

**PAGES
MISSING**

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

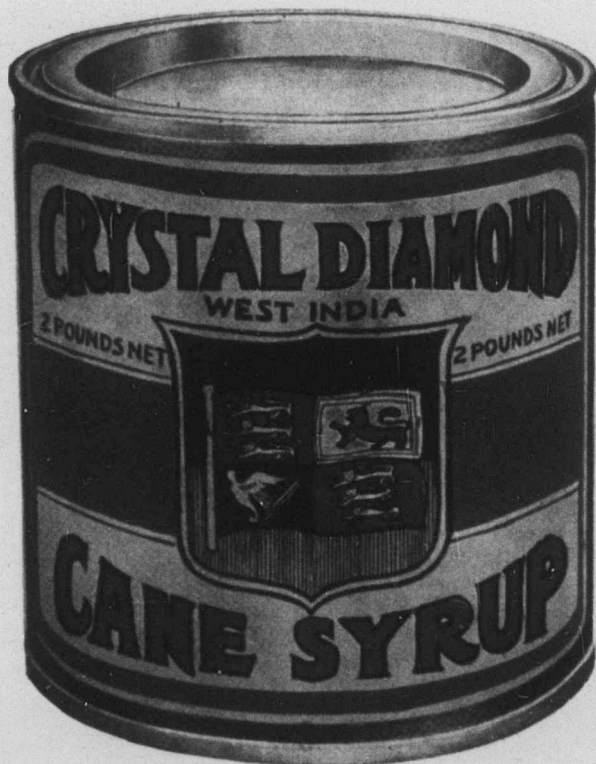
Vol. XXIX

PUBLICATION OFFICE: TORONTO, JANUARY 15, 1915

No. 3

"CRYSTAL DIAMOND"

Canada's New Cane Table Syrup



**Pancake and Muffin
Time is Cane Syrup
Time**

CRYSTAL DIAMOND fills the household needs for a high-grade Cane Syrup to be used with pancakes, muffins, hot biscuits, etc., all the year round, and especially during the winter. This syrup parallels St. Lawrence Sugar for excellence and fine quality.

It is produced from British West India Cane Sugar and comes in 2-lb. tins (cases of 2 dozen), also in barrels and one-half barrels.

Order through your Wholesaler.

St. Lawrence Sugar Refineries, Limited

MONTREAL

To Make

Hawaiian Pineapple



a Household
Necessity

THAT is why The Hawaiian Pineapple Packers' Association has lowered the price of its product whenever it could—twice in fifteen months.

The price of the 1914 pack takes Hawaiian Canned Pineapple out of the luxury class. It is in your jobber's hands, ready for your shelves.

The Hawaiian Pineapple Packers' Association of Honolulu, Hawaii, comprises the following companies, being all the packers of pineapples in the islands of Hawaii:—

- HAIKU FRUIT & PACKING CO., Ltd., Haiku, Maui, Hawaii.
U. S. Sales Agents:
DEMING & GOULD CO., 326 W. Madison St., Chicago, Ill.
- HAWAII PRESERVING CO., Honolulu, Hawaii.
U. S. Sales Agents:
CALIFORNIA FRUIT CANNERS' ASSN., 120 Market St., San Francisco, Calif.
- HAWAIIAN ISLANDS PACKING CO., Wahiaha Oahu, Hawaii.
U. S. Sales Agents:
GRIFFIN & SKELLEY CO., 16 California St., San Francisco, Cal.
- HAWAIIAN PINEAPPLE CO., Ltd., Honolulu, Hawaii.
U. S. Sales Agents:
HUNT BROS. CO., 112 Market St., San Francisco, Cal.
- KAUAI FRUIT & LAND CO., Kauai, Hawaii
U. S. Sales Agents:
KELLEY-CLARKE & CO., Seattle, Washington
- LIBBY, McNEILL & LIBBY, (Inc.), of Honolulu, Hawaii.
U. S. Sales Agents:
LIBBY, McNEILL & LIBBY, (Inc.) Chicago
- MAUI PINEAPPLE CO., Maui, Hawaii
U. S. Sales Agents:
GRIFFITH-DURNEY CO., 1 Drumm St., San Francisco, Cal.
- PEARL CITY FRUIT CO., Ltd., Honolulu, Hawaii
U. S. Sales Agents:
THEO H. DAVIES & CO., Ltd., 267 California St., San Francisco, Cal.
- THOMAS PINEAPPLE CO., Honolulu, Hawaii
U. S. Sales Agents:
THE J. K. ARMSBY CO., 627 Howard St., San Francisco, Cal.

**Hawaiian Pineapple Publicity Dept.
9 E. Fortieth Street, New York, N. Y.**

For Over Thirty Years The Leader

Shirriff's True Vanilla stands supreme among vanilla extracts. No other equals it in sales in Canada. And no other equals it in quality, a fact which every progressive grocer knows.

Shirriff's True Vanilla owes its



superior bouquet, strength and flavor to the special Shirriff process which the choicest real Mexican Vanilla beans undergo. No one has successfully imitated this process, because the process in its entirety is known only to the proprietors. It is not for sale. The makers of

Shirriff's True Vanilla

place a guarantee on every bottle as a token of their faith in their product. It also serves as a good talking point in selling. But most discriminating housewives know about Shirriff's True Vanilla, and are glad to buy it. If you are not selling this famous extract, place an order right soon. No enterprising grocer should be without a stock of this splendid selling line.

Imperial Extract Co.
Steiner and Matilda Streets
Toronto



Every Day Brings More—

THISTLE BRAND FISH

is growing in favor every day. So easy to make into the most delicious and appetizing meals. So economical and satisfying, grocers know the first sale is sure to bring customers back for more. Thistle Brand Fish also allows a good margin of profit, and coupled with its increasing favor, is proving an excellent profit-producer for many grocers. Write your wholesaler to-day.

Arthur P. Tippet & Co.
AGENTS MONTREAL, QUE.

Haddies
Flaked Fish
Kipperd Herring

ARCTIC

Price
\$27 Net



There's a Spot
in front of your
Store going to waste

—a spot either in front of your window or in the entrance that can be made most valuable the year 'round, and especially during Lent by using this Arctic Fish Display Case—the three-section case that pays for itself in a short time. Let it help pay your rent—order now.

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases
TORONTO

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



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

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

Have you a copy of Catalogue 913C?

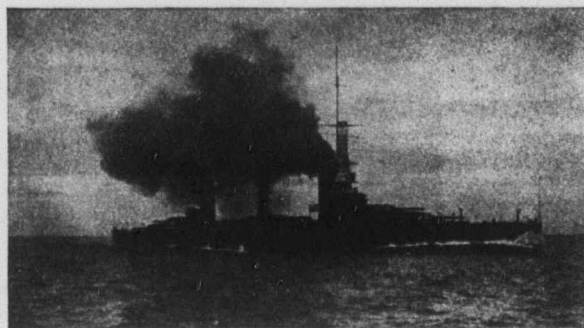
26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St.

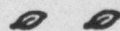
PHILA., PA.

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



Like H.M. Cruiser
"Invincible"

the jelly of the same name
is giving a good account of
itself—serving the people
of Canada



McLAREN'S

"Invincible"
Powdered Jelly

— the jelly powder that is famous for its absolute purity and fine quality—made under the most sanitary conditions; no human hands ever touch it — flavored with true fruit flavors made from the luscious product of the Niagara fruit belt.

McLaren's is a big selling line — Stock up.

McLarens
Limited

HAMILTON

and

WINNIPEG





If everybody in Canada ate *E.D.S. Jams and Jellies* the increased demand would not interfere with their high standard



Never since the first jar of E.D.S. Jam was sealed ready for sale has there been an iota of change in the quality—never has it been anything but freshly picked fruits, pure cane sugar and mountain spring water—processed under the most sanitary conditions by expert preservers. These famous Canadian jams and jellies put up in Canada's

richest fruit belt—the Niagara Valley, are known to almost every housewife in the Dominion—their superior quality and undeniable purity are household words.

Sell E.D.S. Products and help keep Canadians employed and Canadian money in circulation in our own country. E.D.S. Products are absolutely Canadian-made, from the fruit to the containers and labels.

**Push E.D.S. Jams and Jellies During 1915.
They're Money Makers.**

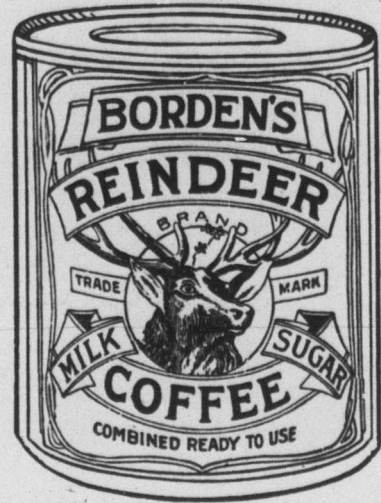
MADE ONLY BY:

E. D. Smith & Son
LIMITED

Winona, Ontario

Agents

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



Make the Social Season Bring You Better Custom

Every social function in your locality, every little house party, every church social, club night or entertainment brings with it unbounded opportunities to push Coffee or Cocoa that is a convenience as well as a delight.

Nothing fits the bill quite so thoroughly as Borden's Reindeer Brand Coffee and Cocoa. Made in an instant, merely with the addition of water—no milk, no sugar. Their apparent economy, deliciousness and trouble-saving features will bring you increased custom for daily consumption.

Why let these social events continue to slip by without one supreme effort for better custom? Get up an impressive display *today* and make the most of the Borden Lines.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

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

Are You One of the Capable Men of Your Locality?

Does your present income permit you to enjoy all the every-day luxuries, an occasional vacation trip, a new watch, bicycle, or possibly an extra fall suit?

We are anxious to appoint a capable man in your district to represent MacLean's and The Farmer's Magazine.

In all parts of the country hundreds of energetic men are representing our publications, supplementing limited home incomes, or, in other cases, making this work their only vocation. Some of them earn more than managers of leading concerns.

The work is enjoyable, keeping you out of doors and in touch with the activities of the community. You will not be a canvasser, for as a representative of MacLean's or Farmer's Magazine you will be received as one of the successful, capable men of the community. Consequently your success is assured from the very start.

On each order, new or renewal, you will receive a definite commission, so that your salary will be gauged entirely by your efforts. No previous business experience is necessary. We coach you and co-operate with you at all times. If you will write us to-day, we will gladly tell you further about the work.

Do not delay Writing

The MacLean Publishing Company, Limited
143-153 UNIVERSITY AVE. TORONTO, CANADA

Stocks speedily reduced, grocers incessantly re-ordering, and each new reorder increasing in size.



— that's the result of featuring the standard of quality and deliciousness—

Simcoe Baked Beans

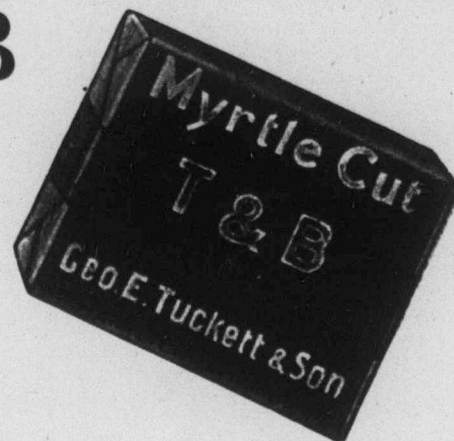
They make excellent selling by the case.



Ye Olde Time T & B

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

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



Tuckett, Limited

HAMILTON

The Original Optimist

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

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

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

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

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

The first advertisement brought no returns.

