.—Honey is selling fairly well, and prices are steady. Dealers report a moderate demand for the same. Maple syrup is pretty well cleaned up.

**Oranges and Grapefruit
Are Selling Well**

Toronto.

FRUITS.—There is a very active demand for oranges, grapefruit and lemons. Prices show few changes as compared with a week ago. Florida oranges are being quoted this week, at from \$5.50 to \$6 per case. Lemons are from \$4.50 to \$5 per case. Apples in barrels and boxes are selling freely at unchanged figures.

Bananas, Port Limons	0 07 1/2
Valencia Oranges—	
216s, 250s, 288s, 324s	5 50 6 75
Cal. Navels—	
100s, 126s, 150s, 176s, 200s....	5 00 6 75
216s, 250s, 288s, 324s	6 75
Florida Oranges—	
176s, 200s, 216s, 250s.....	5 50 6 00
Lemons, Cal., 300s, 360s	4 50
Lemons, Messinas, 300s	5 00
Grapefruit, 54s, 64s, 70s, 80s, 96s	4 50 5 00
Apples—	
Ontario Spies, bbl.	10 00
Blenhelms, bbl.	7 50
Winesaps, box	4 25
Delicious, box	4 75
Kings, box	3 25
Spys, Ont., box	2 75
Rome Beauty, sizes 86s, 96s, 104s, 113s, 125s, 138s, 150s..	3 75 4 00
Cal. Pears	5 50
Florida Tangarines, 144s, 168s, 196s, 216s, 224s	4 25 5 00
Grape, Cal., Emperor	7 75 8 00
Drums	15 00 17 00
Do., Spanish Malagas, keg....	14 00
Cranberry, Cape Cod, bbl.	7 50
Do., half bbl.	4 50
Do., boxes	4 00
Pomegranates, boxes	4 00

**Potatoes Advance
to \$4 Per Bag**

Toronto.

VEGETABLES.—The feature of the market for vegetables this week is the advance of \$1 per bag to \$4. This is a very sharp increase, and is due altogether to the limited offerings. Americans are in the Canadian market for large quantities of potatoes, and are buying freely for shipment to the other side. Farmers are also showing a tendency to hold their potatoes, anticipating even a higher figure than they are now receiv-

ing. California vegetables are arriving more plentifully and are selling well. California cabbages are \$6.50 per case, and the domestic kind are selling at \$2.75 per barrel.

Cabbage, bbl.	2 75
Carrots, per bag	2 00
Parsnips, per bag	2 50
Radishes, Cal., doz.	0 75
Cabbages, Cal., case.....	6 50
Lettuce, Cal., head, crate 8 doz..	5 50
Hothouse Tomatoes, lb.	0 50 0 40
Onions, Yellow Danvers, 100-lb.	

sacks	8 00
Do., 75 lbs.	4 50
Spanish Onions, large cases	7 50
Do., small crates	2 75
Onions, white, large sacks	7 50
Green Onions, doz. bunches	1 00
Celery, 8 doz.	7 00
Cauliflower, Cal., case	5 50
Potatoes—	
Ontario, 90-lb. bags	4 00
Quebec, 90-lb. bags	4 00
Jersey Sweet Potatoes, hamper..	2 75
Do., bbl., double headers	7 50
Turnips, bag	1 00
Mushrooms, 4-lb. basket	3 50

WINNIPEG MARKETS

**Sugar Shows
Heavy Advances**

Winnipeg.

SUGAR.—Sugar has advanced two and a half dollars per hundredweight. Market is very firm, and, as pointed out in these columns recently, sugar will likely reach a still higher point.

Supplies at present are very light and will be so for some weeks yet.

**Market For Beans
is Firmer**

Winnipeg.

BEANS.—The bean market has been showing a firmer tendency the past few weeks. There has been little actual change in prices, but a marked firmness is noted this week.

Hand-picked extra fancy, per bag, 100 lbs., \$7.75; hand-picked fancy, per bag, \$7.25; imported Linas, 80 lb. bags, per lb., 13c.

**Dried Fruits
in Heavy Demand**

Winnipeg.

DRIED FRUITS.—Dried fruits are in very heavy demand, especially California raisins and prunes. There is a great scarcity of both these lines. Last week it was stated that California packers were offering heavy premiums for both raisins and prunes. The past week has seen many diverted shipments of California raisins in transit to Canada diverted to American points at

very much higher prices. Retailers were well advised when the market opened to procure their requirements then without delay.

Prunes—

90-100s, 25s	0 18
80-90s, 25s	0 18 1/2
70-80s, 25s	0 20
60-70s, 25s	0 21
50-60s, 25s	0 22
40-50s, 25s	0 25

**Rice Very Firm;
Scant Supplies**

Winnipeg.

RICES.—This market is almost bare of the better grades of rice. Spot supplies are very low, indeed. New crop Siam is expected the first part of February. The price will be higher than has been expected for this grade.

**Jelly Powder, Etc.,
Show Advances**

Winnipeg.

MISCELLANEOUS.—Package icing sugar, jelly powders, etc., all show an advance, in fact most lines in which sugar enters largely in the manufacture will show advances.

Confectionery lines have advanced from two to three cents per lb., due to the advance in sugars. Manufacturers report this advance only takes care of the sugar advance, that owing to the labor situation they are still working on a much smaller margin of profit than during normal conditions. Confectionery will certainly be considerably higher.

VANCOUVER MARKETS

**No Scarcity of
Molasses Reported**

Vancouver.

MOLASSES.—The jobbers claim that they are having no difficulty in procuring their supplies of molasses, although those who are bottling and canning molasses claim that it is only with the greatest effort that they are able to keep supplies rolling.

SUGAR.—A very serious sugar shortage still exists in B. C. At present the deliveries to the jobbers amount to about 80 per cent. of last year's; notwithstanding the fact that the estimated increase in population in Vancouver and district is about 50 per cent. Sugar has again advanced, being quoted at \$13.50.

**Shipping Potatoes
To Seattle**

Vancouver.

POTATOES.—It has been generally conceded that with the loss through frost there would not be any surplus of potatoes in B. C. Yet in the last ten days there have been over three hundred cars shipped from this centre to Seattle, and more are bought to ship. A couple of weeks ago the price of locals was \$60, and Ashcrofts \$65; at present the market is just twenty dollars above these figures. In the last two weeks, the fact that a profit could be taken off the Seattle price has raised the price of this necessity to the B. C. consumer by \$1 a bag. One Water street

Continued on next page.

WEEKLY MARKET REPORTS BY WIRE

Statements from Buying Centres, East and West

New Brunswick Markets FROM ST. JOHN, BY WIRE.

St. John, Jan. 13.—The only changes in the local market of much interest is sugar, granulated now being quoted at \$14.60 and yellow at \$14.10. Fresh eggs are becoming more plentiful and are selling at 80 to 85 cents a dozen. Potatoes are holding very firm and higher prices are expected. Western apples are down to \$4.50 a box.

Flour, No. 1 patents, bbls., Man.	14 75
Cornmeal, gran., bags	6 00
Cornmeal, ordinary	3 85
Rolled oats	11 75
Rice, Siam, per 100 lbs.	13 00
Tapioca, 100 lbs.	13 50
Molasses	1 25
Sugar—	
Standard, granulated	14 60
No. 1, yellow	14 10
Cheese, New Brunswick	0 32
Cheese, Ont., twins	0 32
Eggs, fresh, doz.	0 80
Eggs, storage	0 63
Breakfast bacon	0 38
Butter, creamery, per lb.	0 70
Butter, dairy, per lb.	0 65
Butter, tub	0 60
Lard, pure, lb.	0 32
Lard, compound	0 30
American clear pork	60 00
Beef, corned, 1s	4 00
Tomatoes, 2½s, standard case	4 20
Raspberries, 2s, Ont., case	4 40
Peaches, 2s, standard, case	7 25
Corn, 2s, standard, case	3 75
Peas, standard, case	4 10
Apples, gal., N.B., doz.	4 75
Strawberries, 2s, Ont., case	0 00
Salmon, Red Spring, flats, cases	19 50
Pinks	11 00
Cohoos	15 00
Chums	9 00
Evaporated Apples, per lb.	0 22½
Peaches, per lb.	0 27½
Potatoes, Natives, per bbl.	5 00
Onions, Can., 100-lb. bag	7 00
Lemons, Cal., case	5 00
Oranges, Cal., case	6 00
Grapefruit, Cal., case	5 50
Apples, Western, box	4 50
Bananas, per lb.	0 10
Grapes, Malaga, keg	11 00

Saskatchewan Markets FROM REGINA, BY WIRE.

Regina, Sask., Jan. 13.—Recent advance of sugar prices as far west as Winnipeg had no effect on local market as no Eastern sugar is now being received here. Sugar market, however, is very firm, and an advance is expected soon. Gasoline and kerosene are both higher: Gasoline now quoted at 39 to 41 cents a gallon and kerosene from 27 to 30 cents. Dealers are quoting new laid eggs at 75 cents and No. 1 storage at 63 to 65 cents, although there are no eggs coming in. Poultry receipts for the week about 3,000 pounds.

Flour, 96s, per bbl.	12 95
Beans, B.C.	7 50
Rolled oats, 80s	4 60
Rice, Siam	12 75
Japan, No. 1	15 50
Tapioca, lb.	0 14
Sago, lb.	0 13½
Sugar, pure cane, granulated, cwt	0 32
Cheese, No. 1, Ontario, large	0 32
Butter, creamery, lb.	0 70
Do., dairy, lb.	0 57
Lard, pure, 3s, lb.	0 32
Eggs, new laid, local	0 70
Do., No. 1, storage, case	17 00
Tomatoes, 2½s, standard, case	4 30
Corn, 2s, case	4 00
Peas, 2s, standard, case	4 20
Strawberries, 2s, Ontario, case	10 30
Raspberries, 2s, Ontario, case	10 30
Cherries, 2s, red, pitted	9 00
Apples, evaporated	0 22½
Do., 2s, lb.	0 25½
Peaches, evaporated, lb.	0 25½
Do., canned, 2s	7 50
Prunes, 90-100s	0 16
Do., 70-80s	0 17
Do., 50-60s	0 20
Do., 30-40s	0 26
Do., 20-30s	0 31
Raisins, bleached Sultanas	0 27
Do., bulk, seedless	0 21
Do., package, 11 os.	0 16½
Filiatras Currants, lb.	0 26
Salmon, pink tail, case	10 25
Do., Sockeye, tall, case	17 60
Do., halves	18 00
Potatoes, Alta., per ton	65 00
Oranges	6 00
Lemons	6 25
Grapefruit	6 00
Pears, evaporated, lb.	0 33½
Pineapples, 2s	6 20
Do., 2½s	7 90
Spanish Malaga Raisins, 5½-lb. trays	0 23
Do., Crowns, 21 lbs.	8 50

Alberta Markets FROM CALGARY, BY WIRE.

Calgary, Alta., Jan. 6.—Cream of wheat has advanced \$1.50 a case. Fels Naptha soap is 60 cents a case higher. Quaker Oats 90 cents a case higher. British Columbia sugar has advanced 1½ cents a pound. Rogers' syrup 2s is up 30 cents, and other sizes 35 cents. Blue Ribbon and Red Rose teas are up 4 cents. Condensed milk 5 cents a case. Smoked hams and bacon about 1 cent a pound; many varieties of canned meats are higher. Palm Olive soap is down \$3 a gross, but the size is slightly smaller. New laid eggs selling at 70 cents a dozen, storage eggs \$17 to \$18 a crate. Cheese 32 to 33 cents. No. 1 Japan rice \$15.50 to \$18 per 100 pounds.

Beans, small white, Japans, bus.	4 50
Beans, Lima, per lb.	0 12½
Rolled oats, brails	5 00
Rice, Siam, cwt.	12 00
Sago, lb.	0 11½
Flour	5 40
Tapioca, lb.	0 14
Sugar, pure cane, gran., cwt.	12 50
Cheese, No. 1, Ontario, large	0 33
Butter, Creamery	0 85
Lard, pure, 3s, per case	21 60
Bacon, lb.	0 47
Eggs, new laid	0 75
Tomatoes, 2½s, standard case	4 47
Corn, 2s, standard case	3 96
Peas, 2s, standard case	4 80

Apples, gal.	3 25
Apples, evaporated, per lb.	0 26
Strawberries, 2s, Ont., case	9 75
Raspberries, 2s, Ont., case	9 75
Peaches, 2s, Ontario, case	7 85
Plums, 2s, case	5 00
Salmon, finest Sockeye, tall, case	17 80
Salmon, pink, tall, case	10 25
Peaches, Cal., 2½s	7 00
Potatoes, bag	1 35

VANCOUVER MARKETS Continued from page 40.

observer estimates that only about 25 per cent. of the potatoes are still in growers' hands, and that by spring potatoes will be scarce at \$6.50 a bag.

Slight Advances in Rolled Oats

Vancouver. ROLLED OATS.—There have been a couple of small advances in the price of rolled oats. The market rules generally as follows:

Rolled oats, 10s, case	5 25
Do., 20s, case	5 40
Do., 40s, case	5 25
Do., 80-lb. bag	5 15
Cornmeal, 10s	6 25
Do., 49s	11 60
Barley, patent	0 07½
Do., pearl	0 09
Beans, B.C., white	0 07½
Do., Cal., lima	0 12½
Do., Manch., lima	0 16
Do., Kotenashi	0 07½

Marmalade Prices Are Named

Vancouver. MARMALADE.—One marmalade manufacturer has named a price of \$10.25 for 4s, but since prices were named, sugar has advanced, and it is considered that the price will be in the neighborhood of \$10.55 or \$10.60.