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

Crusoe was the original Optimist.

CAÑADIAN GROCER

COPPER

Prepared in
Copper Kettles.

SILVER

Boiled in Silver
Pans.

GOLD

Packed in Gold-Lined
Pails and Glass.

WAGSTAFFE'S

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

**Buy
Made in Canada
Goods**

Mr. Grocer,

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

**Wagstaffe's
Pure Orange Marmalade**



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

Wagstaffe Limited

HAMILTON

ONTARIO

'CAMP'

COFFEE

Stands on its

**It Appeals
to the Public**

because of its
exquisite flavour
and the ease and
swiftness with
which it can be
perfectly pre-
pared.

*R. Paterson & Sons
Coffee Specialists
Glasgow*

**It should
appeal to you**

because it is the
most popular of
all coffee es-
sences; because
it means quick
sales, big sales,
and good profits.

*Ask your
Wholesale
House*



MERITS



GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

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

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

Leitch Brothers' Flour Mills

LIMITED

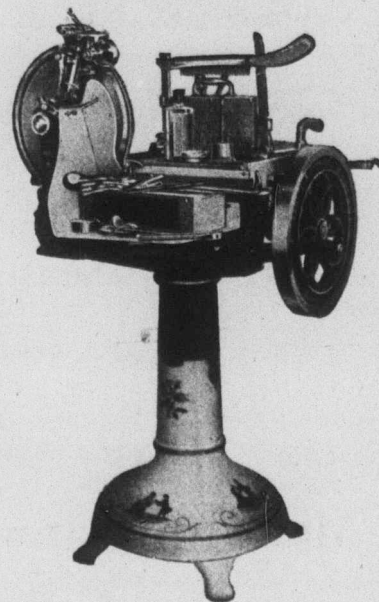
Oak Lake

Manitoba

VAN BERKEL SLICING MACHINE

Will about pay
for itself in the
saving of waste
which other
machines make.

Send for illus-
trated cata-
logue giving
full particulars.



The **W. A. Freeman Company, Ltd.**
HAMILTON, CANADA

ROCK CITY LINES

*Pay
Big*

Fine, mild flavor,
rich aroma, and
uniform excel-
lence took but a
short time to
establish the
Rock City Lines
as the unques-
tioned favorites
of Canadian
smokers. Coupled
with the good
profit they afford,
these repeat-
order tobaccos
are proving
mighty big profit-
earners for many
Canadian gro-
cers. Push them
yourself to-day.

Rock City Tobacco Co., Limited

QUEBEC and WINNIPEG

GIPSY Stove Gloss

is in the best stores
because it attracts
the best customers.

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta:
Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary
and Edmonton. For British Columbia & Yukon: Creeden
& Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN" SALMON



**FINEST
BRITISH
COLUMBIA
SOCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

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

How Much is Your Patriotism Worth?



Canadian manufacturers are doing their duty under present stress in endeavoring to keep plants running and men employed regardless of profits.

Good Canadians will show enlightened patriotism, as well as sound business common sense, by buying only "Made in Canada" goods, thus building up their own prosperity and looking after those who remain at home.

Richards Pure Soap Co.,
LIMITED

Woodstock, Ontario

Continental Grocery Bags

Let the fame of the name be your guide in buying.

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers Ottawa

Branches: MONTREAL and TORONTO
Agencies throughout Canada

LET US TURN A NEW LEAF

Take Advantage of Good Offers

JUST RECEIVED FROM FRANCE

A shipment of fine French Peas,
L. A. PRICE & Cie, Bordeaux, France.

300 Cases, including:

- Moyens,
- Fins,
- Mi-Fins,
- Tres Fins,
- Extra Fins.

Prices very reasonable. Freight paid in 5 cs. lot, up to 50c per 100 lbs.

English Chloride of Lime Has Advanced

We are Still Offering at the Same Price

UNITED ALKALI CO., LIVERPOOL, ENGLAND

1-lb. tins, cases 4 doz., 5 gross	\$9.75 gross
1/2-lb. tins, cases 4 doz., 5 gross	5.75 gross
1/4-lb. tins, cases 4 doz., 5 gross	4.00 gross
25-lb. drums04 lb.

Purity and strength unexcelled.

SARDINES—No Shortage Here

WE OFFER A GOOD ASSORTMENT

1500 Cases, all sizes and qualities, including:

- Canadian, Portuguese,
- English and French Spratts,
- French, Norwegian,
- Pure olive oil and tomato, with and without bones.
- 1/4s (club and dingly), Amer. 1/4s and 1/2s.

California Seeded Raisins—GENUINE SNAP

1000 Boxes Choice, 16 oz. 36 packages, 8 1/2c pack.

TEAS

DELIVERY EARLY FEBRUARY

Don't miss your chance to secure your wants with us. Our stock is large, our prices, *you know, are right.*

LOOK AHEAD! Don't Delay. You May Have a Surprise.

L. CHAPUT, FILS & CIE, Limitée

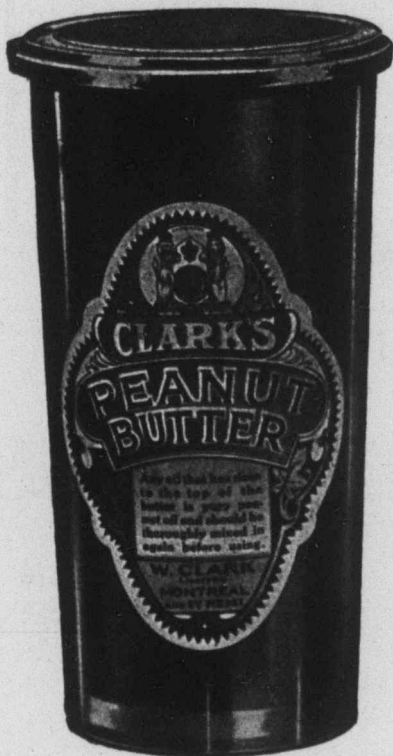
WHOLESALE GROCERS and IMPORTERS of TEAS, COFFEES, WINES and LIQUORS

2 to 12 DeBresoles Street, MONTREAL

MADE IN CANADA

CLARK'S Peanut Butter

in $\frac{1}{4}$, $\frac{1}{2}$, and 1 sizes, also in 24 lb. pails.



The 24 lb. pails are money-makers for you, Mr. Grocer.

Keep in your refrigerator and it will cut solid like dairy butter.

It contains the nourishing and appetizing qualities of dairy butter and preserves or meat and makes delicious sandwiches.

Guaranteed to contain the finest peanuts only and to be absolutely pure.

**GET PRICES FROM YOUR JOBBER
OR WRITE US.**

W. CLARK, LIMITED, - MONTREAL

Tartan
BRAND
THE SIGN OF FURITY

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

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

'Phone at our expense.

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

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



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

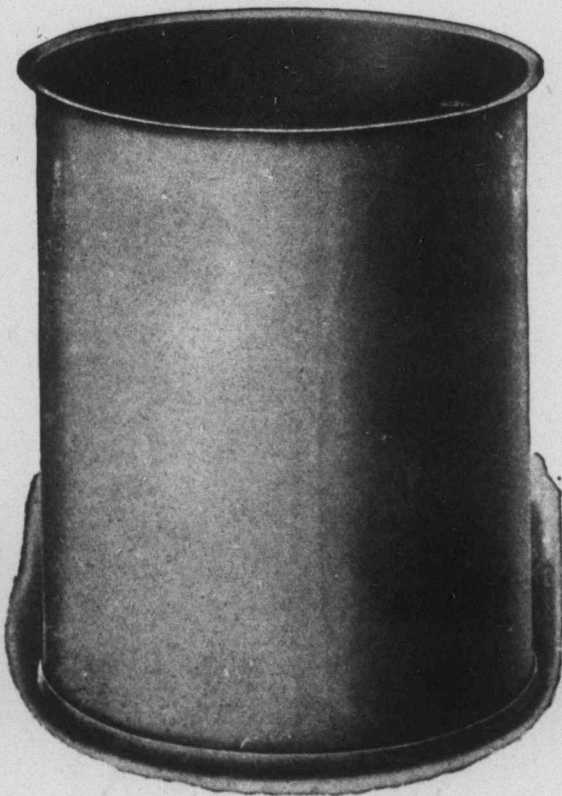
SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax, - N.S.



Sanitary Cans

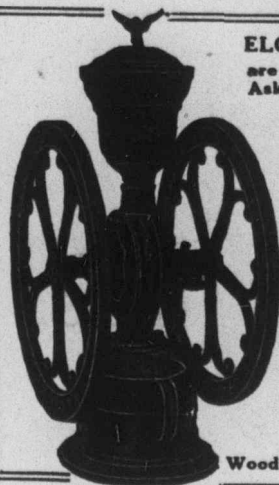
"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO



ELGIN NATIONAL COFFEE MILLS
are handled by the best Canadian Jobbers.
Ask your Jobbers for Catalog and Prices.

CALGARY—Campbell, Wilson & Home, Ltd.; P. D. McLaren, Ltd. EDMONTON—H. H. Cooper & Co.; The A. Macdonald Co.; Revillon Wholesale, Ltd. FERNIE—The Western Canada Wholesale Co., Ltd. HAMILTON—Halfour, Smye & Co.; James Turner & Co.; Macpherson, Glasco & Co.; Walter Woods & Co. LONDON—Gorman, Eckert & Co., Ltd. MONTREAL—L. Chaput, Fils & Cie., Ltd.; Minto Bros.; Canadian Fairbanks Co. (and branches); MOOSE JAW—The Codville Co., Ltd. REGINA—Campbell, Wilson & Strathdee, Ltd.; H. G. Smith, Ltd. ST. JOHN—Dearborn & Co.; G. E. Barbour Co., Ltd. SASKATOON—Campbell, Wilson & Adams, Ltd.; The Codville Co., Ltd.; North-West Specialty Co. TORONTO—Eby-Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros., Ltd.; Medland Bros., Ltd. VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Empress Mfg. Co., Ltd.; Kelly, Douglas & Co. WINNIPEG—Blue Ribbon, Ltd. (and branches); The Codville Co. (and branches); Walter Woods & Co.

Woodruff & Edwards Co., Elgin, Ill., U.S.A.



Popularity That Knows No Off-Day

The big advantage with Bee Brand Jelly Powders is that they know no seasons; are not affected by adverse conditions.

Being high value at a nominal price they keep moving quickly when your higher priced lines must collect dust on the shelves. To get the best returns out of Bee Brand Powders, feature them prominently in your store.

FORBES & NADEAU, Montreal, Que.

Evaporated Apples

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

O. E. Robinson & Co.
Ingersoll, Ontario

A store convenience — costs little — gives big service



THE MCGREGOR PAPER BAG HOLDER.

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

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

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions
Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

Furnivall's

FINE
FRUIT
PURE **JAM**

Your business grows in proportion to the service it renders. The larger the service the greater the expansion. Our marmalade, made from fresh Seville oranges, is now ready. The purity and fine flavor of FURNIVALL'S marmalade is unsurpassed. Stock up your low lines to-day.



**Furnivall-New
LIMITED**
Hamilton, Ont.

AGENTS: Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, J. A. Cote; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Geo. C. Benjamin, 629 Fourth St.; Jackson's, Limited, Calgary; Grocers' Specialty Co., Hamilton, Ont.



**DON'T
GUESS**

You cannot go on choosing your fancy biscuit stock forever. You must choose the right one some time or quit. CARR'S Biscuits have been chosen by more successful grocers more times than any other make. There must be a reason.

Put in a stock right away.

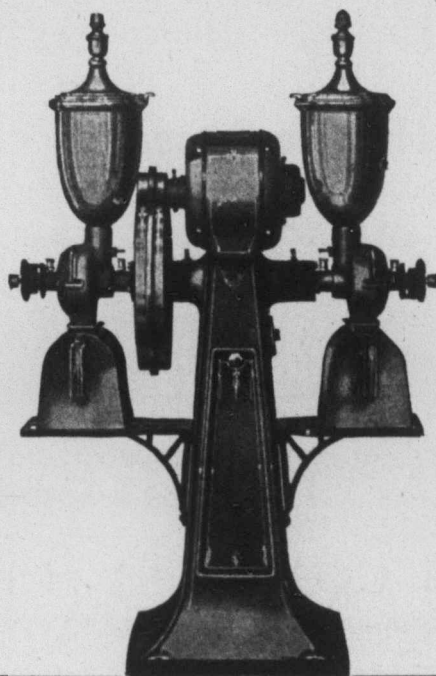
**CARR & CO. CARLISLE
ENGLAND**

AGENTS: Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland

THE HOBART COFFEE MILL

Proves How Profitable
Coffee OUGHT To Be

Proves it through better sales and the greater frequency with which customers return for more "Hobart" ground coffee. You'll realize just how profitable a staple coffee can be when you get

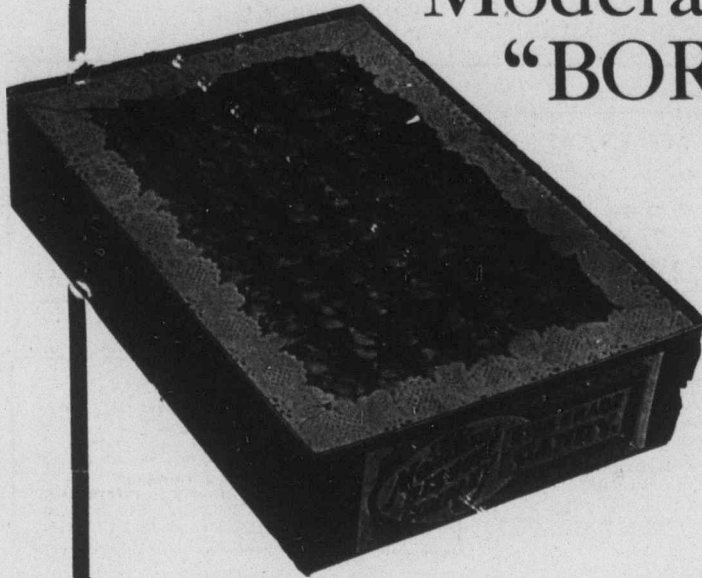


the Hobart Coffee Mill in your store. Interesting catalogue sent on request. Write to-day.

The Hobart Mfg. Co.
105 Church Street, Toronto

Ryan Bros., 110 St. James Street,
Winnipeg. Agents for Manitoba,
Saskatchewan and Northern Ontario

Fine Quality, Different Flavor,
Moderate Price — that's
"BORDO" Chocolates



The sweet tooth is a harmless habit that is not easily overcome even in the face of rigid economies. Your patrons may economize in the candy eating by buying lower priced confections, but there are very few who will cut them out altogether.

"Bordo" Chocolates with their fine quality and distinctly different flavor please the people and satisfy their demands at a very moderate price. "Bordo" Chocolates pay you a 60% profit.

Taste and be convinced. **Liberal Free Sample sent on request.**

Packed in 10c packages, 1/2-lb. boxes, 5-lb. boxes.

*The Chocolate that
pleases and pays*

The Montreal Biscuit Company
The Originators **MONTREAL**

TEA

Are you buying to the best advantage?
If not, start the new year right and send
your enquiries to the old established house.
Samples and quotations cheerfully given.

John Duncan & Co.

Established 1866

MONTREAL

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

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

**Two Good Agencies Wanted for
 CITY OF OTTAWA**
 (best of references)
Martin M. Walsh
 Care Canadian Grocer

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

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

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

HENRI DE LEEUW
28 Front Street E. TORONTO
 I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

WESTERN PROVINCES.

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

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

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

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

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

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

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

BRITISH COLUMBIA.

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

NEWFOUNDLAND.

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

QUEBEC.

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

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

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

Under Any Other Name

Red Rose Tea would have won a great success under any other name, because the quality that wins success is in the tea. Red Rose Tea is simply the name by which that distinctive quality is identified—but it is a name that the trade and the public alike have come to look upon with confidence and respect.

RED ROSE TEA

“is good tea”

T. H. ESTABROOKS CO., Limited

St. John, Montreal, Toronto, Winnipeg, Calgary

A SEASONABLE SELLER



**Goodwillie's
Pure Fruits**

In Glass
are
highest
quality
packed

Agents:
**Rose
&
Laffamme**
Limited
Montreal
and
Toronto

You can get them from your Wholesaler

Let us place
this Case of
Fresh Seeds
on your
Counter.



SELL as many as possible, and the remainder may be returned at the end of the season at our expense. Our compact and attractive display case contains the assortments as above, and you will add many dollars to your profits if you let us send you one or more, as your trade requires, on commission, all charges paid by us.

Wm. Rennie Co., Limited, Toronto



Diet Flour

This is a very special flour that has the hearty recommendation of Canada's leading physicians. A large percentage of the starch has been extracted, which leaves a flour particularly rich in gluten and especially adapted for use in cases of diabetes.

WHITE SWAN Diet Flour is only one of the many articles that we are turning out that has built for us our reputation for Quality Goods.

It is distinct and different from ordinary flours. It is a special flour for a special purpose, and can be used for every purpose that ordinary flour is used for, **but** especially prepared for dietetics.

It costs more to manufacture—naturally.

Put up in 5-lb. bags, 1 dozen to a case—case \$4.80.

Retails for 50c a bag—and repeats.

Sold through your jobber or direct.

WHITE SWAN SPICES AND CEREALS, LIMITED
TORONTO, ONTARIO

INCREASE YOUR TRADE

BY

Modern Show Card Lettering, Designing, Etc.



SIXTH EDITION---NOW READY

**WITH THIRTY-TWO ADDITIONAL PAGES
TO THAT OF FORMER EDITIONS**

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

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

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

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

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

Page size of book 6x9 in., 144 pages

The MacLean Publishing Co., Ltd.

BOOK DEPARTMENT

143-153 University Ave., Toronto

Progress all along the line!

1914, in spite of adverse conditions, upheld the reputation of its predecessors and, once again, an increase in sales over the previous year was registered.

This increase in consumer-demand amounted to 296,239 pounds, or more than one thousand pounds for every working day of the year. This means that something over 200,000 more people were won to the cause of Salada Quality during the year 1914.

1915 has commenced with record shipments and in the first nine days, over 215,000 pounds were shipped in fulfilment of orders.

QUALITY TELLS

"SALADA"

TORONTO

MONTREAL

JONAS' EXTRACTS

never gather dust on your shelves. Their purity and richness of flavor mean quicker turnovers, better satisfied customers, more gratifying profits. Sold everywhere for forty-five years. Better keep your stock well up.



HENRI JONAS & CO.

MONTREAL, QUE.

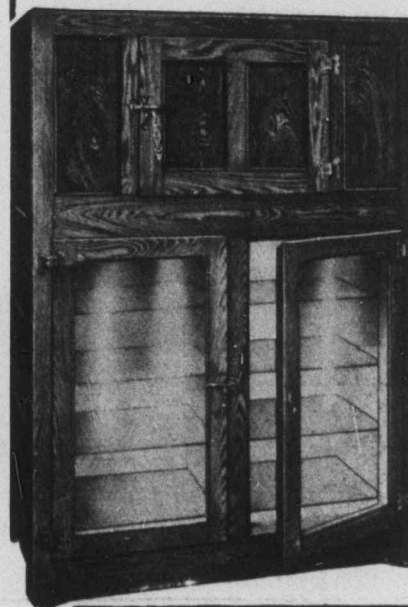
ESTABLISHED 1870

EUREKA REFRIGERATORS

Earn their Cost Quickly

Grocers who use Eureka Refrigerators never worry whether their investment will be a profitable one. The refrigerators take care of that themselves and earn their whole cost in short time. To put up with anything less profitable, less economical, less efficient than the Eureka is to withhold yourself from just so much extra profit.

There are a number of exclusive advantages about Eureka Refrigerators you will be interested in knowing. Write for free catalogue to-day.



Eureka Refrigerator Company Limited

31 Brock Ave. TORONTO



KEEN'S OXFORD BLUE

Appreciated and preferred all over the civilized world, wherever the cleanest and whitest washing is desired. The grocer who suggests KEEN'S pays a distinct compliment to his own good judgment, for KEEN'S is the acknowledged favorite wherever washing is done.

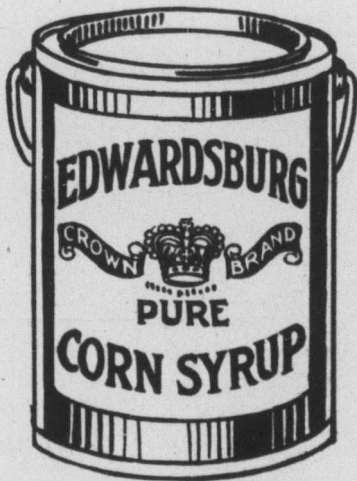
Your nearest wholesaler is ready to supply you.

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL

30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA



—made
in Canada

Throughout the Land The Best Known Brand

There is no syrup so well known in Canada
as

CROWN BRAND CORN SYRUP

It is not necessary for you to create a demand
for it. The demand already exists.

Are you prepared to fill the demand?

The Canada Starch Co., Limited

Manufacturers of the Famous Edwardsburg Brands
Montreal Cardinal Brantford Fort William

CANADIAN GROCER

VOL. XXIX

JANUARY 15, 1915

No. 3

Insufficient Capital Was Cause of This Failure

Merchant Attempted Too Much With Too Little Money—Lost The Personal Touch to The Business By Expanding Too Rapidly—In 8 Years Was Behind \$4,100 and His Time.

Written by Frank Grandin for Canadian Grocer

Second Article of Series

MEN fail in business from many causes. John Warren, one of the oldest commercial men on the road impressed that upon me in our conversation, the initial part of which was recorded in my first article on the subject of "Why Retailers Fail." During the 35 years he had been on the road he came face to face with instance after instance of bankruptcy. He had a keen business head and was at all times intensely interested in causes of progress and failure.

"There was a man up in _____," he told me, "who had just as good prospects for a successful retail career as any I ever ran across. His name was Peterson. He started in business with \$4,000—hard working and honest as the day was long. He conducted a general store in the town and soon gained the reputation of running a paying business and of being first-class credit.

"Although small at first the business grew rapidly and Peterson decided to expand. Without securing additional capital he opened two more in the same place—opened them on his nerve as it were—and set himself to getting rich overnight. His managerial work was divided up among the three stores, all of which he was desirous of seeing advance rapidly, and the result was none of them received the paternal attention necessary to a successful business. He aimed to be head of them all so that when he was absent from any one, things ran along with a loose rein. You can imagine how little attention clerks in such a store would give to stopping up the leaks. I afterwards learned that scores if not hundreds of dollars were lost in forgotten charges; and I know from my own observations before our house refused to sell them anything further, that money slipped away in over-

weight and carelessness in allowing stale goods to accumulate in the grocery department."