Sago is Reported Slightly Easier

Vancouver. The market is reported to be slightly easier on sagos.

Sago	0 12½
Tapioca	0 12½

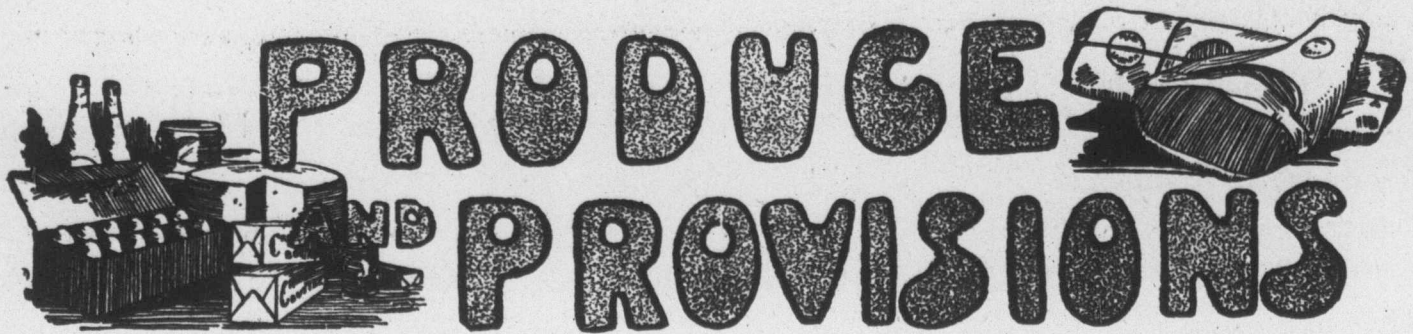
Baking Powder is Higher

Vancouver. MISCELLANEOUS.—Price & Royal baking powder advances. Advances of from 25c to \$3 were announced on the various sizes.

An advance of 15c is noted on Crisco, the prices ruling being 1s and 3s, \$13.75, and 9s and 6s, \$13.60.

Fruits Are in Active Demand

Vancouver. FRUITS.—There is an active demand for California fruits. Apples in barrels are also selling well. Prices are firm.



PRODUCE AND PROVISIONS

Selling the Whole Side

From "The Packer," published by The William Davies Co.

RECENTLY a progressive merchant in Toronto, who had made it his custom to feature only back bacon, concluded that inasmuch as "Wiltshire" was so good a seller in the British market, there was no logical reason why it should not prove an equally good business-getter among his own customers.

Forthwith he decided to feature it, and exhibited suitable cards in his window to arrest the attention of the passers-by, also quoting the retail prices per pound of the various cuts.

His initial experience was an unqualified success. As a result of introducing "Wiltshire" bacon to his trade, he is now doing a steadily increasing business, and is well satisfied with the results of his venture. Not alone are his bacon sales going up, but he states that many people who come to his store to buy bacon purchase other commodities as well—which reflects advantageously upon the sales of the various lines he carries.

There is no reason why the experience of this merchant should not be duplicated many times over. The Canadian housewife is always on the lookout for good bacon, and in many instances her reason for demanding "back" bacon or "breakfast" bacon is due to the fact that she is not familiar with any other cut.

If you have been in the habit of catering to a demand for certain cuts of bacon you practically conclude that you cannot handle a whole side of Wiltshire profitably, thinking that your customers will not be willing to buy any other portion of the side than the particular cut to which they have been accustomed.

A good many housewives, however, would be quite willing to buy the less expensive cuts if they were only shown the advantage of such a purchase, and the fact that they do not ask for them is because they do not know much of their utility and economy. One of the reasons for the constantly increasing demand for Wiltshire bacon in England is because the English housewife is more familiar with the merits and uses of the various cuts of a Wiltshire side than is her Canadian sister. Not only the centre cuts are sought after, but the

shoulder and gammon are also in good demand. The English retail merchant finds that a Wiltshire side can be cut up and sold to good advantage because his customers know and appreciate the food value and palatability of the cheaper cuts, and often buy them in preference to the more expensive portions of the hog.

That a similar demand can be built up by the efforts of the Canadian merchant has been proven over and over again. Many dealers are finding in Wiltshire bacon a real business builder. By cutting a Wiltshire side in the right way, no portion is wasted and every part can be made to yield a good return to the merchant.

In addition to the middle portion of the side (usually sold by the piece or cut in rashers for frying) the shoulder cut is a very profitable piece from the customer's point of view. The upper portion contains no bone and consists chiefly of lean meat. When boiled it makes a very palatable dish, and can be served hot or cold. It is occasionally fried. The lower part of the shoulder contains the hock bone, shoulder bone and about two ribs. This is almost exclusively used as a boiling piece and makes a very inexpensive dish.

The part known as the "coffee house cut," which lies between the loin and the gammon, is often sold with the back. It is a choice cut, mostly lean, and is delicious when fried. The under-cut, known as the "flank," is fairly fat, and can be used for frying or boiling. The "cushion" or corner of the gammon also makes a good boiling piece. The gammon proper includes the round bone and hock bone, and is mostly lean. Rashers of ham are cut from the thick part for frying, while the shank end is generally boiled.

Wiltshire is unquestionably a cure that appeals to everybody who likes mild, sweet bacon. It has a tenderness and flavor far superior to the harsh-cured products sold in many localities, and your customers only need to taste Wiltshire once to become regular buyers. A little missionary work on your part to induce your customers to buy some of

the less familiar cuts will help to create a proportionate reduction in the price of the more expensive part of the hog, with a corresponding benefit to consumer and dealer alike.

WORLD'S OMELET IS SMALLER

The world's omelet is decreasing. There may be lots of chickens fitting about Paris and along the Gay White Way in Little Old New York, but we learn from experts who have been studying the shortage closely that there are one hundred and eighty millions fewer hens to-day in the world than just before the war.

England alone is said to have formerly imported two hundred million tons of eggs yearly, but on account of the shortage is now only able to secure from forty thousand to fifty thousand tons.

The great American hen still cackles her lay and eggs are again aviating to \$1 a dozen in California—more than that in New York City.

While the chickens of Paris and New York are fitting about in backless gowns but feathered headgear the good old American hen continues to scratch and strut about, while the barnyard denizens of China endeavor to assist a bit with a few shiploads of their fragile products to which the American hen takes great exception. But the world's omelet is smaller just the same. So there.—"Grocers' Advocate."

EMBARGO ON LOBSTERS FROM CANADA

A Boston special to the "Morning Chronicle" says Boston lobster circles are much concerned over a bill in its first stages at Washington, putting a partial embargo on live lobster shipments from Canada. The size limit is raised to 10½ inches on all foreign imports. Dealers and the trade generally join forces in opposing the said bill, which would strike a deadly blow at the business. Some sections in Nova Scotia would be practically barred out. The big firms were not aware of the impending danger until a few days ago, the matter being kept a profound secret from them and even from the fishery officers in the states affected. The Massachusetts Fish and Game Company was not even consulted.

All parties interested are now thoroughly aroused and wires to the capitals of both countries have been kept humming for the last two days. Protests are heard on every side.

Condensed Milk Likely Firm for Present

Sugar Supply and Price a Big Factor—Feeds for Cattle Also Important Factor—Europe Will Take Immense Amounts for Several Years

THERE is no possibility of Canada producing too large quantities of dairy products for the next five years; Europe is ready to buy immense quantities for several years. If the matter of exchange can be adjusted, and an extension of credits arranged to European countries, there will be no difficulty in selling all the production that Canadian farmers can furnish."

These interesting and timely observations of Wm. H. Dunn, Canadian representative of the Borden Milk Company, Limited, Montreal, imparted in the course of an interview given CANADIAN GROCER, indicate how urgent the demands of the European buyer are for canned, condensed milk. And the same demand exists for all dairy products, Mr. Dunn states, cheese, butter, eggs, etc., being extensively wanted. The country is bare of these supplies and the war has created conditions of shortage from which these countries will not recover for quite a number of years.

"In Holland, for instance," continued Mr. Dunn, "while the number of cattle is still just about what the totals were before the war, the physical condition of the animals is very much worse, and the production has therefore been much decreased."

Some Difficulties

Mr. Dunn referred to the probable outlook for the next two months through reference to materials which enter into the manufacture of condensed milk. "A great deal depends upon the price we have to pay for sugar. It looks, from what one can observe, as though there will be no low-priced sugar for some time. An advance for sugar means a higher price for condensed milk, the

price depending upon the increase made for sugar.

"Then the cost of feed is important, and if this is advanced, as wheat and flour prices have been, it will cost more to produce the milk. It is difficult to say, definitely, what the price tendencies will be, in view of the uncertainty of these costs. But it would seem that, for the next month or couple of months, at least, the market will be firm and high, and perhaps somewhat higher than it is now. Towards spring, if conditions improve, there might be a little easing of the markets, but this will depend upon the price of milk, as well as other products."

Produce! Produce!!

Mr. Dunn, after making a survey of the conditions in Europe, and where he spent several months last summer, is confident that Canada can, and should produce all the dairy products of which she is capable. "The farmer cannot produce too many milk cattle, for there is a market for all the surplus that can be provided.

"In the matter of production, it is interesting to note," continued Mr. Dunn, "that the value of condensed milk, as produced in Canada last year, totalled over \$20,000,000. This is for condensed milk alone, the value of powdered milk not being included. Add to this the value of cheese, butter and eggs, and it would make a very large amount, probably nearly \$100,000,000."

In addition to the factors already pointed out, Mr. Dunn referred to increased labor costs, the price and difficulty of getting coal, etc. Altogether, the tendencies for the present and immediate future do not indicate an easing of the market basis.

Potatoes Advance a Dollar Per Bag

Stocks Are Very Low in Toronto Dealers' Hands at the Present Time—American Buyers in the Market—Farmers Said to be Holding Supplies

ARE farmers holding potatoes for higher prices? Last fall at potato digging time, it looked as though that very necessary commodity would be purchased by the public this winter for a reasonable price; but, alas, a few weeks' pool prices commenced to soar until today the price quoted in Toronto is \$4 a bag. This may be due to the American buyers being here and are still very active on the Canadian markets. They will take almost any quantity that is offered. At the present time, very few potatoes are being moved across the border for the reason that the dealers

can hardly get enough to supply the home market.

George Everest, of McWilliam & Everist, Toronto, told CANADIAN GROCER that apparently farmers were holding their stock for higher prices and that in his opinion there could be no lower price until about March the first, when Ontario farmers would commence to dispose of their stocks. Even their lower prices were very doubtful as the West is almost depleted of potatoes, due to the early frosts which destroyed the crops in a great many localities.

Stocks of potatoes in Toronto dealers' hands are very low. In fact, it is doubt-

ful whether a car-load could be picked up amongst all the dealers.

New Brunswick and Nova Scotia have apparently quit shipping potatoes to Ontario for the time being as none have arrived from that quarter for some time and dealers state that they have none in sight.

Vacuum Ovens For Preserving Foods

New Process is Discovered for the Preservation of Meats

In a New York laboratory, the newest marvel of chemistry has been brought to light—a wonderful process for preserving food indefinitely, maybe forever. These laboratory workers, the results of whose experiments are hailed as one of the great scientific achievements of the year 1919, were started on the way to their great discovery, which scientists claim will revolutionize the world's daily fare, by officials of the United States Government who wished to know what could be done to prevent meat from spoiling without injuring its nutritive value. The problem was tackled by the Harriman Laboratory and the experiments conducted in the institution results in the discovery of the remarkable process by which the original flavor is retained in preserved flesh food.

The thing that causes meat to become unfit for use, unless it is cured or refrigerated, is the breaking down of its chief constituent protein, which belongs to the same family as the white of egg. Any egg antiquarian would be able to give us an idea of just how bad such substances become. The jerked beef of the Western plains—dried for days and sometimes weeks in the sun—is so tasteless that the Indians and the Mexicans depend on red peppers to make their palates register food. The dried beef of the grocery store is treated with salt to keep it and with saltpetre to retain color. The new method does away with expensive and long-drawn-out preserving and smoking processes.

The basic idea of this new method of preserving meat, as explained in an illustrated account in "Popular Science Monthly" by John Walker Harrington, is the drying of the meat in a vacuum oven at so low a temperature that, after the water has been driven off, the protein and also the delicate ferments and aromas are not injured by the heat. The principle is the same as that of the vacuum kettle on which the candy maker depends to keep his ware from scorching or growing tasteless in the making. For certain obvious reasons the exact temperature used and other matters of the sort are for the present withheld.

"The length of the process depends upon the size of the pieces. About ten hours are needed for such meats as beef and mutton; and from two to eight hours for fish. The meat is first freed from bones, gristle and superfluous fat, which at once reduces a carcass to half its bulk. The cubes come out one-third of their original size and approximately one-sixth of their former weight.

Produce, Provision and Fish Markets

QUEBEC MARKETS

MONTREAL, Jan. 16—An easier feeling is manifest in the hog market this week, although no price changes have been made. Beef is very firm and advances are expected shortly. Business in this market is reported to be exceptionally good for the time of year and great satisfaction is expressed. Cured and cooked meats are selling freely on an unchanged price basis. The butter market, generally, is firm, yet all grades of creamery have declined one cent in one quarter. Cheese is selling steadily and the market is a little more active in consequence of few enquiries having been made from certain sources concerning supplies. The market is very bare of lard and prices are advanced on all grades. This market remains very firm. Shortening has advanced ½c per pound and the market is firming. Eggs are much easier. Quality of Canadian storage is declared to be very good now and a large business is being done in this market. New-laid eggs are selling at from 85 to 90 cents per dozen, but supplies are limited. There is a steady demand for poultry and the undertone is firm. Trade in frozen fish is very active and prices are keeping at about same levels, with the exception of codfish, which has declined considerably. Barrels (200 lbs.), are selling at \$18.00. Owing to the extreme cold weather in the Southern States the output of oysters is practically cut off for two weeks and the market is very bare. Prices will go higher.