John Warren, as I have intimated, was a keen observer. He could see through the corner of his sharp eye what others would overlook with full orbs on. I often wondered why he had not hung out his shingle as a "Putting-the-Business-on-its-feet" man, and give up the more exacting trials attached to the road. But when I mentioned it to him one day, he replied that selling was the only thing that had any fascination for him.

Short \$4,100 and His Time.

"When that dealer," he went on, "dropped out of the race seven or eight years afterwards, he had run up a liability of \$19,000 of unsecured creditors and of \$5,600 secured creditors. He had a stock of \$16,000, fixtures of \$2,000, and book debts of \$3,000, and when the stock was disposed of at 50 cents and everything wound up there was a deficit of \$4,100.

"In the eight years' time he lost more than four thousand dollars and his entire time into the bargain. The one big false move he made was opening up the new stores with insufficient capital. When he began to spread, he also enlarged his list of creditors. I think I can safely say that he could have easily got along with 10 or a dozen creditors even after the expansion, but when the list was issued by the liquidator there were no less than 57. Any one will tell you that a man is less liable to fail if he has a sufficiently small number of creditors. But sometimes the smallest creditor will insist on immediate payment of an account and force on an assignment that might have been averted had the creditors been in small enough numbers to have gotten together to intel-

ligently discuss the exact situation. Manufacturers and wholesalers naturally prefer to see a merchant stay in business if they knew there is any chance for him—I do not say that Peterson would have been saved under other circumstances, but I do claim that he would have had at least a fighting chance."

Insufficient Attention to Selling.

The recital of this collapse touched upon incompetent management after the merchant had created more than he could personally supervise. He looked at the saving he expected to make in purchasing for three stores rather than the one, but he overlooked the more important matter of selling. His attention was practically all given up to getting the goods into the stores, which is an operation that can be performed by simply signing the orders of the traveling salesman. He concentrated on buying. As a salesman his efficiency was cut in three and he lost the personal touch he formerly had with his customers and which accomplished so much in making their visits to his store more frequent, and in the matter of the length of their orders. It was this personal supervision in the early days that helped the business along so rapidly. Everything was under the finger tips of the proprietor. The leaks were stopped up before they went on a rampage and roamed beyond control. Care was given in regard to correct weight; the store was kept clean and inviting, and windows were dressed always temptingly.

But under the new arrangement the clerk in the main store who had the attention of the window under his personal care, had not time to bother. Another, whose duty it was to keep the warehouse in order, and to see that all the old goods were sold before the more re-

Saskatchewan R.M.A. Executive

Important Vital Questions Affecting the Trade Discussed — Annual Convention in Saskatoon Beginning May 11 — Want Business Tax Discarded.

By Canadian Grocer's Special Correspondent.

cent arrivals were unpacked, had to spend all his time in the store and that important phase of the work of a successful merchant was neglected.

All these things combined with the lack of capital, which Warren explained, was too much for the man who was so anxious to expand so rapidly. Like the boy and the filberts he grasped more than he could successfully hold.

"Why the man," said Warren, "was simply bound to fail when you come to analyze his methods. The expenditure in getting started in the new stores and the extra stock, left him afraid to go to the further expense of employing competent managers to supervise the work of each of the stores. With the amount of money at his disposal he was not in a position to obtain a secure grasp on any phase of the business and from the time he entered the new establishments he was on the downward trail.

"Peterson, to-day would have been reasonably wealthy had he followed along conservative lines—at least until he was in a better financial position to expand. It seems to me that some men think they are going to live forever by the almost fatal zeal they employ to get all the money they can as soon as they can. Life is a short, Grandin, and the happiest men here are those who always have some work to do and who gradually but surely build a little better; who do not grasp more than they can safely hang on to, and who pay as they go."

FORT WILLIAM MERCHANTS GET TOGETHER.

Fort William, Ont., Jan. 12.—The merchants here have formed an organization with the following officers:—

President—C. E. Chapple.

1st Vice-President—W. W. Winfield.

2nd Vice-President—H. M. Piper.

Secretary-Treasurer—C. W. Wilson.

Executive Committee—C. H. Jackson, H. H. Wightman, R. Maybee, Geo. McDonald, R. E. Walker, A. H. Griffis, W. G. L. Evans, J. E. Rutledge.

Municipal Committee—C. H. Jackson, C. E. Chapple and G. W. Armstrong.

It was moved by C. H. Jackson and A. H. Griffis and carried, that the secretary write to the mayor asking that a committee of the council be appointed to meet a similar committee of the retailers and the landlords to look into the matters affecting rents in the city.

A committee, consisting of E. R. Gavin, H. M. Piper and R. E. Walker, was appointed to secure the names of all merchants who have assigned in the City of Fort William during the past year, and, if possible, the names of the principal wholesalers who are the creditors.

The merchants plan to secure civic legislation to do away with undignified advertising.

REGINA, Sask., Jan. 12.—On Wednesday, January 6, the executive of the Saskatchewan Retailers' Association convened here for the discussion of important business affecting the retailers. The session was thrown open to all retailers. Besides the members of the executive, the two organizers for the province, Messrs. Arden and Brayley, were present, in addition to local secretaries and interested merchants, many of whom came several hundred miles to attend.

Matters of varied interest were taken up, but probably the question of supreme importance was the discussion of the effect upon the merchant of the co-operative movement in Saskatchewan. Much valuable matter was placed before the meeting and considerable interest aroused.

In the discussing of the topic of cash discount, a real attempt was made to assist in the movement toward the reducing of the high cost of living, the object being to obtain goods at a lower cost, the consumer as well as the retailer reaping the benefit.

Fire insurance formed the subject of an interesting debate, and questions were raised as to whether the rates sometimes were not exorbitant. Action was taken with a view to obtaining the reduction of premium rates to the retailer.

It was pretty generally agreed that the attitude of the banks toward the trading interests was not as helpful as it should be, and this formed an important subject of debate, some expressing the opinion that in some instances banks appeared to be prejudiced to trade development within this province.

All the delegates, of course, were in favor of the doing away of the business tax, with the exception of a nominal tax, which it was agreed should be retained in order to give certain protection to the retailers of town or city. Every effort, it was felt, however, should be made to reduce this tax to the minimum.

Satisfaction was felt at the method adopted by the provincial executive in seeking advice from the individual merchants, and the feeling of the meeting was that if the merchants generally realized the benefit to be gained by membership in the association there would

not be a retailer but would have his name on the membership roll.

It was decided to hold the annual meeting of the Saskatchewan Retail Merchants' Association in Saskatoon on May 11, 12 and 13.

In the evening the local retailers entertained the visiting delegates to a banquet at the Commercial Club, when toastmaking was the order of the evening, practically all the members of the executive making appropriate addresses. Satisfaction was expressed at the growth of the association in this province in the short period during which the association has been in existence, there being at the present time over 150 active branches, each with local secretaries, and two organizers are now devoting all their time to the opening up of the work in the newer sections of the province.

The following constitute the executive, all of whom attended the conference in Regina on January 6:—President, S. A. Maybee, Moose Jaw; first vice-president, W. W. Cooper, Swift Current; second vice-president, J. W. McLennan, Kam-sack; treasurer, J. L. S. Hutchinson, Saskatoon, and secretary, F. E. Raymond, Saskatoon.

THE LATEST WAR NEWS.

(From National Drug News.)

The Germans have taken Pilsener and are now surrounding Delicatessen, where the wurst is expected. The Belgian Hares have had a falling out with the Welsh Rarebits and the Swiss Cheese is shot full of holes. This will make the Irish stew and the English mustard hot; and if the Russian Caviare sees the French pastry, it may start a Swiss movement watch. The Spanish onions are strong for a mix-up, and if the Home Preserves are called out and spread over the German Noodles, they may Ketchup with the Navy Beans, thereby causing an uprising of the Brussels Sprouts.—Mein Gott.

CHOCOLATE POPULAR.

The French Government has placed an order with a Pittsburg firm for 30 tons of chocolate for the use of its soldiers. Representatives of the concern declare the order is the largest ever given by any of the warring nations for a single shipment of chocolate.

Selling Campaign Boosted "Reception" Goods

New Blood Entering the Selling Staff of a Western Dealer Demonstrates the Great Possibilities of the Retailer—Oysters Easily Sold For Lodge "Supper"—Society Women Interested by the Carefully Placed Plans.

Written by Henry Williams for Canadian Grocer.

THE trade of Thos. Jepson has been allowed to run along in a rut for many years. At no time did the profits indicate any prospects for retirement for the proprietor. He was making a living—but that is about all that could be said of him—and paying his debts as they came due. It was just a little over two years ago when he took stock of the stationery condition of affairs. A retrospect indicated that while he was splendidly located, he was not getting any business above the ordinary demand.

"By hang," he concluded to himself one night, "something must be done else I'll have to stay around here till my bones dry up."

Next day a bright young fellow came along looking for a job. What experience had he? Well, he had learned the grocery business in the Old Country under a prominent member of the trade, and had been in Montreal and Winnipeg for a time with a couple of large grocers. But he wanted to get farther West. So he jumped off the train at ———, in the hope that he could find some work.

Jepson took him on. But before doing so he told him how the business was pretty much at a standstill, although paying its way, and that some ginger was urgently required somewhere if anything more than a tortoise-like progress was to be realized.

He could not have hit upon a more active or more acceptable young man than Haslam—Percy Haslam was his name. On the first Monday

of the New Year he was placed in charge of the selling in Jepson store while the proprietor himself still retained supervision of the buying end. Haslam understood thoroughly what was required of him and determined that the confidence his new employer reposed in him would not be misplaced.

The first couple of weeks in January of that year he spent particularly in getting acquainted with the goods, the remainder of the staff and the store's regular customers. Then he set down a plan of campaign to go after the business that

in the past had been allowed to stay or come as it liked. I refer to special business peculiar to the season.

Opening of First Campaign.

Running his eye down the social columns of the local newspapers, he observed quite a number of social functions were being held. In other places there were announcements of lodge and church socials and entertainments—all of which Haslam saw meant more business for one or more grocers. He determined to get the house of Jepson in on some of this extra business.

At the first opportunity he called up the secretary of one of the lodges billed to have a "supper" — an oyster supper—in ten days' time. "This is Jepson's store speaking," ran the conversation. "I see you are going to have an oyster supper on the 26th, and I would like to suggest that you have us look after the supply for you if you haven't already decided. We are getting in fresh stock every few days"—Here the secretary broke in with, "No, we haven't thought of it up to the present," but Haslam continued: "We can guarantee that they will be all solid stock with the original juice only and no water."

The Oysters were Sold.

This had the effect of getting a promise from the lodge man to drop in on the way home and look at the oysters and get a price on them. It was just what Haslam wanted. The

For the Reception, Social or Evening Party

When you entertain you aim to please. Dainty refreshments are placed before your guests. We make a specialty of getting together the daintiest of foods for just such occasions, and at the present time you will find a splendid assortment on our counters and shelves. A number of these are new lines which are bound to be appreciated. See our windows and give us a call.

Assorted Fancy Biscuits—The addition of a number of new biscuits to our already fine assortments, will be worth your attention. Prices run from .c up to .c.

Delicious Cocoa—Nothing makes a better or more refreshing winter drink than cup of good cocoa. If you use or brand the guests will not be disappointed. Per tin .c.

Olives, plain or stuffed—Olives are coming into their own. As a medicinal food they have gained a high reputation. Handsome fruit in various sized bottles at .c up to .c.

Fancy Cherries in Fancy Bottles—A most attractive delicacy to place before the guests. Per Bottle .c. Also other fancy fruit—a fine assortment to choose from.

For the Dessert—Jelly powders in various colors and flavors please both the eye and palate. Delicious desserts can also be made from gelatine, junket tablets; preserved peaches and whipped cream, etc.

Confectionery—When we say we handle the well known Brand of chocolates as well as and you will know we can satisfy you with the candy part of the refreshments. In boxes or loose, all guaranteed fresh, per pound from .c up to \$.....

CHOOSE FROM THIS LIST

Here is a further list of suggestions: Potted meats and peanut butter for sandwiches, caviar, almond paste, salad dressing, loaf sugar, wines of various flavors, grape juice, rusks, icing preparations for cakes, and a score or more of others.

THOS. JEPSON

175 Water St.

Phone 234

Fashion your next advertisement from the above suggestion and see how it works out.

CANADIAN GROCER

Oysters were kept in a large clean sanitary container at the front of the store. In appearance it was inviting to the eye and indeed was about as good a creator of an appetite for oysters as could be found. Haslam had no difficulty in interesting the secretary in oysters that evening. He got him so enthusiastic that he decided to try a pint at home. To make a long story short, he secured the order for eight gallons for the coming dinner—and chiefly because he went a little farther than his competitors—he asked for the business and asked for it first.

Not only were oysters sold on this occasion but biscuits were wanted, cooked ham and tongue, coffee, loaf sugar and bread. In all, that one telephone message resulted in a \$26 order for Jepson. During the winter several more were secured by similar means and Jepson began to take notice that this time he had picked a winner.

There was extra business, too, to be got from private houses where receptions and social functions were likely to be held. Haslam had to go about this in a little different way. Indirect means had to be utilized to get after the trade occasioned by the spread of the mid-winter social spirit.

"By George, that's a fine window you've got, Haslam," remarked Jepson a day or two later as he came into the store.

It WAS a fine window, but a simple one. Its rich simplicity was its feature. The new member of the staff had worked it out the previous evening with the touch of an artist. There was everything in it that the hostess at a social function could desire. There was a raised platform covering the entire floor with the exception of a foot or so around the edge. On this platform were placed two or three plates of fancy biscuits—the kind that does not fail to make the mouth water. The plates were covered with fancy paper doilies and the platform with a clean table cloth. This tempting display in itself was sufficient to create an appetite in any passerby. But as well the "table" was adorned with a very pretty cocoa pot, a few dainty cups and saucers and a package or two of cocoa which Jepson was recommending to his customers. Ranged neatly about the table were bottles of salad dressing, olives (plain and stuffed), fancy cherries in bottles, and several other high class and staple lines including onion salt, caviar, almond paste, salted almonds, shelled walnuts, extracts, jelly powders, junket tablets, gelatine, coffee, tea, loaf sugar, dainty boxes of eandy, etc., etc.

The entire trim, although simple in arrangement, told a little story to the prospective hostess at the social function.

Just behind the "table" was a neatly written show card made by one of the other clerks whom Haslam discovered had the knack of using the pencil and the brush. It read: "Reception Suggestions for the Hostess."

Other Links in the Chain.

Jepson had occasionally used newspaper space in a local paper, but he never seemed to have the time to write a decent ad. The failure to get results what he considered to be commensurate with the expenditure had practically decided him to give it up on the expiry of his contract. The head salesman, however, got permission readily to arrange an advertisement. "I think I can use it to good advantage in this little campaign I'm trying out," he told the proprietor, and the following evening the ad. of Thos. Jepson was easily better than any of the town's local merchants. (While this ad. is not now available to the writer there is a suggestion on the first page of this article which will fill the bill.)

But this did not entirely conclude the campaign to get all the possible "reception" business of the town. Haslam had collected a list of the society families from the daily papers and from the other members of the staff who were better acquainted with the people of the town. With the chief's permission he sent them a neatly typewritten letter which ran something like this:—

"Dear Madam:

"You will be interested in our window this week and in the advertisement we are running in 'The Evening _____.' Both give you suggestions on dainty, high class lines, many of which are new, that will please the most fastidious guest at an afternoon reception or an evening social function. May we urge you to read carefully the advertisement, and next time you are down street, to have a look at the suggestions offered in the window? We are in business to please and to serve and we feel that you will be delighted with the offerings we have to show you this winter.

Yours faithfully,

ANDREW JEPSON,

The Quality Grocer.

A Brighter Future Dawning

I knew Jepson well. Ten days or so later when the effects of the campaign had been felt, I saw him in the store and he was one of the happiest men you would wish to run across. While, of course, he hadn't made a fortune in the ten days—not yet—he was bubbling over with enthusiasm for the future. Some of the "select ladies" of the town had been into the store for the first time. This made him more particular about the store appearance, and he ordered a

thorough clean up right away, although the ordinary eye could not see much room for improvement. Telephone messages had come from new houses and from people who were not afraid to spend money on high class dainties.

"Why I didn't know that any grocer in town kept this and that and so-and-so," was a frequent statement, "until I saw it in your advertisement (or in the window)."

The campaign had worked splendidly, and as I said, Jepson was pleased. He saw in the future increased business. The new blood that had been injected into the sales staff by the addition of Haslam had been responsible. His work was demonstrating the power of salesmanship properly applied. It showed that the merchant who was simply supplying the actual demands of his customers and not reaching out for new business, was not making the most of his opportunities. A new era had opened up for the Jepson business.

(In next week's issue the story of a campaign on Cold Weather goods will be told.)

Catalogues and Booklets

John Diamond & Sons, manufacturers, exporters and importers, Philadelphia, U. S. A., have issued an unusual New Year's greeting card this year. The front cover shows fine half-tone cuts of John Diamond and his sons, Edmund A. and Frank P. Diamond. On the inside front cover attention is called to the goods listed on the following pages manufactured and handled by the company, and concludes with the New Year's greeting. As intimated the succeeding pages list the goods sold by the firm. On the back cover appears a picture of the office and factory.

• • •

O. C. Ingalls, Columbus, O., has issued a handy 1915 Red Book containing a list of wholesale grocers in the United States and Canada, Cuba, Porto Rico and South America. These are the directories formerly published by the Orrin Thacker Publishing Co., of the same city. They contain complete lists of the wholesalers in each province and state, city by city.

In plain black type along the bottom of his letter heads, S. G. Freeze, a retail dealer in Calgary, Alta., has this inscription: "Each day we endeavor to give you a better service"—which appears to us to be a mighty fine idea.

How a Window Trimmer Fooled the Bull Dog

Stuffed Ducks Blown About a Pond by an Electric Fan Presented to the Dog a Real Touch of Poultry Life—A Dog Fight With the Plate Glass Between.

A MEMBER of the canine kingdom was walking along the brightly lit street of a large city during the holiday season, taking in the window displays. He stopped in front of one. His attention had been successfully concentrated by the art of the window trimmer. Ears went forward and his nose sniffed the air. His limbs became rigid, bristles went up, and he made a rapid decision.

Inside there was a realistic display. Father Time, aged and hoary, staff in hand, stood on the edge of a body of water—the sea perhaps—on the sands of time as it were. In the other hand he held a book and had just turned over the 1915 page to denote the entrance of a new year upon us. Arranged behind him were the wheel of time and the weapon of the grim reaper—a scythe.

But interested in none of these was our friend the dog, which by the way was a typical representative of the breed that protects the freedom of the British subject. In front of Father Time was the pond surrounded by sand and beautiful flowers—for the merchant was a florist—and in the pond rested a number of stuffed ducklings on cork bark. When the electric fan was running it moved the water and the ducklings took a swim around the pond. Here was life and to the bulldog life meant hope—hope that he might possess one or more of the living creatures that went peacefully sailing about that pond. A minute later along came a customer and went in to make a purchase. There was the open door of opportunity for the intensely interested onlooker with paws against the window-pane. In a bound he shot past the customer into the store and with the lack of ceremony expected from the majority of patrons of any store, leaped into the window, splashed water right and left and emerged into the street a moment later with some of the stuffed ducklings held firmly between his grim jaws.

Far-Reaching Publicity.

S. A. Frost, the florist, at 284 College street, Toronto, is the merchant who so successfully fooled the bull dog with his realistic display. Windows of retailers have not had much of a reputation in the past for attracting the canine family but here we have an exception. A merchant with whom Canadian Grocer discussed this unique occurrence declared that the display of Mr. Frost was the ideal one because it possessed the power to make a dumb animal believe the whole thing was a part of real life—in a large city.

Displays of this character represent fine advertising.

An incident such as the one described is readily passed along and the name of the dealer being always associated with it, the publicity is far reaching.

The display is made a motion trim with the use of the electric fan, and it brings up the question of the value or otherwise of the motion window. There is no doubt that nothing will attract a crowd faster than something moving around behind the plate glass, and it is, too, beyond question that it is splendid advertising. Of course as an actual direct seller of goods, it may not be valuable unless the goods are interwoven in some way or other with the movement in the window. Nevertheless one cannot come to any other conclusion than that a motion trim successfully carried out and attractive to look upon, gets the people talking as nothing else will. If it does that it serves its purpose.

Did you ever notice how a live 'coon, a cub bear or a flock of chickens in a window attracts a crowd? When the children go home they tell the folks about what they saw in Brown's or Jones' window, and the folks themselves are likely to be seen strolling about that way in the morning. While, therefore, a purely motion display may not sell at the time as many goods as an attractive one showing the actual goods, yet it gets the store talked about and in this way must be considered a good thing to occasionally use.

Another Bull Dog Story.

The bull dog incident recorded above presents quite a contrast to one witnessed by a representative of Canadian Grocer some time ago. The hero of this story is a bull dog, too. While he was passing a fish and chip window, he suddenly came to a stop. Asleep behind the plate glass lay a terrier—hence the stop. A few growls wakened the sleeper and there followed a dog fight with the window separating the contestants. Otherwise the terrier might not now be alive to recount its bravery to the coming generation of canines. It is surmized that this bull dog had intelligence above the ordinary run of dogs. He knew that a food-stuff window was no place for one of his fellow creatures and that the terrier should have been toasting his shins beneath the coal stove rather than among the fish and chips that the retailer was attempting to sell to a discriminating public.

There you have two windows that arrested the attention of two respective and, no doubt, respectable bull dogs. The one is to be commended—the other must be discouraged.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

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

Cable Address: Macpubco, Toronto.

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—143-149 University Ave.; Telephone Main 7324. **Winnipeg**—34 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 6074 Stony Island Ave. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England. Subscription: Canada, \$2.00; United States, \$2.50. Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, JANUARY 15, 1915

1915 RESOLUTIONS OF A. LIVE WIRE.

Because the future of the business depends, not on the profit on the goods my customers BUY from me, but on the profit on the goods I and my clerks SELL to them, I have resolved during 1915 to be a CREATOR of demand by good salesmanship, rather than a receiver of orders.—A.L.W.

The Advance in Flour

THE comparatively big jump that flour has taken during the last two weeks is a sign of the times which should be noted by every one because, in the last analysis, it concerns everyone. It is not merely the broker nor even the merchant or retailer who, so far as a commodity such as flour is concerned, must cut his coat according to his cloth. The situation seems suddenly to have become acute. The wheat market has taken to soaring, and the operators say that this is because something must be done to conserve the stores of wheat. Their argument is that Russia will be considerably less a help as a producer, if the war goes on for another year, and that America and Canada must supply the world with wheat. America has already had her supply seriously depleted by exports, and Canada's crop is none too ample. To conserve stocks, therefore, prices have advanced. It seems probable that they will advance still more.