Hog Market Easier; Beef Very Firm

Montreal.

FRESH MEATS.—A much easier feeling has been manifested in the hog market and there is an active demand from local butchers for supplies. Prices have held, however, without change. The beef market is very firm and prices tend upwards. At this season of the year a falling off of business is expected, but dealers report that trade is far in excess of that of a year ago.

FRESH MEATS—

Hogs, live (selects)	18 50	19 00
Hogs, dressed—		
Abattoir killed, 65-90 lbs.....	25 00	25 50

Fresh Pork—

Leg of Pork (foot on).....	0 31½	
Loins (trimmed)	0 35	
Loins (untrimmed)	0 32	
Bone trimmings	0 18	0 21
Trimmed shoulders	0 25	
Untrimmed	0 23	
Pork sausage (pure)	0 23	
Farmer sausages	0 18	

Fresh Beef—

(Cows)		(Steers)	
\$0 19	\$0 22	\$0 26	\$0 28
0 12	0 14	0 15	0 17
.....	0 27	0 38
.....	0 22	0 26
.....	0 12	0 14
.....	0 18	0 19
Calves (as to grade)	0 22	0 28	
Lamb, 50-80 lbs. (whole carcass), lb.		0 28	
No. 1 Mutton (whole carcass), 45-50 lbs., lb.		0 18	

Cured Meats

Active Sellers

Montreal.

CURED MEATS.—A fairly good demand is being made for cured meats on an unchanged price basis. The undertone is decidedly firmer and an advance may shortly be expected.

Hams—

Medium, smoked, per lb.—	
(Weights) 8-10 lbs.	0 35
12-14 lbs.	0 36
14-20 lbs.	0 35
20-25 lbs.	0 30
25-35 lbs.	0 30
Over 35 lbs.	0 28½
Boneless (for slicing), 4c advance over above prices.	

Bacon—

Breakfast	0 48
Cottage Rolls	0 32½
Picnic Hams	0 24

Barrel Pork—

Canadian short cut (bbl.), 25-35 pieces	54 00
Clear fat backs (bbl.), 40-50 pieces	55 00
Heavy mess pork (bbl.)	52 00
Plate Beef	30 00
Mess Beef	23 00
Bean Pork	48 00

Creamery Butter

Declines One Cent

Montreal.

BUTTER.—Creamery butter is marked down one cent per pound in one quarter. The tone of the market remains very firm, and, while trade is not as active in comparison with the business of last week, there is a fairly steady demand.

BUTTER—

Creamery, prints, fresh made ...	0 68	0 69
Creamery, solids, fresh made ...	0 67	0 68
Creamery, No. 2, solids	0 66	0 67
Do., prints	0 65	0 66
Dairy, in tubs, choice	0 61	0 62
Dairy prints	0 62	0 63
Bakers'	0 62	0 55

Steady Sales For

All Cooked Meats

Montreal.

COOKED MEATS.—There is a steady demand for cooked meats this week, and, while prices are unchanged, the undertone is firm. Supplies are coming in fairly well but business is hardly as good as it

was last week. This is more or less expected now that the holiday season is over.

Jellied pork tongues	0 40
Jellied Pressed Beef, lb.	0 32
Ham and tongue, lb.	0 30
Veal and tongue	0 23
Hams, cooked	0 47
Shoulders, roast	0 50
Shoulders, boiled	0 43
Pork pies (doz.)	0 12
Blood pudding, lb.	0 12
Mince meat, lb.	0 15
Sausage, pure pork	0 18
Bologna, lb.	0 15

Cheese Sells Steadily

at Unchanged Prices

Montreal.

CHEESE.—The tone of the market remains firm under a fair demand for supplies, and a fair amount of business is being done. A few enquiries have been made concerning supplies, which may result in more business being done in addition to what has already transpired.

CHEESE—

New, large, per lb.	0 31
Twins, per lb.	0 31
Triplets, per lb.	0 31
Stilton, per lb.	0 35
Fancy, old cheese, per lb.	0 35

Half-cent Advance

Made For Lard

Montreal.

LARD.—The lard market is very bare just now and supplies are not equal to the demands. Prices are advanced one cent. So much lard was exported to the United States when there was no embargo placed on it that the Canadian markets are left with little on their hands. A very firm feeling characterizes this market.

LARD—

Tierces, 400 lbs., per lb.	0 30½
Tubs, 50 lbs., per lb.	0 31
Pails, 20 lbs., per lb.	0 31¼
Bricks, 1 lb., per lb.	0 33

Shortening Advances

Half Cent Pound

Montreal.

SHORTENING.—The undertone in this market is firmer, with all grades marked up in one quarter ½c. A fairly active demand is manifested for this commodity at present and prices are likely to remain steady.

SHORTENING—

Tierces, 400 lbs., per lb.	0 28	0 28½
Tubs, 50 lbs., per lb.	0 28½	0 29
Pails, 20 lbs., per lb.	0 28¾	0 29
Bricks, 1 lb., per lb.	0 30½	0 31

Eggs Are Easier;

All Grades Lower

Montreal.

EGGS.—The quality of Canadian storage eggs was never better, it is stated, than at the present time, and, as they are selling considerably lower than new laid eggs, a brisk business is being done in this market. At this season of the year there are few new laid eggs on the market. **CANADIAN GROCER** learns from a large produce man that people find it almost as profitable to use stor-

age eggs, and, were there big supplies of new laid eggs on the market, the demand would not substantially increase owing to the very high prices prevailing.

EGGS—

No. 2	0 50	
No. 1	0 53	0 55
Selects	0 62	0 63
New Laid	0 85	0 90

Margarine Sells at Steady Prices

Montreal.
MARGARINE.—A good firm feeling has prevailed in the margarine market under a steady demand, and a fair business is reported, but the basis holds unchanged.

MARGARINE—

Prints, according to quality, lb.	0 39	0 40
Tubs, according to quality, lb.	0 31	0 34

Poultry Market is Holding Firm

Montreal.
POULTRY.—Markets have been steady during the week on poultry and the undertone is firm, but without change. There is quite a steady demand and sales are reported to be quite satisfactory.

POULTRY (dressed)—
(Selling Prices)

Chickens, roasting (3-5 lbs.)	0 37	0 40
Chickens, roasting (milk)	0 42	0 44
Ducks—		
Brome Lake (milk fed green)	0 47	
Young Domestic	0 38	
Turkeys (old toms), lb.	0 48	
Do. (young)	0 53	0 55
Geese	0 32	
Old fowls (large)	0 34	
Do. (small)	0 30	
(Buying Prices)	Live	Dressed
Chickens, light weights	0 19	0 24
Do., heavy weights	0 22	0 27
Ducks, young	0 30	0 34
Geese—		
Young	0 23	0 26-0 28
Old	0 17	0 20-0 21
Fowls	0 18	0 21
Turkeys	0 43	0 48-0 50

Codfish Lower; Oysters Scarce

Montreal.
FISH.—All grades of codfish are marked lower. Barrels (200 pounds) are selling at \$18. There is a lull in the demand for pickled and salted fish and a revival is not expected until Lent is at hand. Trade is very active in frozen fish. Prices are keeping at about same levels and supplies are sufficient to answer all purposes for the moment. Owing to the exceptionally cold weather in the Southern States, output of oysters has been practically cut out for two weeks. The trade is poorly supplied and prices are likely to advance much higher.

FRESH FISH

Haddock	0 08½	0 09
Steak cod	0 11	0 13
Market cod	0 07½	0 08
Mackerel	0 18	0 18
Flounders	0 08	0 10
Prawns	0 35	0 35
Live Lobsters	0 60	0 60
Salmon (B.C.), per lb., Red	0 30	0 30
Skate	0 12	0 12
Shrimps	0 40	0 40
Whitefish	0 16	0 16
FROZEN FISH		
Gaspereaux, per lb.	0 06½	0 07
Halibut, large and chicken	0 18	0 19
Halibut, Western, medium	0 20	0 21
Haddock	0 07	0 07½
Mackerel	0 15	0 16
Dore	0 15	0 16
Smelts, No. 1, per lb.	0 16	0 18
Smelts, No. 2, per lb.	0 11	0 12
Smelts, extra large	0 26	0 26

Pike, headless and dressed	0 11	0 12
Market Cod	0 06½	0 07
Whitefish, small	0 12	0 13
Sea Herrings	0 07	0 07½
Steak Cod	0 08½	0 09
Gaspereaux, per lb.	0 24	0 25
Salmon, Cohoes, round	0 19	0 20
Salmon, Qualla, hd. and dd.	0 13	0 14
Whitefish	0 15	0 16
Lake Trout	0 19	0 20
Lake Herrings, bag, 100 lbs.	4 50	4 50
Alewives	0 05½	0 06

SALTED FISH

Codfish—		
Large bbls., 200 lbs.	18 00	
No. 1, medium, bbl., 200 lbs.	16 00	
No. 2, 200-lb. bbl.	14 00	
Strip boneless (30-lb. boxes), lb.	0 20	
Boneless (24 1-lb. cartons), lb.	0 20	
Ivory (2-lb. blocks, 20-lb. boxes)	16 00	
Shredded (12-lb. boxes)	2 40	2 60
Dried, 100-lb. bbl.	16 00	
Skinless, 100-lb. boxes	16 60	
Pollock, No. 1, 200-lb. barrel	14 00	
Boneless cod (2-lb.)	0 23	
PICKLED FISH		
Herrings, Scotch cured, half bbl.	12 00	
Do., Scotia, barrel	12 00	
Do., half barrel	6 50	
Mackerel, barrel	25 00	

Salmon, B.C., 200 lbs.	25 00	
Labrador Salmon, barrels	28 00	
Sea Trout, 200-lb. barrels	23 00	
Turbot, 200 lbs.	20 00	22 00
Codfish, tongues and sound, lb.	0 13	0 13
Eels, lb.	0 15	0 16

SMOKED FISH

Haddies, BXs, per lb.	0 11	0 12
Fillets	0 17	0 18
Bloaters, box	2 50	2 50
Kippers	2 15	2 50
Digby Chicks, in bundles, per box	0 24	0 24
Boneless Smoked Herring, 10-lb. box, lb.	0 22	

OYSTERS

Cape Cod, per barrel	13 00	15 00
Batouche, per barrel	14 00	14 00
Malpeques shell oysters, choice, bbl.	16 00	16 00
Do., XXX, bbl.	15 00	15 00
Scallops, gallon	4 00	4 00
Can No. 1 (Solids)	2 50	3 00
Can No. 3 (Solids)	7 50	8 40
Can No. 5 (Solids)	11 20	12 00
Can No. 1 (Selects)	2 40	3 00
Can No. 3 (Selects)	6 75	9 00

SUNDRIES

Paper Oyster Pails, ¼ per 100	1 50	
Paper Oyster Pails, quart size, per 100	2 25	
Crushed Oyster Shells, 100-lbs.	1 50	

ONTARIO MARKETS

TORONTO, Jan. 16—There are not many changes in the market for provisions and produce lines this week. The market for live hogs is holding around \$17.25 on the fed and watered basis. Lard is slightly higher and there is a very strong demand for the same. Hams and bacon are steady. Butter, eggs and cheese are holding firm.

Fresh Meats Are Selling Freely

Toronto.
FRESH MEATS.—Few changes are reported in quotations of fresh meats this week. The live hog market is holding around \$17.25 on the fed and watered plan. Fresh pork is selling freely, and tenderloins are inclined to be a little scarce. Fresh beef is selling well, with the market for beef holding at steady figures. Lamb is higher, selling at from 27 to 32 cents per pound.

FRESH MEATS

Hogs—		
Dressed, 70-100 lbs. per cwt.	24 00	25 00
Live off cars, per cwt.	17 00	17 00
Live, fed and watered, per cwt.	16 25	17 25
Live f.o.b., per cwt.	16 25	16 25
Fresh Pork—		
Legs of pork, up to 18 lbs.	0 29	0 29
Loins of pork, lb.	0 35	0 37½
Tenderloins, lb.	0 47	0 48
Spare ribs, lb.	0 20	0 21
Picnics, lb.	0 22	0 24
New York shoulders, lb.	0 24	0 24
Boston butts, lb.	0 30	0 30
Montreal shoulders, lb.	0 25	0 25
Fresh Beef—from Steers and Heifers—		
Hind quarters, lb.	0 22	0 30
Front quarters, lb.	0 12	0 20
Ribs, lb.	0 18	0 32
Chucks, lb.	0 14	0 18
Loins, whole, lb.	0 25	0 35
Hips, lb.	0 17	0 24
Cow beef quotations about 2c per pound below above quotations.		
Calves, lb.	0 20	0 30
Spring lamb, lb.	0 32	0 32
Sheep, whole, lb.	0 15	0 17
Above prices subject to daily fluctuations of the market.		