Such a bull movement is all right so long as the premises are all right. But will Russia fall down in production next year? In Russia, as in a number of European countries, the women folk attend to the harvest to a very large extent, and they will not be debarred from so doing this year. On the other hand, if wheat is produced in Russia it does not affect the international market for good unless it can be got out of Russia. That at present is an impossibility. The "Terrible Turk" has control of the Dardanelles. How soon he can be served with notice to quit is a moot point.

Pay as You Go

PAY your bills as you go. Don't shirk this all important duty. Uneasy lies the head that has unpaid accounts to think of. The trade must remember too, than when the war is over, the merchant with the brightest future will be the man who has kept up his payments and who has insisted on getting his money from his customers.

There's the point. No merchant can pay his own bills if he doesn't get his money from his customers. But the man who is determined to pay as he goes is going to get that money. He must make up his mind firmly to meet every obligation at the date of maturity that entitles him to a discount,—if there is any coming—and if he insists on carrying out this rule, as he should, he is bound to make the tardy customer "toe the scratch" at the same time.

During strenuous times the retailer must sometimes have to act strenuously to keep his financial sails trimmed properly. A great many credit customers must be ruled with a firm hand or eventually they will be hopelessly lost. There was never a time when the retailer should watch his credits so closely. Place a time limit as well as a money limit on every new applicant not absolutely known to be able to meet every debt incurred, and never err on the wrong side in arriving at a decision. If the dealer gets in the money due him he can pay his own bills. In any event he should keep up his reputation for meeting obligations at maturity. Remain square with the wholesaler and manufacturer even if you have to get the assistance of the bank.

Use The Window to The Limit

MAKE the window work overtime in 1915. It is one of the salesmen that can't get played out; and it costs no more than if it were in operation only half the time. Show in it the goods that deserve the recommendation and the commendation of the retailer. This is going to be a year for the progressive. There will be no place in it for the man who sits in the store corner and bemoans his lot for having to earn a living during a great war. It

will be no year for the grumbler, or for the individual who waits for business-manna to drop upon him from the skies.

Nineteen hundred and fifteen is going to be a year for the fittest—for the man who demonstrates by his aggressiveness, his courage and his enthusiasm that temporary dislocation of things has no power to stop him on the road to success.

The selling power of a good window display has been amply demonstrated by every good dealer. The trouble in the past has been that only half-hearted interest has been taken in it. Probably the reason was that business was coming along without much trouble and that it wasn't necessary to make any strenuous exertions to secure it. That is a policy, however, which must be discarded. It is like the advertiser who uses up large space in times of prosperity but who "discontinues" at the first sight of trouble. The man who keeps everlastingly at it, is the man who is going to get the business when money channels reopen in full force.

There is no better salesman than the window. But to get the maximum benefit from it, it must work all the time. The window is not an order taker like some alleged salesmen—it SELLS the goods. Make good use of it.

Maple Products Law in Force

A SUBSCRIPTION representative of Canadian Grocer who called on a number of retailers last week found that a number of them were not fully familiar with the new regulations regarding maple syrup and sugar. He saw some compound syrup on the shelves and when he pointed out that all holders of anything but pure maple syrup that had the word "maple" on the label, were liable to a fine, he was informed by the retailers that they thought they had six months longer in which to dispose of it. Representatives of certain houses they said had told them so.

He produced a copy of Canadian Grocer of a recent issue and showed them that the new law came into effect on the first day of January. Incidentally he went away with their subscriptions, but the occurrence goes to show that there are still some who have not become acquainted with this important change in the law regarding maple products.

An Opportunity in Cooked Ham

IN course of conversation the other day with a provision merchant, the subject of opportunities for the retailer came up, and one was instanced in this particular line of the grocery trade. There is a much bigger demand for cooked ham this winter than the merchants usually find. This is significant, because cooked ham is regarded by many retailers as a summer line only. People, it is argued, only buy cooked ham in the summer, using it as a substitute for foods that they have to cook.

Here is an opportunity for the retailer. Popularize cooked ham as a winter selling line. There is already some demand. Notwithstanding the fact that people can buy hams and cook them themselves, they prefer to pay more and save the time and trouble of cooking. The retailer has a chance to develop extra trade along this line, and these days, no one can afford to neglect chances.

A Chance to Co-operate

SELL canned goods by the case. There are scores of retailers doing it every winter. There are few families that do not use in a season 24 cans of tomatoes or at any rate that quantity of various canned vegetables. Sell them a case. A number of the national women's publications are urging the housewives to purchase all they can in quantity. The dealer who conducts a campaign to sell in this way has therefore the co-operation of these publications. One of them in a recent issue had this to say:

"If you want to save money buy canned goods by the case. In all grocery purchasing \$10 in a lump sum buys more than would be represented by 100 10-cent items. It is an elementary axiom of trading that the larger the quantity ordered, the lower the price of the single article becomes; and, conversely, the smaller the quantity, the higher the relative cost. Look ahead for the winter and see how many cans of vegetables you will be likely to use. Purchase, if possible, in mixed cases, saving from 1 to 2 cents on every can, and buy at least one whole case of tomatoes if you use them. If these quantities seem too large, get a neighbor to share in the investment with you. The various fruits that come in tins are healthful and not expensive, and enable you to serve fruit as you should, every day all winter. In lacquered tins, acid fruits, like rhubarb, are perfectly safe. Canned pineapple is often cheaper than fresh, and unusually delicious for fruit salads."

There are of course items like tea, coffee, baking powder, etc., which it would not pay to sell in quantities, but on the other hand soap, syrup, molasses, honey, dried fruits and good flour can be sold to good advantage that way.

Editorial Briefs

THE MERCHANT who loses his credit is lost to the world.

. . .

IT WOULD be a great mistake if a war-tax were to be placed on tea.

. . .

ANYTHING that is accomplished after hard labor and much thought is long retained.

. . .

IT IS UP TO the retailers throughout the country to offset the mail order catalogues going out now.

. . .

IF, AS THE old saying says, Trade is the Mother of Money, every man should lend his best endeavors during 1915 to the turning of the wheels of commerce.

. . .

THE GIVING or accepting of secret rebates tends to the lowering of a merchant's reputation. Remember that a good name keeps its lustre in the dark, but a bad one doesn't.

. . .

AN announcement recently made in a trade paper is likely to bring back memories of happy days to many men past middle age. This was none other than that copper-toed red-topped boots are coming in again. These were all the rage about forty years ago, and, according to all accounts were "some boots." They could be both seen and heard.

How Other Grocers Do Things



Selling Fish Through the Newspaper

A number of merchants are making special endeavors to push the sales of fish these days in view of its reasonableness in price and its high food qualities. In a recent newspaper advertisement of the Watson Company, Limited, New Liskeard, Ont., was a selling talk along these lines on fish. Its novel heading is worth while reproduction, and it, with the talk, appears below:

**FISH ARE MADE IN CANADA.
GET THE HABIT!**

Why eat meat and pay the exorbitant prices of from 20c to 30c per pound for it, when you can buy the finest and freshest at less than half the amount?

We have just in a shipment of the finest Labrador Herrings, in barrels and half-barrels; Finest Haddies, Yarmouth Bloaters, etc.

**THESE ARE ALL OF THE NEW
AUTUMN CATCH.**

Now that we are in the midst of the winter season more attention should be given to fish. Cold weather makes it possible to handle this line, and with the people looking for wholesome food at low prices, the retailer cannot do better than display and sell fish. There are new display cabinets on the market, built especially for showing fish. Those who are anxious to increase their business in this line should look into the merits of these cabinets.

Goods and Prices Connected With Ribbons.

Those dealers who price-ticket their goods in the window will find the suggestion in a recent trim made by Lewis & Stevenson, 816 College street, Toronto, of value from a variety standpoint. This firm, instead of actually placing the price-tickets on the goods, had them pasted on the plate glass. Then extending from the tickets to the goods themselves were narrow ribbons of paper. In such a trim the eye first sees the ticket and then the ribbon of paper. It follows along this to the article on display, the price of which is given at the starting point.

A slight variation in this could be

made by using colored ribbon—white, blue red and purple for instance—instead of the paper strips. This might even add to the attractiveness and pulling power of the trim.

• • •

Getting In the Money.

Many retailers are strongly urging their customers to pay their bills more promptly. The method adopted by O. J. Crockford, 817 Broadview avenue, Toronto, is the sending out of a circular. This has many good points and is reproduced herewith in part:

“Dear Madam:

“Since the outbreak of war the scarcity of money has been felt by almost everyone. The wholesalers have shortened the terms of credit; in most cases we have to pay weekly, in others we pay C.O.D. Thus it makes it very hard for us to carry on a credit business.

“We have to meet our bills when they become due or else we would be forced out of business. Now, we have been very lenient with our customers. Some pay very promptly, we know, others we have to wait on; thus it causes us considerable anxiety at times. Therefore we have found it necessary to run a “Strictly Cash Business” from now on.

“We wish to make this change during the week commencing January 4th, 1915. Our present customers we wish to have continue on a weekly or semi-monthly basis, as we find this most convenient for our customers as well as ourselves. Every account will be rendered on Friday, thus you will receive your statement on Saturday, and we must insist that it be paid not later than Monday.

“We are sending one of these letters to every customer, and do not wish any of you to feel offended, as it is not meant as a reflection on any one, but you can understand the load of nearly 200 accounts on any business. It would not be so had if we could get our money the very day we needed it, but we cannot be sure when we will get it, so we are making a hard and fast rule for all and will insist on it being kept.

“We are making arrangements to clean all balances up in our register by not later than January 15th, so your

most faithful and earnest co-operation with us will be highly appreciated.”

In the majority of cases the first paragraph should appeal to every reasonable customer, and the point brought out is a clear matter of business. However, there might be one point following open to criticism. It states in the last line of the second paragraph that the business will now be run on a “strictly cash basis,” but in the paragraph following this is somewhat qualified. The present customers will be carried as in the past on a weekly or semi-weekly basis, etc. Might not the semi-weekly customers feel a little vexed that others have a few days more in which to pay their accounts? The principle involved in this letter is a perfectly sound one. Every man should get his money in weekly if at all possible and when he makes the rule, he should insist on his customers living up to the very letter of it.

• • •

A Telegram to Probables.