Large, per lb.	0 29	0 30
Heavy	0 28	0 29
Bacon—		
Skinned, rib, lb.	0 49	0 50
Boneless, per-lb.	0 52	0 55
Bacon—		
Breakfast, ordinary, per lb.	0 40	0 45
Breakfast, fancy, per lb.	0 45	0 52
Roll, per lb.	0 29	0 30
Wiltshire (smoked sides), lb.	0 33	0 35
Dry Salt Meats—		
Long clear bacon, av. 50-70 lbs.	0 27	
Do., av., 80-90 lbs.	0 26	
Clear bellies, 15-30 lb.	0 28	
Sausages in brine, keg, 35 lbs.	7 35	
Fat backs, 16-20 lbs.	0 30	
Out of pickle prices range about 2c per pound ing, per lb.	0 44	
below corresponding cuts above.		
Barrel Pork—		
Mess pork, 200 lbs.	42 00	
Short cut backs, bbl. 200 lbs.	50 00	
Picked rolls, bbl., 200 lbs.—		
Heavy	50 00	
Lightweight	60 00	
Above prices subject to daily fluctuations of the market.		

Cooked Meats Have Moderate Inquiry

Toronto.
COOKED MEATS.—There is only a moderate demand for cooked meats. Prices continue unchanged, with boiled ham chiefly in demand at from 47 to 50 cents per pound.

Boiled hams, lb.	0 47	0 50
Hams, roast, without dressing, lb.	0 50	0 52
Shoulders, roast, without dressing		
Head Cheese, 6s, lb.	0 12	0 14
Choice jellied ox tongue, lb.	0 55	0 55
Jellied pork tongue	0 40	0 50
Above prices subject to daily fluctuations of the market.		

Storage Eggs at 61 Cents Dozen

Toronto.
EGGS.—The market for eggs is strong with no changes reported. Storage eggs are selling at 61 cents, selects at from 66 to 67 cents, and special new laids at from 90 to 95 cents.

Hams and Bacon Steady and Firm

Toronto.
PROVISIONS.—The market for hams and bacon show no changes. Prices are steady and firm, with a very active demand for all smoked and salt meats.

Hams—

Medium	0 34	0 35
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EGGS—

No. 1 storage, doz.	0 61	
Selects	0 66	0 67
Special new laids, in cartons ..	0 90	0 95

Prices shown are subject to daily fluctuations of the market.

*Cheese Market
is Very Strong*

Toronto.
CHEESE.—The cheese market is very firm, with large cheese bringing from 32 to 32½ cents per pound. The stiltons are 35 and 36 cents per pound.

CHEESE—

Large	0 31	0 32½
Stilton	0 34	0 36

Twins 1c higher than large cheese. Triplets 1½c higher than large cheese.

*Creamery Butter
is Very Firm*

Toronto.
BUTTER.—The butter market is very firm, with prices holding at the high levels reached a few weeks ago. Creamery prints are selling at from 67 to 70 cents per pound. Fresh dairy butter is from 58 to 60 cents per pound.

BUTTER—

Creamery prints (fresh made) ..	0 67	0 70
Dairy prints, fresh, lb.	0 58	0 60
Dairy prints, No. 1, lb.	0 56	

*Lard Advances
a Cent Per Pound*

Toronto.
LARD.—An advance has taken place in the price of lard. Dealers are quoting it to the trade at from 30 to 30½ cents per pound.

LARD—

Tierces, 400 lbs., lb.	0 30	0 30½
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In 60-lb. tubs, ½ cent higher than tierces, pails ¼ cent higher than tierces, and 1 lb. prints, 2c higher than tierces.

*Active Inquiry
For Shortening*

Toronto.
SHORTENING.—There is a good inquiry for shortening at from 27 to 28 cents per pound.

SHORTENING—

Tierces, 400 lbs.	0 27	0 28
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*Margarine Prices
Are Unchanged*

Toronto.
MARGARINE.—No changes are reported in quotations on margarine. It is selling to the trade at unchanged figures. There is a fairly active demand.

MARGARINE—

1 lb. prints, No. 1	0 36	0 37
Do., No. 2	0 34	0 36
Do., No. 3	0 30	0 31
Nut margarine, lb.	0 34	0 35

*Turkeys Are Now
55 Cents Per Pound*

Toronto.
POULTRY.—There is a very active demand for poultry, and while receipts are not as heavy as before the Christmas season, they are coming forward freely, and are selling well. Turkeys to the trade are quoted at 55 cents per pound, and geese at from 28 to 33 cents. Chickens are 28 and 35 cents per pound.

Prices paid by commission men at Toronto:

	Live	Dressed
Turkeys, old, lb.	\$0 35	\$0 45
Do., young, lb.	0 35	0 48

Roosters, lb.	0 19	0 25
Fowl, over 5 lbs.	0 27	0 30
Fowl, 4 to 5 lbs.	0 23	0 27
Fowl, under 4 lbs.	0 20	0 25
Ducklings, 3½ lbs. up ..	0 25	0 30
Geese	0 18	0 23
Guinea hens, pair	1 25	1 50
Spring chickens, live ..	0 20-0 22	0 26-0 30

Prices quoted to retail trade:—

	Dressed	
Hens, heavy	0 32	
Do., light	0 20	0 28
Chickens, spring	0 28	0 35
Ducklings	0 28	0 34
Geese	0 28	0 33
Turkeys	0 55	

*Fish Have an
Active Inquiry*

Toronto.
FISH.—Frozen and smoked fish are both in very active demand, and prices for the same are holding very firm. Frozen halibut and whitefish are selling freely, and are possibly about the biggest sellers on the market. Dressed pickerel is 14 and 15 cents per pound. Haddies are also in demand at from 12 to 14 cents, and the fillets at 17 cents.

FRESH SEA FISH.

Cod Steak, lb.	0 12	0 14
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WINNIPEG MARKETS

*Egg Receipts
Are Very Light*

Winnipeg.
EGGS.—Egg receipts are very light, with prices steadily advancing. Dealers are paying 85 cents per dozen for new laid, jobbing at 90 cents. Storage, ordinary, 55 to 59 cents; storage extras, 68 to 70 cents. Farmers are getting from \$1 to \$1.25 per dozen retail for strictly fresh eggs.

*Butter in Demand
At Firm Prices*

Winnipeg.
BUTTER.—There is a heavy demand for butter, and prices are very strong.

BUTTER—

Finest Creamery, 1s	0 69
Do., solids	0 68
Do., choice	0 68
Do., solids	0 67
Dairy, finest, No. 1, prints ..	0 62
Do., solids	0 61
Margarine, 1s	0 39

*Lard Prices
Are Very Firm*

Winnipeg.
LARD.—Prices for lard are very firm. The one pound bricks are 36½ cents, and on the tierce basis lard is selling at 33½ cents.

Do., market, lb.	0 07
Haddock, heads off, lb.	0 11
Do., heads on, lb.	0 08
Halibut, chicken	
Do., medium	
Fresh Whitefish	
Fresh Herring	
Flounders, lb.	
Oysters, No. 1 can	3 40
Do., No. 3 can	9 50
Do., No. 5 can	16 00
Blue Point oysters, 800s	15 75
Do., 1000s	14 00

FROZEN FISH

Salmon, Red Spring	0 24
Do., Cohoe	0 20
Do., Qualla	0 13
Halibut, chicken	0 18
Do., medium	0 20
Do., jumbo	0 19
Whitefish, lb.	0 11½
Herring	0 05
Mackerel	0 12
Flounders	0 10
Trout	0 17
Pickrel, dressed	0 14
Smelts	0 16
Spanish Mackerel	0 30
Pike, round	0 10
Do., headless and dressed ..	0 10

SMOKED FISH

Haddies, lb.	0 12
Fillets, lb.	0 17
Kippers, box	2 25
Bloaters, box	2 25
Ciscoes, lb.	0 18

*Cheese Market
Unchanged*

Winnipeg.
CHEESE.—Cheese remains very firm, but prices are unchanged. Large Ontario cheese is selling at 33 cents per pound.

*Fish Market
Little Changed*

Winnipeg.
FISH.—The fish market shows little change. Fillets show an advance of 2 cents per pound. Holland herring, which has been in scant supply for two or three weeks, is now more plentiful. A better demand is reported this week on all fish lines.

FRESH FROZEN FISH

Brills	0 09½
Herring, Lake Superior	0 04½
Halibut	0 17
Jackfish, dressed	0 10
Pickrel	0 13
Salmon, Cohoe	0 20½
Do., red	0 23½
Soles	0 09½
Tullibees	0 09½
Whitefish, dressed	0 12½

SMOKED FISH

Bloaters, Eastern, per case	2 60
Do., Western, 20-lb. boxes ..	2 40
Haddies, per case, 15 and 30 lbs. 0 15	0 16
Kippers, Eastern, 20 count	2 40
Do., Western, 20-lb. boxes ..	2 30
Fillets, 15-lb. cases, per lb.	0 22

SALT FISH

Cod Steak, 2s, per lb.	0 16
Acadia Cod, 1s and 2s	0 16

VANCOUVER MARKETS

*Butter Now
Selling At 73 Cents*

Vancouver.
BUTTER.—The best creamery butter is quoted at 73 cents per pound.

*Eggs At 68 Cents
Per Dozen*

Vancouver.
EGGS.—Local fresh eggs are selling at 68 cents per dozen.

*Lard is Holding
At Firm Price*

Vancouver.
LARD.—Lard is now selling at 32 cents per pound.

*Fish Prices
Are Strong*

Vancouver.
FISH.—There is a very active demand for fish of all kinds. Prices are firm.



DAVIES Wiltshire Bacon

Is the Kind of Bacon that Brings
Customers Back to Your Store for More

IF YOU could see how carefully each side of Davies Wiltshire Bacon is selected and cured, then smoked just the right length of time over fragrant hardwood fires—which process not only preserves but actually *enhances* its sweet natural flavor—you would easily understand why this bacon is so much appreciated.

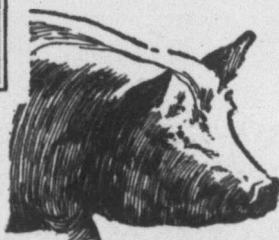
The Canadian housewife who is on the lookout for *good* bacon will be delighted to buy “Davies’ Wiltshire,” once she realizes how much superior it is to ordinary bacon—and one sale always leads to more.

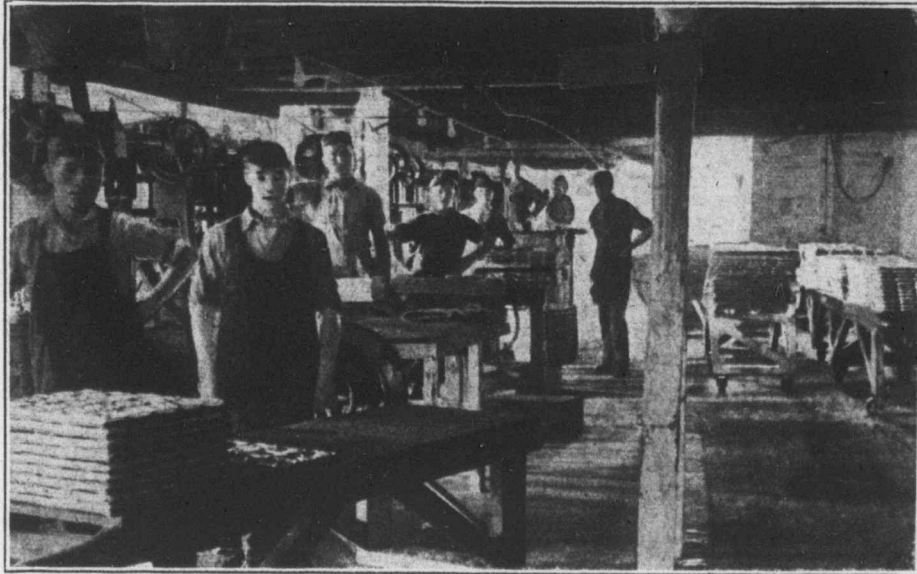
Feature *Davies Wiltshire Bacon* in your provision department and watch your business grow !

THE **DAVIES** COMPANY
WILLIAM LIMITED
TORONTO

MONTREAL

CHICAGO





Preparing Containers for Brunswick (BRAND) Sea Foods

HERE is another view of Connors Bros.' plant (the home of Brunswick Brand Sea Products) showing one of the departments in which all containers are prepared for these famous fish foods.

"Cleanliness" has always been the watchword and slogan of this modern plant, and it is rigidly lived up to from the moment the great catches are brought in from the clear, cool depths until the tins are sealed and labelled for shipment.

This is the 4th of a series of advertisements depicting the most up-to-date methods employed by Connors Bros., Ltd., in preparing Brunswick Brand celebrated fish foods. Watch for them each week.

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

An absolutely sure repeater

You don't want goods on your shelf that require a new customer for every package you sell. EASIFIRST has the quality that ensures a steady, year-in, year-out stream of sales. The more it's used the better it's liked. We absolutely know that.



Gunns
LIMITED

WEST TORONTO

ANYTHING you sell that cuts down the cost of living will make firm friends for itself and—for you! EASIFIRST is not a mere substitute for butter or lard because it is as good as either—in some ways better—and sells at a much lower price. It's a real boon to the housewife. You'll quickly find this out when you start selling it.

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“The Greatest Seller of Its Kind in the World”

MORRIS & COMPANY, Chicago, U. S. A.

CANADIAN DISTRIBUTORS:

THE BOWES COMPANY, LTD.
Toronto and Ontario
Winnipeg and Manitoba

JAS. DALRYMPLE & SON
Montreal and
Province of Quebec

Co-operate with the Advertising on Dominion Brand Tomato Soup

A newspaper advertising campaign is being launched to help you sell more Dominion Brand Soups. The advertising will interest customers of yours, making it easy for you to increase your turnover, and your profits.