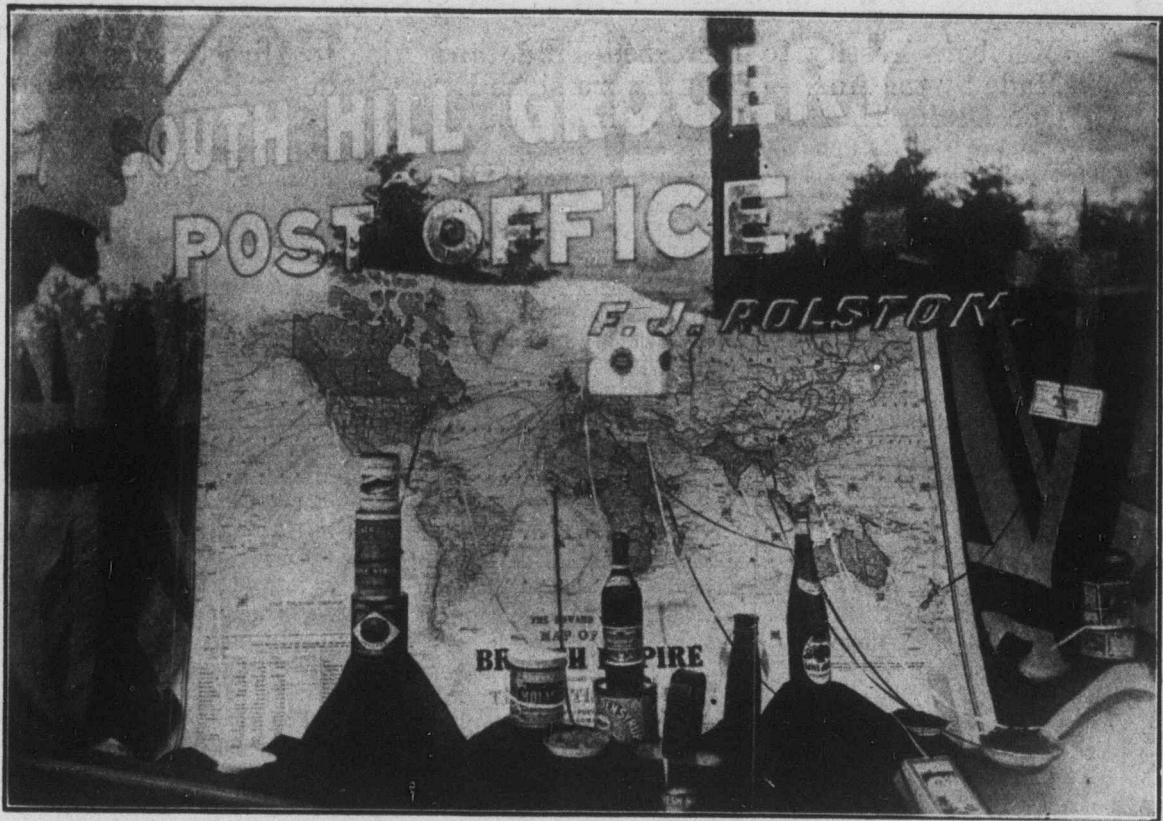
Chas. Pomerantz, a Philadelphia retail grocer, has many “stunts” for getting after new business. A recent one, tried out with good success, was the sending of a telegram to a list of probable customers. While this was not actually a real telegram, it looked like one, and was issued in a “telegram” envelope with the words: “Telegram,” “Paid” and “Rush” in large black type, the idea being to get the receiver to read it.

The telegram itself was represented as being sent out by “Everybody’s Telegraph Co.” There were blanks in it for the receiver’s number, time filed, and check. There was the admonition to “read this over, it will interest you,” which was followed up as follows:—

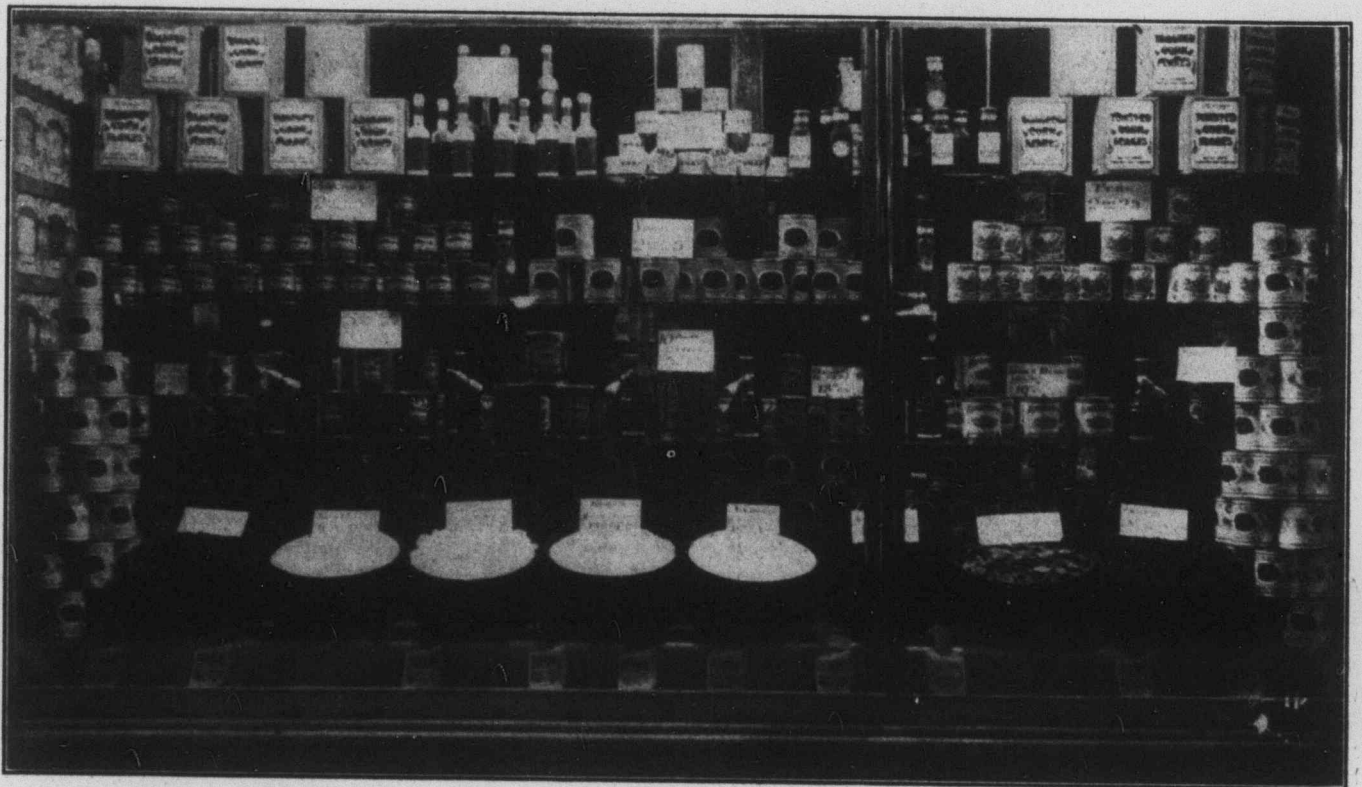
“Madam:—

“They say you ought not to talk about yourself. Well, let’s not listen to what they say for this once while I tell you about myself—me—the fellow that told West Philadelphia where Chester Avenue was. Most everybody out here knows me. Some say I am crazy—some say I am brainy. You never see my picture in the papers, nor does anybody stop at the mention of my name. I’m plain

(Continued on page 33.)



A couple of weeks ago a coffee "Geography" window was reproduced in Canadian Grocer. Here is one along similar lines shown by a British Columbia dealer. Strings reach from the goods to points on the map from which they came originally.



This display shows the use made of glass shelving in the window. It permits of many goods being displayed so that they can be readily seen.

Associated Advertising Grocers Get Results

Members Testify to Increased Trade and Also to Direct Sales Made by the Ads. — Good Impressions Being Made on Public — One Dealer Had Best Friday in a Year.

THE Associated Advertising Grocers, who last December inaugurated a collective advertising proposition in one of the Toronto daily papers, are highly pleased with the results that have accrued. It is now more than a month since the idea was put into operation and the effects of the campaign are just beginning to stamp themselves upon the trade of those retailers who have been faithful to it.

At the regular meeting of the Grocers' Section of the Retail Merchants' Association, Toronto Branch, on Monday evening, several expressions of opinion were given and all were most eulogistic in referring to the impressions the advertising was having on the consuming public. While the Associated Advertising Grocers are not connected in any way in so far as the finances of the Retail Merchants' Association are concerned, the members of the Advertising Grocers must also be members of the Grocers' Section of the Retail Merchants' Association.

W. J. Parks, who is chairman of the advertising committee, reported that results were beginning to come quite substantially. "Last week," he said, "I bought some new goods for the first time which we advertised in our space, and I can say that I was very much surprised at the number of sales made. I am sorry that some members have got 'cold feet' and discontinued, because the way the advertisements are written, they are certainly of benefit to the trade, and the longer they appear, the better it will be for the trade. Our aim is to secure thirty grocers at least and then the cost will be reduced to a minimum. Last week we advertised a certain brand of soap, and I know I sold considerable from the advertisement and several others have told me they did the same. It is quite likely too, that manufacturers who are anxious to get our co-operation in this advertising will be assisting us in the near future."

Cost Not Large.

Additional testimony was presented by Chairman Neil Carmichael. "One of the best ways," he said, "to place ourselves before the public, has been found in these advertisements. For the price we pay, from \$2.50 to \$3.75 per week, we simply could not get anything to equal it in value. While we may not be able always to figure out our gains in actual results, yet the general verdict is that a more constant stream of purchasers are coming to our stores. Our object is not to cut prices,

but to present to the public that we are selling our goods reasonably in price, and to place ourselves before the consumer in a light that will show us to be reputable, fair and honest men. The talks that Mr. Humble is giving us in the introduction to the advertisements are good, plain and intelligible. If we keep hammering away, we are bound to be recognized in the proper light in a year or two. We are certainly getting results."

D. W. Clark intimated that those who dropped out after joining for an ad. or two, never really got their feet warmed. "Prior to Christmas," he said, "we placed two advertisements quoting prices, and then on the Thursday preceding Christmas and New Year's days we left them out. Again when they reappeared after the New Year we found the people taking much greater interest in them, and they are now looking for the advertisement every Thursday. I know one grocer who made the cost of his advertisement, out of oranges alone last week, and so far as my business was concerned, last week beat a year ago by \$100. It is surely going to put the business on a much better footing."

F. C. Thorne, Euclid avenue, stated to Canadian Grocer that he was receiving direct telephone messages from people outside of his district.

Best Friday In a Year.

Donald McLean, Roncesvalles avenue, reports last Friday was the best Friday he has had since last winter, and can only explain it by the interest the advertising has been arousing among the people of his district. One of the features of the advertising is certainly the introductions. These are written in a lofty style, with the intention to impress upon the general public, the value and importance of dealing in their own locality. The retail grocer is presented in his true light, and nothing is said which would appear as a knock against the large department stores down town. No price is quoted which means a loss to the grocer.

Every week the members of the Associated Advertising Grocers meet to arrange the goods that will be advertised that particular week.

PROGNOSTICATIONS ON THE NEW WAR TAXES.

Montreal, Jan. 14.—(Special.)—It is said there was a time when tips regarding what the budget would contain were

given and acted upon in the olden days. It is to be hoped that such things are impossible to-day. Judging by the manner in which the trade is now talking about war taxes, it would appear to the inexperienced that some men were "in" with the Finance Minister. Not only in the grocery trade is the budget foretold, but in the dry goods business as well. Men in that line tell you with positiveness that woolen goods will be taxed in March, and silk as well. They even give you the new figures, and act upon them in their business.

To suggest that this is not mere hearsay would be to lay a serious charge against the Government. Nevertheless it will interest the retail trade to read what wholesalers and importers are thinking about this matter.

For some weeks past many men in the tea business have been convinced that a tax of five or ten cents would be imposed on tea early in February. Importers hurried up their shipments on the ocean, and wholesalers, especially those in Ontario, bought heavily in order not to be caught napping when the tax was put on. Those who deprecated speculating on a change in tariff were not so foolish as to carry small stocks of tea.

But a new situation has arisen. Those in the tea trade will tell you now, without a move in the muscles of their faces, that the Government will not only tax new arrivals of tea, but will go around and place a duty on all stocks in importers' hands, even taxing bills of lading. Big men in the grocery trade discuss the pros and cons of such an action with as much seriousness as though Hon. Thos. White had already made the announcement. "That," they say, "would be a shame. It would be unfair to the trade. Many small men would be ruined, for much of this tea is not yet paid for."