Be ready for it! Have a supply of Dominion Brand Tomato Soup on hand.

Order from your jobber to-day

Dominion Cannery, Limited
Hamilton, - Canada

57

57



Heinz Pickles in bottles are especially cultivated cucumbers, cured when fresh from the vines and preserved in fine old Heinz vinegar.

A half century of pickling experience is embodied in every bottle of Heinz Pickles.

H. J. HEINZ COMPANY
Pittsburgh Toronto Montreal

57

57

It's Profitable Because—



**100%
PURE**

**COSGRAVE'S
PURE MALT
Vinegar**

Better to sell this branded, bottled vinegar than the bulk article. No waste—no loss—no deterioration. Easily handled—makes fine display. Quality guaranteed.



**RETAILS
15c and 25c**

WELL ADVERTISED

Write us or ask your jobber for trade prices.



Have No Hesitation
in choosing
'Bluenose' Butter

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

SOLE PACKERS.

**SMITH
AND
PROCTOR**

SOLE PACKERS ;
Halifax - N.S.

SMITH & PROCTOR : HALIFAX, N.S.



**A New Drink
Champagne de
Pomme**

Made from the juice of Canadian apples. A most delicious and refreshing drink.

Put up in pints, bottles or splits.

Every grocery store in Canada can sell this delicious beverage.

Packed 2 doz. to the case.

Order from your wholesaler or direct to

Cie Canadien Importations
140 St. Catherine St. E., Montreal



Marsh's

The Grape Juice that brings her in again for further supplies.

Give Marsh's a trial and see it make good.

The Marsh Grape Juice Company
NIAGARA FALLS, ONT.

Agents for Ontario, Quebec and Maritime Provinces:

The McLaren Imperial Cheese Company Limited
Toronto and Montreal

RICE

RICE FLOUR

RICE MIDDLINGS

**Mount Royal Milling
and
Mfg. Coy., Limited**

MILLS AT MONTREAL, QUE.
VICTORIA, B.C.

D. W. ROSS COMPANY
Agents
MONTREAL

The
Full
Weight
Tins



You get what you
pay for

“No more,
No less”

“GREETINGS”

To our many Customers and Friends

“May 1920 abound in Happiness and Prosperity.”

“Remember” Thistle Brand Haddies are packed 16 oz. to the lb.

SOLE AGENTS:

ARTHUR P. TIPPET & CO., MONTREAL



***Have YOU Tasted Upton's
Jams and Marmalades?***

They are different. For instance—try Upton's Apple and Pineapple Marmalade. It is surprisingly delicious—at breakfast or luncheon.

A demonstration will surely convince your most critical customer. All Upton products are tempting—they make for repeat orders—just what you want.

Put them to the test on
the demonstration plan.

The T. Upton Company, Limited
HAMILTON, CANADA

SELLING AGENTS:

S. H. Moore & Company,
Toronto, Ont.
Rose & Laflamme, Limited,
Montreal, Que.

Gaetz & Co.,
Halifax, N.S.
Schofield & Beer,
St. John, N.B.

P. H. Cowan & Co.,
St. John's, Nfld.
Scott, Bathgate Co., Ltd.,
Winnipeg, Man.

VLIT

THE TIME AND LABOR-SAVING FURNITURE POLISH

Vlit
Lessens
Indoor
Toil

Prevents dry rot
and fills hair cracks

Improves all wood-
work



Best and

Sold only through the
Wholesalers and Jobbers

R. C. HANNAN, Manager
(Formerly with Thomas J. Lipton)



Velvet Finish
Lighter Labor
Instantaneous
Troubles Over

A genuine furniture
food

Contains no kerosene
nor acids

Non-inflammable



Goes Farthest

Order Today

THE VLIT MANUFACTURING
CO., LTD.

223 McGill St. MONTREAL
Main 4927

KING GEORGE'S NAVY

CHEWING
TOBACCO

will always justify prominent
display

Once the men begin to know you stock this delicious
chew you'll find little difficulty in keeping your stock
moving.

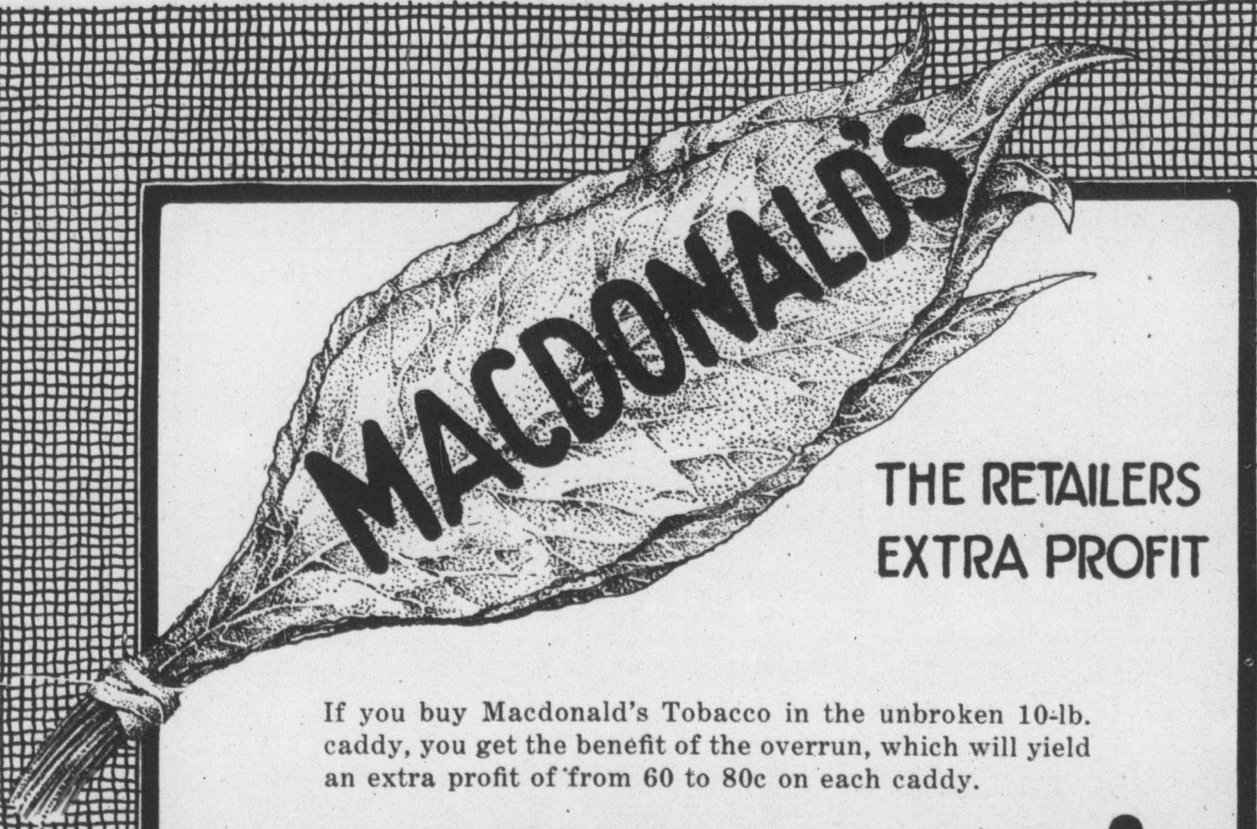
A constant show case display will serve
to remind the men that you're a King
George dealer. Big sales and good profits
will then be a feature of your
tobacco department.

Stock
King George's
Navy Now



Rock City Tobacco Co., Ltd.





THE RETAILERS
EXTRA PROFIT

If you buy Macdonald's Tobacco in the unbroken 10-lb. caddy, you get the benefit of the overrun, which will yield an extra profit of from 60 to 80c on each caddy.

MACDONALD'S TOBACCO

Smoking and Chewing

Selling Agents:

Hamilton—Alfred Powis & Son.
London—D. C. Hannah.
Manitoba and North-West—The W. L. Mackenzie
& Co., Limited, Winnipeg.
British Columbia—George A. Stone, Vancouver.

Quebec—H. C. Fortier, Montreal.
Nova Scotia—Pyke Bros., Halifax.
New Brunswick—Scholfield & Beer, St. John.
Kingston—D. Stewart Robertson & Sons.
Ottawa—D. Stewart Robertson & Sons.
Toronto—D. Stewart Robertson & Sons.

W. C. MACDONALD, REG'D, Incorporated, MONTREAL

*"The Tobacco
with a heart"*

Busy : But You Won't Mind

Push your flour sales by selling Purity Flour milled from good, strong, Western wheat. Purity Flour keeps a grocer busy because increasing flour sales increase the sale of goods used in baking flour, whose name is legion.

PURITY FLOUR

makes customers for your sugar, your butter, your eggs, baking powder, shortenings and about a hundred other lines. Build your business on the popular, well-advertised Purity Flour.



Western Canada Flour Mills Co., Ltd.

Head Office: Toronto, Ontario

Branches at Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal, St. John, N.B., Courtenay, B.C.

*"The Mustard
with the Kick"*



Two Big Leaders

White Swan Wheat Flakes and White Swan Mustard are daily growing in popularity.

Their superior quality has won for them a fame that makes selling them a pleasure.

White Swan Wheat Flakes are made from the finest White Winter Wheat rolled into thin, appetizing flakes—a very quick seller.

White Swan Mustard is a better priced "Made-in-Canada" Mustard that is superior in strength and flavor to all imported brands. It is attractively packed in

1/4 pound \$2.25
1/2 pound 4.00



White Swan Spices and Cereals, Limited
TORONTO, CANADA

CENTURY SALT



A sparkling white salt refined to the utmost possible point of purity. Well advertised. D deservedly popular.



SIFTO SALT

Once the ladies try it—no other salt ever has a chance with SIFTO for table use. It flows freely in any weather. It is a true, white, sparkling salt.

DOMINION SALT CO. LIMITED. SARNIA

If your jobber cannot supply you, we invite your inquiry, when price lists and full information will be promptly sent you.
DOMINION SALT CO., Limited, SARNIA, Canada.
 Manufacturers and Shippers.

Grocers Everywhere Sell More Keating's

The remarkable reputation earned for Keating's through its wonderful services during the past five years, means a vastly increased general demand for this universal insecticide. In addition our steady advertising helps on the good work. This all means better business for you.



KEATING'S POWDER

kills bugs, moths roaches and other house insects

Place your orders regularly to ensure that your stock is ample for the demands.

SOLE AGENTS FOR CANADA
HAROLD F. RITCHIE & CO., LIMITED

10-12-14 McCaul Street
TORONTO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$2.20 PER INCH EACH INSERTION PER YEAR

JAMS DOMINION CANNERS, LTD. Hamilton, Ont.

"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.
Strawberry	\$4 60
Currant, Black	4 50
Pear	3 90
Peach	3 90
Plum	3 70
Raspberry, Red	4 50
Apricot	4 00
Cherry	4 30
Gooseberry	4 00

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$2 30
12 oz. Glass, Screw Top, 2 doz. in case	2 55
16 oz. Glass, Screw Top, 2 doz. in case	3 25
16 oz. Glass, Tall, Vacuum, 2 doz. in case	3 25
2's Tin, 2 doz. per case	4 80
4's Tins, 12 pails in crate, per pail	0 78
5's Tin, 8 pails in crate, per pail	0 97
7's Tin or Wood, 6 pails in crate	1 36
30's Tin or Wood, one pail in crate, per lb.	0 20

PORK AND BEANS "DOMINION BRAND"

	Per doz.
Individual Pork and Beans, Plain, 75c, or with Sauce, 4 doz. to case	\$0 85
1's Pork and Beans, Flat, Plain, 4 doz. to case	0 92½
1's Pork and Beans, Flat, Tom. Sauce, 4 doz. to case	0 95
1's Pork and Beans, Tall, Plain, 4 doz. to case	0 95
1's Pork and Beans, Tall, Tomato or Chili Sauce, 4 doz. to the case	0 97½
1½'s (20 oz.), Plain, per doz.	1 25
Tomato or Chili Sauce	1 27½
2's Pork and Beans, Plain, 2 doz. to the case	1 50
2's Pork and Beans, Tomato or Chili Sauce, Tall, 2 doz. to case	1 52½
2½'s Tall, Plain, per doz.	2 00
Tomato or Chili Sauce	2 35
Family, Plain, \$1.75 doz.; Family, Tomato Sauce, \$1.95 doz.; Family, Chili Sauce, \$1.95 doz. The above 2 doz. to the case.	

CATSUPS—In Glass Bottles

	Per doz.
½ Pts., Aylmer Quality	\$1 90
12 oz., Aylmer Quality	2 35
	Per jug
Gallon Jugs, Aylmer Quality	\$1 62½
	Per doz.
Pints, Delhi Epicure	\$2 70
½ Pints, Red Seal	1 45
Pints, Red Seal	1 90
Qts., Red Seal	2 45
Gallons, Red Seal	6 45

BORDEN MILK CO., LTD.

180 St. Paul St. West, Montreal, Can.

CONDENSED MILK

Terms, net. 30 days.

Eagle Brand, each 48 cans	\$9 80
Reindeer Brand, each 48 cans	9 35
Silver Cow, each 48 cans	8 60
Gold Seal, Purity, each 48 cans	8 45
Mayflower Brand, each 48 cans	8 45
Challenge Clover Brand, each 48 cans	7 95

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	\$7 15
Jersey Brand, Hotel, each 24 cans	7 15
Peerless Brand, small, each 24 cans	3 15
St. Charles Brand, Tall, each 48 cans	7 25
Jersey Brand, Tall, each 48 cans	7 25
Peerless Brand, Tall, each 48 cans	7 25
St. Charles Brand, Family, 48 cans	6 25
Jersey Brand, Family, each 48 cans	6 25
Peerless Brand, Family, each 48 cans	6 25
St. Charles Brand, small, each 48 cans	3 20
Jersey Brand, small, each 48 cans	3 80
Peerless Brand, small, each 48 cans	3 80

CONDENSED COFFEE

Reindeer Brand, large, each 24 cans	\$6 50
Reindeer Brand, small, each 48 cans	6 50
Cocoa, Reindeer Brand, large, each 24 cans	6 25
Reindeer Brand, small, 48 cans	6 60

W. CLARK, LIMITED, MONTREAL

Compressed Corn Beef—½s, \$2.90; 1s, \$4.80; 2s, \$8.95; 6s, \$31.75	
Lunch Ham—1s, \$6.95; 2s, \$13.65	
Ready Lunch Beef—1s, \$4.80; 2s, \$8.95	
English Brawn — ½s, \$2.85; 1s, \$4.35; 2s, \$8.80	
Boneless Pig's Feet—½s, \$2.85; 1s, \$4.35; 2s, \$8.80	
Ready Lunch Veal Loaf—½s, \$2.45; 1s, \$4.45	
Ready Lunch Beef-Ham Loaf—½s, \$2.45; 1s, \$4.45	
Ready Lunch Beef Loaf—½s, \$2.45; 1s, \$4.45	
Ready Lunch Asst. Loaves — ½s, \$2.50; 1s, \$4.50	
Geneva Sausage—1s, \$4.45; 2s, \$8.75	
Roast Beef—½s, \$2.90; 1s, \$4.80; 2s, \$8.95; 6s, \$31.75	
Roast Mutton—1s, \$6.25; 2s, \$11.75; square cans, \$42	
Boiled Mutton—1s, \$6.25; 2s, \$11.75; 6s, \$42	
Jellied Veal—½s, \$3.35; 1s, \$4.80; 2s, \$9.25	
Cooked Tripe—1s, \$2.95; 2s, \$4.95	
Stewed Ox Tail—1s, \$3.25; 2s, \$4.45	
Stewed Kidneys—1s, \$4.45; 2s, \$8.45	
Mince Collops—½s, \$1.95; 1s, \$3.95; 2s, \$6.75	
Sausage Meat—1s, \$3.95; 2s, \$7.95	
Corn Beef Hash — ½s, \$1.99; 1s, \$3.20; 2s, \$5.80	
Beef Steak and Onions—½s, \$2.90; 1s, \$4.80; 2s, \$8.90	
Jellied Hocks—2s, \$9.35; 6s, \$30	
Irish Stew—1s, \$2.90; 2s, \$5.80	
Cambridge Sausage—1s, \$4.45; 2s, \$8.75	
Boneless Chicken—½s, \$6.95; 1s, \$11.45	
Boneless Turkey — ½s, \$6.95; 1s, \$11.45	
Ox Tongue—½s, \$4.95; 1s, \$12.00; 1½s, \$18.50; 2s, \$23.95; 3½s, \$44.00; 6s, \$60.00	
Lunch Tongue—½s, \$4.90; 1s, \$10.45	
Mince Meat (tins)—1s, \$3.45; 2s, \$5.45; 5s, \$15.95	
Mince Meat (bulk)—5s, 25c; 10s, 27c; 25s, 26c; 50s, 26c	
Chateau Brand Pork and Beans, with Tomato Sauce—Ind., \$1.05; 1s, \$1.65; 2s, \$2.35; 3s, \$3.50	

PROFIT & LOSS 1919 WITHOUT A "SHERER"				PROFIT & LOSS 1920 WITH A "SHERER"			
ITEMS	DEBIT	CREDIT	BALANCE	ITEMS	DEBIT	CREDIT	BALANCE
Profit on sales lost through each of display.	185			Profit on sales made through display in a Sherer		185	
Excessive Evaporation	70			Evaporation stopped		70	
Time lost putting up orders	146			Time saved putting up orders over a Sherer		146	
Possible profit on bulk goods which are sold in a package	291			Profits made by sale of bulk instead of package goods		291	
			\$692				\$692

Before You

“Turn over that new leaf,” Mr. Grocer,
Look at the Ledger—then Read what
we say—it will Pay!

Your ledger shows you a 1919 profit—Mr. Grocer?

“Yes”—you will say.

Wish it were larger—Mr. Grocer?

“Of course!” you reply.

Then let us show you \$692.50 of 1919 profits you overlooked—lost—which you could have had to your credit in the bank at this moment—as easily as not!

But you will never bank those lost profits—Mr. Grocer—unless you know where they are. **We know where they are!** We have told other grocers—and will tell you—if you’ll let us.

In the first place—the above ledger items—aggregating

\$692.50—are not exaggerated figures—they’re **actual** figures. They represent **some** grocers’ additional **profits**—and **your** actual **losses**. For they are the **actual** results of **actual** sales in an **actual** grocery store doing an annual \$25,000 business.

We would like to have an opportunity of proving to you that if you are doing a business of \$25,000 a year that you are **losing** \$692.50 of profit which you might **make** if you had a 16-foot **Sherer Sanitary Food Container**.

Start the New Year right, Mr. Grocer, by signing the coupon below and getting our **proof**—without obligation. You’ll not regret it. Do it before you turn over the page. **It will pay!**

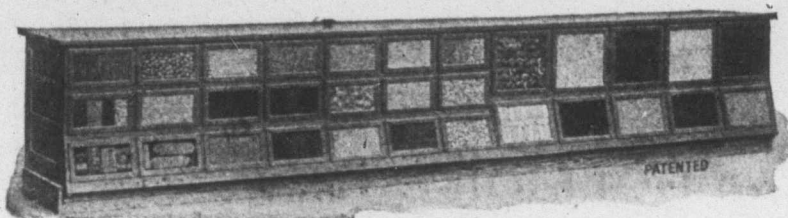
Sherer-Gillett Company

Patentees and Manufacturers of the

Sherer Sanitary Grocery Display Counter

Guelph

Ontario



The Up-to-date Sherer Food Container.

The Sherer-Gillett Company,
Guelph, Ontario, Dept. 57.

Gentlemen:—I want to be shown (without obligation) how you can save me \$692.50 of profit a year!

Individual Name

Firm or Co.

Street

City Province

TOMATO PASTE

MADE WITH SELECTED FRESH, RIPE TOMATOES HEAVILY CONCENTRATED, AND HAS EIGHT TO TEN TIMES THE STRENGTH OF CANNED TOMATOES. Packed in 12-ounce tins—100 tins per case. Samples and quotations submitted upon request.

P. PASTENE & CO., LIMITED

340 ST. ANTOINE STREET - - - MONTREAL, QUE.

FISH

We have a full stock of Lake Superior herring in kegs and other pickled fish, also a quantity of frozen Georgian Bay trout, B.C. halibut and qualla salmon.

LEMON BROS.

Owen Sound, Ont.



OAKEY'S "WELLINGTON" KNIFE POLISH

The original and only reliable preparation for Cleaning and Polishing Cutlery, etc.

John Oakey & Sons, Ltd.

Manufacturers of

Emery, Black Lead, Emery Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, S.E.1., Eng

Agents:

F. Manley, 42 Sylvester-Willson Bldg., Winnipeg.

Sankey & Manson, 839 Beatty Street, Vancouver.

When Writing to Advertisers
Kindly Mention this Paper

With Plain Sauce—Ind., 95c; 1s, \$1.60; 2s, \$2.30; 3s, \$3.30.
Chateau Brand Concentrated Soups—Celery, \$1.25; Consomme, \$1.25; Green Peas, \$1.25; Julienne, \$1.25; Mutton Broth, \$1.25; Ox Tail, \$1.25; Pea, \$1.25; Scotch Broth, \$1.25; Chicken, \$1.60; Mock Turtle, \$1.25; Tomato, \$1.45; Vermicelli Tomato, \$1.30; Mulligatawny, \$1.30; Soups and Bouilli, 6s, \$14.45.
Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind., 95c; 1s, \$1.10; 1½s, \$1.45; 2s, \$1.90; 3s, \$2.75; 6s, \$8; 12s, \$16.
Plain Sauce, Pink Label—Ind., 95c; 1s, \$1.10; 1½s, \$1.45; 2s, \$1.90; 3s (talls), \$2.75; 6s, \$8; 12s, \$15.
Chilli Sauce (red and gold label)—Ind., 95c; 1s, \$1.10; 1½s, \$1.45; 2s, \$1.90; 3s, \$2.75.
Vegetarian Baked Beans and Tomato Sauce—2s, \$1.90.
Sliced Smoked Beef—¼s, \$2.45; 1s, \$3.45; 4s, \$24.
Canadian Boiled Dinner—1s, \$2.45; 2s, \$4.95.
Peanut Butter—¼s, \$1.90; ½s, \$2.45; 1s, \$3.40; in pails, 5s, 31c; 12s, 29c; 24s, 28c; 50s, 28c.
HARRY HORNE & CO.,
Toronto, Ont.

Per case
Cooke Brand Peas (3 doz. in case) 4 20
Cooke Brand Popping Corn (3 doz. in case) 4 20

B.C. HOPS
Dominion Brand, quarters, per short weight pound 0 30
Dominion Brand, halves, per short weight pound 0 29
Maple Leaf Brand, ¼ lb. packages, per full weight pound 0 40
Maple Leaf Brand, ½ lb. packages, per full weight pound 0 39

COLMAN'S OR KEEN'S MUSTARD
Per doz. tins
D.S.F., ¼-lb. \$2 80
D.S.F., ½-lb. 5 30
D.S.F., 1 lb. 10 40
F.D., ¼-lb.

Per jar
Durham, 1-lb. jar, each... \$0 60
Durham, 4-lb. jar, each... 2 25

CANADIAN MILK PRODUCTS, LIMITED,
Toronto and Montreal

KLIM
Hotel \$20 00
Household size 9 00
F.o.b. Ontario jobbing points, east of and including Fort William.

THE CANADA STARCH CO., LTD.
Freight allowance not to exceed 50c per 100 lbs., to other points, on 5-case lots or more.
Manufacturers of the Edwardsburg Brands Starches
Laundry Starches—
Boxes Cents
40 lbs., Canada Laundry... \$0 10
100-lb. kegs, No. 1 white... 0 10½
200-lb. bbls., No. 1 white... 0 10½
30 lbs., Edwardsburg Silver Gloss, 1-lb. chrome pkgs. 0 12
40 lbs., Benson's Enamel, (cold water), per case... 3 25
Celluloid, 45 cartons, case... 4 70
Culinary Starch.
40 lbs., W. T. Benson & Co.'s Celebrated Prepared 0 11½
40 lbs. Canada Pure or Challenge Corn 0 10½
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs. 0 16½
(20-lb. boxes, ¼c higher, except potato flour.)

CROWN BRAND CORN SYRUP
2-lb. tins, 2 doz. in case... 5 45
5-lb. tins, 1 doz. in case... 6 95

10-lb. tins, ½ doz. in case... 5 75
20-lb. tins, ¼ doz. in case... 5 70
(Prices in Maritime Provinces 10c per case higher.)
Barrels, about 700 lbs. 0 08½
Half bbls., about 350 lbs. 0 08½

LILLY WHITE CORN SYRUP
2-lb. tins, 2 doz. in case... \$5 95
5-lb. tins, 1 doz. in case... 6 55
10-lb. tins, ½ doz. in case... 6 25
20-lb. tins, ¼ doz. in case... 6 20
(6, 10, and 20-lb. tins have wire handles.)

GELATINE
Cox's Instant Powdered Gelatine (2-qt. size), per doz. 1 50

INFANTS' FOOD
MAGOR, SON & CO., LTD.
Robinson's Patent Barley—
1 lb. \$4 00
½ lb. 2 00
Robinson's Patent Groats—
1 lb. 4 00
½ lb. 2 00

NUGGET POLISHES
Des.
Polish, Black, Tan, Toney Red and Dark Brown \$1 16
Card Outfits, Black and Tan 4 15
Metal Outfits, Black and Tan 4 25
Creams, Black and Tan..... 1 25
White Cleaner 1 25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED
EMPIRE BRANCH
Black Watch, 10s, lb. \$1 20
Bobs, 12s 1 00
Currency, 12s 1 00
Stag Bar, 9s, boxes, 6 lbs. 1 00
Fay Roll, thick bars 1 25
Fay Roll, plugs, 10s, 6-lb. ¼ caddies 1 25
Shamrock, 9s, ½ cads., 12 lbs., ¼ cads., 6 lbs. 1 00
Great West Pouches, 9s, 3-lb. boxes, ½ and 1-lb. lunch boxes 1 20
Forest and Stream, tins, 9s, 2-lb. cartons 1 44
Forest and Stream ¼s, ½s, and 1-lb. tins 1 60
Forest and Stream, 1-lb. glass humdors 1 75
Master Workman, 2 lbs. 1 12
Master Workman, 4 lbs. 1 12
Derby, 9s, 4-lb. boxes 1 00
Old Virginia, 12s 1 50
Old Kentucky (bars), 8s, boxes, 5 lbs. 1 25

JELL-O
Made in Canada
Assorted case, contains 4 doz. \$5 40
Lemons, 2 doz. 2 70
Orange, 2 doz. 2 70
Raspberry, 2 doz. 2 70
Strawberry, 2 doz. 2 70
Chocolate, 2 doz. 2 70
Cherry, 2 doz. 2 70
Vanilla, 2 doz. 2 70
Weight, 8 lbs. to case. Freight rate second class.

JELL-O ICE CREAM POWDERS
Made in Canada.
Assorted case, contains 2 doz. \$2 70
Chocolate, 2 doz. 2 70
Vanilla, 2 doz. 2 70
Strawberry, 2 doz. 2 70
Unflavored, 2 doz. 2 70
Weights, 11 lbs. to case. Freight rate second class.

BLUE
Keen's Oxford, per lb. \$ 24
In cases 12-12 lb. boxes to case 0 25

COCOA AND CHOCOLATE
THE COWAN CO., LTD.,
Sterling Road, Toronto, Ont.

COCOA
Perfection Cocoa, lbs., 1 and 2 doz. in box, per doz. \$5 25
Perfection, ¼-lb. tins, doz... 1 45
Perfection, ½-lb. tin, doz... 2 75

Leaving for Europe early in February. Get in touch with Europe's largest buyers through

O. M. SOLMON

Manufacturers' Agent

Commission Agent

I am open to represent several more large high-class Canadian manufacturers.

FIRST-CLASS REFERENCES AND SECURITIES ON APPLICATION.

Write or wire. 4492 ST. CATHERINE ST. W., MONTREAL.

Coffee

Candidly we are putting out a very fine article in our Monarch Coffee. People who are drinking it think that there is nothing that will compare in quality. We know of cases where dealers after handling it and have succumbed to the blandishments of fluent salesmen for other kinds have displaced it with brands said to be just as good and which would show a little more profit, pestered continually by their customers for the Monarch brand and actually compelling them to get back into the Monarch Coffee groove which always leads to satisfaction.

After all a satisfied customer is one of the best assets a dealer can have for any line—but when it comes to Coffee a satisfied customer is worth more to you than perhaps for any other article, for the average drinker does remember a good cup of Coffee and thinks of the next one that he is going to have.

	Cost	Sell
½ and 1 lb. Tins - -	50	60

Send us a trial order

H. P. ECKARDT & CO
WHOLESALE GROCERS
 CHURCH STREET & ESPLANADE TORONTO



CURLING BROOMS

Ours is in a class by itself, made very select for the curlers.

Selected basswood handles.

Selected corn.

Closely stitched.

Well balanced.

*Tough, Fine Corn
Can Ship from Stock.*

J. C. SLOANE CO.
Owen Sound Canada



Encouraging Results

We wish to thank the Grocers through Canada for their patronage during the past year. Occasionally we had some difficulty in shipping owing to the

Big Demand

for our XXX Self-Raising Flour from all parts of the country. We now have a big stock on hand and can ship same day orders are received.

This is the Season to Push Sales—Are You Well Stocked?

Brodie & Harvie, Limited
BLEURY STREET, MONTREAL

Lunch Bars, 5-lb. boxes, 30 boxes in case, per lb.....	0 45
Coffee Drops, 5-lb. boxes, 30 boxes in case, per lb.....	0 45
Chocolate Tulips, 5-lb. boxes, 30 boxes in case, per lb.....	0 45
Milk Croquettes, 5-lb. boxes, 30 boxes in case, per lb.....	0 45
No. 1 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb.....	0 45
Chocolate Beans, 5-lb. boxes, 30 boxes in case, per lb.....	0 41
Chocolate Emblems, 5-lb. boxes, 30 boxes in case, per lb.....	0 41
No. 2 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb.....	0 41
No. 1 Vanilla Wafers, 5-lb. boxes, 30 boxes in case, per lb.....	0 41
No. 2 Vanilla Wafers, 5-lb. boxes, 30 boxes in case, per lb.....	0 36
No. 1 Nonpareil Wafers, 5-lb. boxes, 30 boxes in case, lb.....	0 41
No. 2 Nonpareil Wafers, 5-lb. boxes, 30 boxes in case, lb.....	0 36
Chocolate Ginger, 5-lb. boxes, 30 boxes in case, per lb.....	0 60
Crystallized Ginger, 5-lb. boxes, 30 boxes in case, per lb.....	0 60
NUT MILK CHOCOLATE, ETC.	
Nut Milk Chocolate, 1/4s, wrapped, 4-lb. box, 36 boxes in case, per lb.....	0 46
Nut Milk Chocolate, 1/4s, wrapped, 4-lb. box, 36 boxes in case, per lb.....	0 47
Fruit and Nut or Nut Milk Chocolates, lbs., unwrapped, 6-lb. box, 5 div. to cake, 32 boxes to case, lb.....	0 43
Nut Milk Chocolates, 5s, squares, 20 squares to cake, packed 3 cakes to box, 24 boxes to case, per box.....	2 35
Fruit and Nut Milk Chocolate, 2-lb. cakes, each 20 divisions, 3 cakes to box, 32 boxes to case, per box.....	2 50
Fruit and Nut Milk Chocolate Slabs, per lb.....	0 42
Milk Chocolate Slabs, with Assorted Nuts, per lb.....	0 43
Plain Milk Chocolate Slabs, per lb.....	0 42
MISCELLANEOUS	
Maple Buds, fancy, nearly 1 lb., 1/2 doz. in box, per doz.....	\$6 00
Maple Buds, fancy, 1/2 lb., 1 doz. in box, per doz.....	3 00
Assorted Chocolate, 1 lb., 1/2 doz. in box, per doz.....	6 00
Assorted Chocolate, 1/2 lb., 1 doz. in box, per doz.....	3 00
Chocolate Ginger, full 1/2 lb., 1 doz. in box, per doz.....	4 35
Crystallized Ginger, full 1/2 lb., 1 doz. in box, per doz.....	4 35
Active Service Chocolate, 1/4s, 4-lb. box, 24 boxes in case, per lb.....	0 46
Triumph Chocolate, 1/4s, 4-lb. boxes, 35 boxes in case, per box.....	0 47
Triumph Chocolate, 1/2-lb. cakes, 4 lb., 35 boxes in case, per lb.....	0 46
Chocolate Cent Sticks, 1/2 gr. boxes, 30 gr. in case, per gross.....	1 15
120-lc Milk Chocolate Sticks, 60 boxes in case.....	0 80
5c LINES	
Toronto Prices	
Filbert Nut Bars, 24 in box, 60 boxes in case.....	\$0 95
Almond Nut Bars, 24 in box, 50 boxes in case.....	0 95
Puffed Rice Bars, 24 in box, 50 boxes in case.....	0 95
Ginger Bars, 24 in box, 50 boxes in case.....	0 95
Fruit Bars, 24 in box, 50 boxes in case.....	0 95
Active Service Bars, 24 in box, 50 boxes in case.....	0 95
Victory Bar, 24 in box, 60 boxes in case.....	0 95
Queen's Dessert Bar, 24 in box, 50 boxes in case.....	0 95
Regal Milk Chocolate Bar, 24 in box, 50 boxes in case.....	0 95
Royal Milk Cakes, 24 in box, 50 boxes in case.....	0 95
Cream Bars, 24 in box, 50 boxes in case, per box.....	1 00
Maple Buds, 5c display boxes, 5c pyramid packages, 5c glassine envelopes, 4 doz. in box.....	1 90
W. K. KELLOGG CEREAL CO.	
Kellogg's Toasted Corn Flakes, Waxtite.....	4 15

Kellogg's Toasted Corn Flakes, Ind.....	2 00
Kellogg's Dominion Corn Flakes.....	4 15
Kellogg's Dominion Corn Flakes, Indiv.....	2 00
Kellogg's Shredded Krumbles, 3 50	
Kellogg's Shredded Krumbles, Ind.....	2 00
Kellogg's Krumbled Bran.....	1 85
BRODIE AND HARVIES	
XXX Self-Raising Flour, 6 lb. packages, doz.....	\$5 70
Do., 3 lb.....	2 90
Superb Self-Raising Flour, 6 lb.....	5 50
Do., 3 lb.....	2 80
Crescent Self-Raising Flour, 6 lb.....	5 50
Do., 3 lb.....	2 85
Perfection rolled oats (50 oz.)	3 00
Brodie's Self-Raising Pancake Flour, 1 1/2 lb. pack., doz.....	1 50
BLACKWOODS' BAKING POWDER	
8-oz. tins, 4 doz. to case.....	\$ 1 50
12-oz. tins, 4 doz. to case.....	2 25
16-oz. tins, 4 doz. to case.....	2 50
Qt. Sealers, 1 doz. to case.....	5 00
3-lb. tins, 1 doz. to case.....	6 50
5-lb. tins, 1 doz. to case.....	10 50
CORDIALS	
Black Cherry St. Julien Claret	
Mondego Port Grape Wine	
Hot Todd Ginger Wine	
Sloe Gin Creme de Menthe	
Packed 1 doz. qts. to case.....	\$4 50
Bulk, per gallon.....	1 85
LIQUEURS	
H. T. Special Ginger	
Creme de Menthe Black Cherry	
Hot Todd Port	
Grape Claret	
Sloe Gin Trench Rum	
Packed 1 doz. qts. to cs. Per cs.....	\$6 85
Bulk, per gallon.....	2 85
CONCENTRATED FRUIT CIDERS	
Orange Cherry	
Penah Loganberry	
Lemon Strawberry	
Grape Raspberry	
Blackberry Per doz.	
Packed 24, 2 1/4-lb. tins to case.....	\$7 20
Apple, pkd. 24, 2 1/4-lb. tins to cs.....	7 40
EXTRACTS	
Blackwoods' Government Standard. All flavors. Per doz.—	
2-oz. 2 1/2-oz. 4-oz. 8-oz. 16-oz.	
\$1 75 2 00 3 25 5 75 11 25	
Heather Brand. Fifty per cent over Government Standard. Per doz.—	
2-oz. 2 1/2-oz. 4-oz. 8-oz. 16-oz.	
\$2 25 2 60 4 25 7 50 14 00	
OYSTER COOKTAILS Per doz	
Packed 5-doz. 4-oz. botts. to cs.....	\$0 85
OLIVES Per doz	
Queens, packed 24, 8 oz. to cs.....	\$2 20
Queens, packed 24, 16 oz. to cs.....	3 35
Pimento Stuffed, 24, 8 oz. to cs.....	3 00
Pimento Stuffed, 24, 16 oz. to cs.....	4 50
BLACKWOODS' DE LUXE PICKLES	
Ozs. 10 16 18 20 Qts.	
Sr. Mix.....	2.25 3.15 3.35 3.75 4.55
Chow.....	2.35 3.25 3.40 3.85 4.90
Onions.....	3.45
Gherkins.....	3.50
Sw. Mix.....	2.50 3.35 3.60 4.00 5.15
Sw. Onions.....	3.75
Sw. Gherkin.....	3.75
F.o.b. jobbing points add the following freight per dozen:—	
10 oz., 10c; 16 oz., 15c; 18 oz., 20c; 20 oz., 25c; qts., 30c.	
PICKLES IN TINS Per doz.	
Sr. Mix, 2 1/4-lb. tins.....	\$3 25
Chow, 2 1/4-lb. tins.....	3 40
Sw. Mix, 2 1/4-lb. tins.....	3 50
Sr. Gherkin, 2 1/4-lb. tins.....	4 25
Sw. Gherkin, 2 1/4-lb. tins.....	4 50
Dills, 2 1/4-lb. tins.....	2 50
Kraut, 2 1/4-lb. tins.....	1 90
PICKLES IN BULK	
Spring Top Gallen Jars	
Sr. Mix.....	\$1 15
Chow.....	1 25
Sw. Mix.....	1 40
Dills.....	1 10
Pails 1 gal. 3 gal. 5 gal.	
Sr. Mix.....	\$1 40 \$2 00 \$4 00
Chow.....	1 45 3 25 4 90
Sw. Mix.....	1 70 4 25 6 50
RELISHES Per doz.	
Horse Radish, 10-oz. bottle.....	\$2 40
English Picalilli, 8-oz.....	2 25

SHORT OF HELP TOO BAD!

Yet the man you need is somewhere—probably behind a counter or desk, and in the grocery business, wholesale or retail. He'll go to you if the call is loud enough.

Perhaps you can get him with a whisper. Never can tell what makes some men restless.

It's clearly up to you to use a dollar or two to advertise. Use CANADIAN GROCER—2 cents a word. If you know any better paper, use it.

All we know is that CANADIAN GROCER gets into 5,600 grocery stores and establishments all over Canada. No one daily newspaper—no other publication—can make, truly, the same statement.

The chances are that you'll find the man you want in a grocery store or office. If he's there now, and you get him, he'll probably be a trained man, and you'll get value out of him from the start.

Don't rest on one insertion. It isn't experience to get what you're after the first crack out of the box. The best men are hardest to budge. Make your advertisement explicit.

Make it brief. Use a box number if you like. The big thing is to try, and try and try.

Our business is to carry your advertisement to likely men. It isn't our business to get replies for you. Yet the chances are that you'll get replies—first week of trying.

Rates—2c per word first insertion, and 1 cent per word each subsequent insertion. Five cents extra per insertion if replies are to be sent in our care to a Box Number. Invariably in advance.

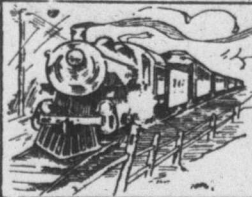
CANADIAN GROCER

143-153 University Avenue

TORONTO

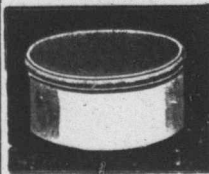
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BUYERS' MARKET GUIDE

Latest Editorial Market News



STONEWARE

Buy Now—Butter Cocks
Jugs, Churns, Flower Pots
etc. Ask for latest cata-
logue.

The Toronto Pottery Co.
Limited
Dominion Bank Bldg.
TORONTO

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

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

WHITE-COTTELL'S

Best English Malt Vinegar

QUALITY VINEGAR

White, Cottell & Co., Camberwell, London, Eng.

Agent:

W. Y. COLCLOUGH, 592 Kingswood Road
Beach 2170 Toronto

J. E. TURTON, Board of Trade Building,
Montreal

OPPENHEIMER BROS., LTD.
Vancouver, B.C.

BAIRD & CO., Merchants, St. Johns

Order from your jobber to-day.

"SOCLEAN"

the dustless sweeping compound

SOCLEAN, LIMITED

Manufacturers TORONTO, Ontario

Shuman Pricing Outfits

for
Groceries and Stores which price-mark
their goods—we have the right system.

For full particulars write:

Store Helps Manufacturing Company
12 Sheppard Street, Toronto,
and
Calgary, Alberta.

Olivier's Cream Toffee

5 cent bars

O.K.—Almond—Cocoanut

The finest made

Brokers

Man. & Sask. - Watson & Truesdale
Calgary - Clarke Brokerage
B.C. - Robt. Gillespie & Co., Vancouver

G. F. OLIVIER (the toffee man)
MEDICINE HAT

NEW PRICES NAMED FOR ROLLED OATS

The announcement is made this week that the prices of rolled oats in packages have advanced, but the new prices will not be effective until February the first. Present prices will rule until the end of this month and the trade will be well advised to buy now. The new figure will be \$6.50 per case for the twenties. The advancing market of raw oats has necessitated a higher figure for packaged goods and CANADIAN GROCER some weeks ago announced the likelihood of a sharp advance in rolled oats.



CLIMAX PAPER BALERS

ALL STEEL-FIREPROOF
"Turns Waste
into Profit"
12 SIZES

Send for Catalogue
CLIMAX BALER CO.
Hamilton, Ont.

FOR SALE

Selected eggs, creamery butter,
fancy dressed poultry. It will pay
you to buy your supplies from

C. A. MANN & CO.
LONDON, ONT.

Phone 1577

RAMMANTLES
THE STANDARD BY WHICH MANTLES ARE JUDGED
GAS and GASOLINE MANTLES
FOR ALL STYLES OF LIGHTS
ASK FOR SAMPLES and QUOTATIONS.
R. M. Moore & Co. Ltd. Vancouver B.C.
PACIFIC COAST MANTLE FACTORY.

The SARNIA PAPER BOX CO., Ltd.
SARNIA, ONT.

Manufacturers of:

Ice Cream Cartons, Paraffined.
Butter Cartons, Paraffined.
Egg Cartons: Special Egg Fillers.
Folding Candy Boxes; also handy
Paraffine boxes for bulk Pickles,
Mincedmeat, etc.

BEANS

Handpicked or Screened

Ask for quotations

Geo. T. Mickle, Ridgetown, Ont.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
3/4-INCH CUSHION FILLERS
CORRUGATED FLATS

The TRENT MFG. CO., LTD.
TRENTON - - ONTARIO

Fidelity Collection Agency Ltd.

Canadian Bank of Commerce Bldg., Winnipeg

Collections and Adjustment

"We collect anything anywhere"

References: Can. Bank of Commerce and Molsons Bank

These one-inch spaces
only \$2.20 per insertion
if used each issue in the
year.

Wanted

Classified Advertising

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

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

SITUATIONS WANTED

WANTED — BY TRAVELLER WITH GOOD connection, covering Maritime Provinces (one who can give results), agency on commission with reliable house. Box 786, Canadian Grocer, 153 University Ave., Toronto, Ont.

WANTED—SITUATION AS MANAGER OF grocery department by married man, age 28. Twelve years' experience, eight years as manager. Duties to commence March 1st. Can furnish best of references. Box 906, Canadian Grocer, 153 University Ave., Toronto, Ont.

HELP WANTED

EXPERIENCED CLERK FOR GENERAL store in country village, must have good appearance, be congenial, smart and good salesman. Capable of helping to take charge if necessary. Must furnish good reference. To start work any time before March. Write stating salary expected with other details. T. R. Craig, Martintown, Ont.

CHEMIST WANTED BY LEADING PURE food manufacturers, one who has had experience with food products preferred. Applicant must be active and not afraid of work. State age, experience and salary desired. Applications treated confidential if requested. Box 912, Canadian Grocer, 153 University Ave., Toronto, Ont.

Business Opportunities

IF YOU ARE INTERESTED IN A GROCERY and confectionery business on main corner in east end of Toronto, in quickly growing district, with turnover of seventy-five thousand annually, which must be sold as a going concern, buildings and lot included, write owner. Box 910, Canadian Grocer, 153 University Ave., Toronto.

WANTED—A PARTY TO TAKE HALF INTEREST in grocery and meat business, able to take full charge of either department, in live Ontario town. Apply to Box 898, Canadian Grocer, Toronto.

WANTED

MAN WITH CONSIDERABLE EXPERIENCE, good connection, wants food or confectionery lines west of Winnipeg. Best of references. Box 914, Canadian Grocer, 153 University Ave., Toronto, Ont.

WANTED—TO BUY A USED STENCIL CUTTING machine; must be in good condition. Shaw & Ellis, Pocologan, N.B.

Baker's Cocoa and Chocolate



REGISTERED TRADE-MARK

MAKE AND KEEP GOOD CUSTOMERS

They are most reliable goods sold with a positive guarantee of purity and superior quality; put up in conformity with the Pure Food laws; are readily sold, giving a quick turnover of stock.

MADE IN CANADA

WALTER BAKER & CO. Limited
Montreal, Can. Dorchester, Mass.
Established 1780

FOR SALE

ONE OF THE BEST COUNTRY GENERAL stores and stock in Grey County, stock about \$10,000, annual turnover about \$33,000, right on railway, stock well assorted and clean, buildings all in splendid shape. Possession right away. Box 53, Ceylon, Ont.

FOR SALE — GROCERY STOCK AND FIXTURES, about \$4,000; annual turnover about \$40,000. Selling on account of ill health. Address Box 53, Ingersoll, Ont.

FOR SALE—FIRST-CLASS GROCERY BUSINESS on Wellington Street, Sherbrooke, Que. Stock and Fixtures about \$12,000. Apply Box 788, Canadian Grocer, 153 University Ave., Toronto, Ont.

COFFEE MILL—STANDS ON FLOOR, GOOD condition, \$10. McCaw, Galley and Roncesvalles Ave., Toronto, Ont.

FOR SALE—AT A BARGAIN FOR CASH, NEW sixteen-foot Sherer-Gillett grocery counter. Apply Keyes Co., Elmsdale, N.S.

FOR SALE — A GENERAL STORE STOCK about \$10,000, on railway line; stock sold separate of with property. Apply to Alex. Shute, Holland Centre, Ontario.

A serious young man, 25 years old, talking both languages, and having six years' experience in wholesale groceries, desires to better his position in travelling or representing on commission a firm of Ontario in Province of Quebec. Best references and further particulars can be furnished on application. Apply to P.O. Box 119, Riviere du Loup Station, Que.

IF YOU WISH TO PLACE your goods on the British Markets we can guarantee to do it and save a lot of worry for you.

LARGE FIRMS OF FOOD IMPORTERS and Distributors desire Sole Agencies for goods suitable for the Grocery, Provision, Baker and Confectionery Trades.

Apply in the first instance to Box 619, c/o T. B. Browne's Advertising Offices, 163, Queen Victoria Street, London, E.C. 4, England.

When writing to advertisers kindly mention this paper.

COLLECTIONS

By a competent organization which is wide-awake to the necessity of having these leakages stopped.

We can handle this proposition in a proper business like manner and guarantee satisfaction to all concerned.

Nagle Mercantile Agency
Laprairie (Montreal) Que.

EVERYWHERE
NO COLLECTION
NO CHARGE
EFFICIENT
RELIABLE



YOU WILL BE SURPRISED

when you see how easily you can make the finest pastry, cakes, pies, biscuits, etc., by using

REGAL FLOUR

White and Pure as the Lily
THE BEST IN THE WORLD

It is with this fine, smooth, always uniform flour that are always made those rich, light, wholesome pastries that please the eye and tempt the palate.

Try it with your favorite recipe and you will not fail to notice how different it is from ordinary flour.

REGAL FLOUR does not cost more than other brands of good flour. It is on sale everywhere in bags of 7-14-24-49 & 98 lbs. and in 98 and 196 lbs. barrels.

ST. LAWRENCE FLOUR MILLS CO., Limited
MONTREAL.

Regal Flour

EVERY NEWSPAPER OF THE PROVINCE OF QUEBEC

publishes, this week, the advertisement reproduced above in favor of our

REGAL FLOUR

White and Pure as the Lily

the best flour for cakes and pastry. Highly recommended for its high quality, it will please your customers. How is your stock?

We shall be pleased to fill your orders promptly.

Sold everywhere in 7, 14, 24, 49 and 98 lb. bags and in 98 and 196 lb. barrels.

St. Lawrence Flour Mills Co., Limited, Montreal

THE DAILY CANADIAN COURIER

At Last—LANKA!

A Superb New Tea
Best the World Produces

There's a real thrill awaiting you in this new tea—in its unique flavor, captivating aroma—brilliant sparkling color.

It is a blend of choicest teas, from the hill gardens of Ceylon, where grow the world's finest teas. The perfection of the Lanka blending completes nature's work.

Lanka Tea is British grown. It comes by the direct water route to Vancouver, the logical port for tea imports destined for Canada.

The saving in freight charges and import duties permits us to offer Lanka Tea at the popular price of 70 cents a pound. Its superfine quality, superb flavor, smooth richness of body, cost you no more than ordinary tea.

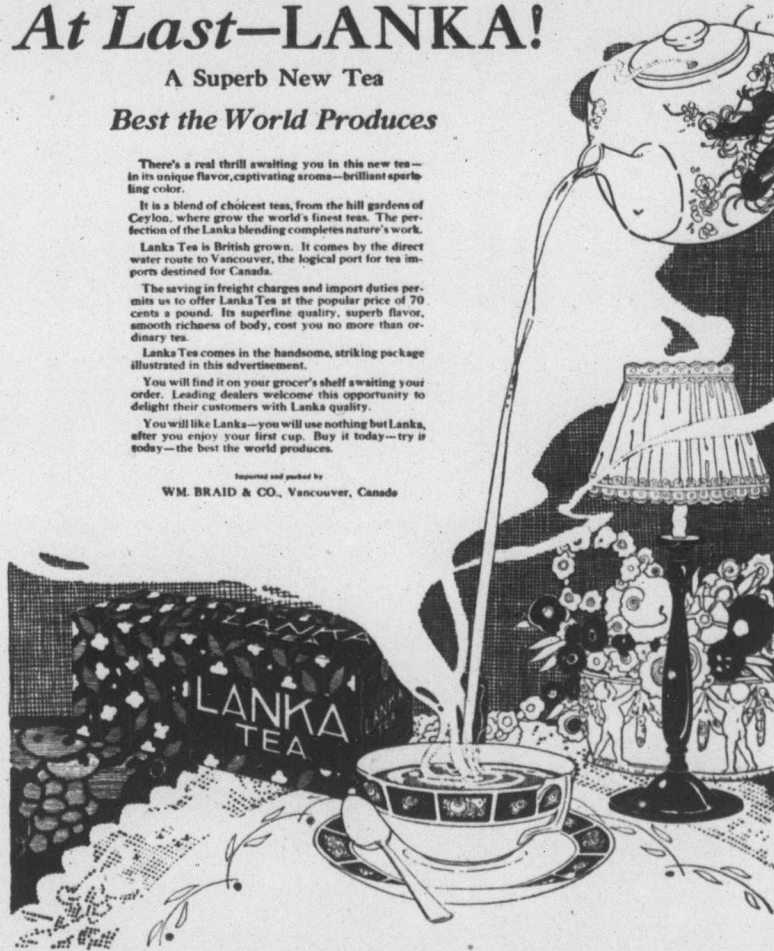
Lanka Tea comes in the handsome, striking package illustrated in this advertisement.

You will find it on your grocer's shelf awaiting your order. Leading dealers welcome this opportunity to delight their customers with Lanka quality.

You will like Lanka—you will use nothing but Lanka, after you enjoy your first cup. Buy it today—try it today—the best the world produces.

Imported and packed by

WM. BRAID & CO., Vancouver, Canada



Opening the Great LANKA Campaign

The appearance of the full page newspaper advertisement here illustrated is the beginning of one of the biggest campaigns ever launched to introduce a food product.

This full page will be followed by a steady bombardment of striking advertisements of generous space telling your customers such an irresistible story of the quality of Lanka Tea that they immediately become users.

This impressive newspaper campaign is accompanied by pages, half pages, quarter pages in the leading women's publications of Canada.

At the same time Canadian farm papers will receive a big schedule of Lanka advertising. No opportunity has been neglected to sell Lanka.

As quality insures each tentative tryer becoming a regular user, you will realize what enormous volume of Lanka trade will ensue.

Not to be stocked with Lanka Tea is to lose business to your neighbors. Handle the best

and the best advertised tea—Lanka Tea, the best value the world produces. Order from your jobber today.

Packed and imported by
WM. BRAID & COMPANY, Vancouver, Canada
S. H. MOORE & COMPANY, Ontario Agents
704 Excelsior Life Bldg., Toronto