It is at once pointed out that when the Government placed a tax on whisky in August, there was such a rush by liquor men to get their supplies out of bond, the Government was compelled to make the tax retroactive, just as it is said they will do in the case of tea.

What does the Montreal trade say is to be taxed besides tea? Forty millions or more of dollars cannot be raised by taxing only tea. Coffee has already been taxed three cents. One man who had a supply of coffee in bond took it out for fear the tax on it might be raised.

There was talk of a tax on macaroni.

Continued on page 31.)

Making a Strong Bid for All the Home Trade]

Saskatchewan Retail Firm Puts the Problem on a Straight Business Basis Up to the People of the District — Shows Them How Their Own Property Will Appreciate in Value if the Home Town Prospers—Appeals From Many Angles.

ONE of the great objects of the retail dealer in country towns and villages is to get the people to spend their money at home instead of sending it to the distant mail order houses. Herewith is reproduced a circular letter which has been used by the Wallace Company, of Lake Valley, Sask., which presents some new angles of appeal for the home business:

"Dear Friend—

"Has it ever appealed to you what a boon it would be to this district to have a General Store upon a substantial footing, capable of supplying every requisite you require. We have no doubt it has. Have you extended your patronage to this store? A number have patronized us fairly well. We know a prosperous district such as Lake Valley is capable of supporting a store of some magnitude if the people will only patronize it, but it cannot be run on wind, and in order to continue business here, we must have still better business than we have had in the past. The promoters of this business feel it is unwise from a financial standpoint to attempt to run a store in any community where the investment cannot be turned over sufficiently often to make the proposition pay. This is the attitude taken and we now kindly ask you through this medium to give us your most liberal patronage. It is to your interest to have a store at Lake Valley, but we must have more business to sustain it.

"Give us a show in on the business the large departmental stores and the travelling salesmen are getting. We have our own catalogues from which you can select your wants with a greater degree of satisfaction than the departmental stores of the city can do, all things being equal. Also give us the business the adjacent towns are getting. Buy your goods at Lake Valley, build up a town of your own here, and increase the value of your own properties. The departmental stores in the city, the travelling salesmen, the adjacent towns, have no interest whatever in building up Lake Valley, or increasing the value of your holdings in this district, but help us build up a little burg of our own here. We want your co-operation. You will not be long in finding out you are making money by doing so.

"Again making a special appeal for your patronage, we close by requesting you to buy your groceries, dry goods, hardware, etc., at Lake Valley.

"Yours for Business,
"WALLACE COMPANY,
"Lake Valley, Sask."

An Appeal That Should Strike Home.

It will be observed that this firm have appealed principally to the pockets of the people of the surrounding district and to the necessity of them helping to build up a good town that will make their properties more valuable. Notice the admonition: "Build up a town of your own here and increase the value of your own properties. The departmental stores in the city, the traveling salesmen (meaning the transient traders), the adjacent towns, have no interest whatever in building up Lake Valley, or increasing the value of your holdings in this district. Help build up a little burg of your own here."

While in the majority of cases it may not be good policy to refer to competitors such as mail order stores, yet here

it appears to be justified. Any reasonable man who stops to think will soon realize the fact that such houses are interested only in themselves and not at all in the distant communities from which they aim to draw a big share of their business. And if this point is plainly and judiciously placed before reasonable men and women as the Wallace Company have done, it should do a great amount of good.

To further this home-buying idea and to impress the people of the district with the importance of it, this company also issued an immense hand bill larger than a newspaper page. It contained a

A PLAIN TALK TO CUSTOMERS.

"A few days ago a gentleman ordered over \$100 worth of groceries to be delivered at station for him. Now it has not cost us a nickel more to sell this \$100 worth of goods to him than it would to have sold him only \$5 worth, and he is benefiting in more ways than one. Cash talks these times. Bring in your cash and your big orders—and see what we can do for you. This is practically what the public are doing when they send off money to the departmental stores—they, in other words, supply the capital; the departmental stores have their ready cash amounting to tens of thousands of dollars at the close of every day's business and for which they have never sent out one ounce of goods—but they have the public's cash, and are in a position to go out and buy to the best advantage with that ready cash. Your small merchant can do the same thing if you give him the same chance. Try us with a big order, and be satisfied, and keep the profits accruing therefrom in the district to be distributed again in the same district to the advantage of everybody. Patronize your home store; help make it a busy store; help build up Lake Valley. Make it of some importance on the world's map."

Extract from one of the circulars sent out by the Wallace Company.

straight business talk on why money should be spent locally instead of at the far-off mail order houses. The bill was entitled: "Business Logic," and read, partly, as follows: "What's wrong with Lake Valley—let us get right down to brass tacks and discuss this in a friendly manner.

A Bid for the People's Co-operation.

"Firstly we are not getting the patronage due us. You have a store building in Lake Valley which would be a credit to any town of 2,000 of a population, also a \$5,000 stock to start with, which will naturally increase to \$10,000 or better just as soon as the volume of trade demands it. This is where business logic talks. It is an established fact that an investment of say \$5,000 in a general store, must be turned over safely at least four times a year or better, which means that we must do a business of \$20,000 to \$25,000 a year in order to make the business a remunerative one. Any store run otherwise is a non-paying institution and will never amount to much. Now, in accordance with facts as above, we are sometimes low on sugar and other articles on which the margin of profits is practically nothing, but runs into money very fast, and for which we have got to pay spot cash. Therefore, in order to keep our investment about right, consistent with our turnover, we have to buy, as it were, from hand to mouth. Now, with your co-operation we can easily overcome this. Give us your entire business, and we do not feel we are asking too much, and you will soon elevate this business into the position that you can procure from the Lake Valley Store any article from a needle to an anchor."

PROGNOSTICATIONS ON THE NEW WAR TAX.

(Continued from page 30.)

As supplies of French and Italian alimentary pastes have been cut off, this did not matter much except as regard American macaroni. Immediately business in the latter commenced to improve. Some men declared that at least ten grocery lines would be taxed, while others stated that ten would not produce the revenue the Government required.

D. H. Miller, grocer, Toronto, has moved to Mount St. Louis, Ont.

Flour and Cereal Branding Act Criticised

If Literally Interpreted the Trade Must Brand Every Bag, Sack or Package of Cereals Not Directly Sold to Purchaser for His Own Use—The Weight, Name and Place of Business Must be Included on the Stamp—Government Will be Approached for Amendment.

TORONTO, Jan. 14 — (Special) — Some months ago Canadian Grocer dealt editorially with a new law that had been passed by the Federal Government in respect to the marking and placing the net weight on flour, grains and cereals, bags, packages, etc., when sold not in the presence of the purchaser. At the time we called attention to the ludicrous manner in which the new Act, which was an amendment to the Inspection and Sales Act, was drawn up.

At the regular meeting of the Grocers' Section, Toronto Branch of the Retail Merchants' Association, on Monday evening, the question was gone into thoroughly, with members from the Flour and Feed Mens' Association and representatives of the Dominion Millers' Association. The chair was occupied by Chairman Neil Carmichael, who called upon C. B. Watts, Secretary of the Dominion Millers' Association, to explain the new Act which went into force on January 1st, and which has been interpreted as one of the most ridiculous Acts that has ever been placed on the Statutes.

Some Hardships of the Act.

Mr. Watts pointed out that the new Act was an amendment to the Inspection and Sales Act and was passed at the last session of the Dominion House. The idea was to protect the consumer, and it begins to look as if this protection of the consumer had gone too far in so far as flour and cereal branding is concerned. While pointing out a number of hardships which the Act would bring upon the trade, he dealt particularly with the clause of the Act which reads: "Every bag, sack or similar package of flour, meal, rolled oats, rolled wheat or wheat shall be plainly marked with the initials of the Christian name and the surname at full length of the packer or person for whom such bag or package was packed, with the place of business of such packer or person; or where such bag, sack or other package is packed by or for a co-partnership or incorporation company with the firm name of such co-partnership or the corporate name of such company and with the place of business of such co-partnership or company, and (b) with the weight of the contents of the bag, sack or package—the provisions of paragraph (b) as to brand shall not ap-

ply to feed, but the composition of the feed in each container shall be stated."

An exception is made to these regulations when the flour, meal, rolled oats, etc., is put up in the presence of the purchaser for his own use, weighed and put in the barrel, half barrel, sack, etc.

This is the point which Mr. Watts declared would be a hardship to the retail grocer and the flour and feed merchant. It meant that if an intending purchaser sent his servant or employee to a retail store for some flour, meal, rolled oats, rolled wheat, etc., the dealer must not only stamp or brand the weight of the contents on the bag or package, but he must also place the initials of his Christian name and his surname at full length upon it and also his place of business. The penalty too is a severe one, being \$1 for every bag or package which has not been branded according to the above regulations.

The hardships of such an Act were further dealt with by Mr. Brown of the Brown Milling Co., Toronto, who read correspondence he and another miller had had with the Department of Trade and Commerce at Ottawa. For instance, the Government would not allow a packer to place a tag on the bag with the necessary information, but stated that the information must be literally branded on the bag or package. The retail dealer in retailing flour or rolled oats in bulk, must brand the exact weight, with the name and address, on the package, no matter how small or large the purchase may be, unless the sale has been made in the presence of the purchaser for his own use.

It was further pointed out that flour is bound to shrink a little and particularly if subjected to high temperature. Thus, if the retailer bought a sack of flour which bore all the requirements from the packers' standpoint, and sold it after it had shrunk a few ounces, and if he did not restamp it with the proper net weight, he was liable to the fine of \$1. As Mr. Watts said, second-hand bags will now become a drug on the market if this act is literally interpreted. A bag could be branded on one side, then turned inside out and branded on the other, but after that it would have to be discarded entirely.

W. J. Parks pointed out that in the Old Country, if a label was pasted on the bag announcing the weight, that was all that was necessary.

Standard Weight for Potatoes.

E. M. Trowern recalled the fight the Retail Merchants' Association had had with the Government to get a standard weight for a bag of potatoes in Canada, which was now at 90 lb., and stated had he known of the conditions existing in so far as the act relating to flour and cereals were concerned, the objectionable features would have been eliminated. He urged that the grocers, flour and feed men, and the millers get together and prepare a statement to be submitted to the Government which would bring an amendment to this Act. The question was asked as to whether cartons of cereals must have the net weight marked on them, and in answer to this Mr. Watts stated that in his opinion they would have to be so marked. The Deputy Minister of Trade and Commerce had given his opinion that the actual weight of the cereal, exclusive of premiums, would be the rule.

"The men who prepared this Act," said D. W. Clark, "are certainly ignorant of trade conditions. I think this will lead to further complications and I would suggest that a strong committee get together to go into the matter at once." He moved that a joint committee consisting of representatives of the retail grocers, flour and feed men and millers be appointed and this was decided upon.

Going Into Provincial Acts.

The grocers, at least some of them, seem to be pretty well satisfied with the new municipal council. W. J. Parks urged that this year a strong endeavor be made to get firmer legislation in regard to hucksters and peddlers who with little expense and who pay but little for the upkeep of the city, reap benefits that ought to accrue to the merchants. "Some of them," he said, "go down to the market there and make the people believe they are farmers and sell the public often at higher prices than the legitimate retailer. Can't we do something this year?"

Provincial Secretary Trowern suggested that the executive be instructed to go through all the Ontario acts relating to the retail trade, determine where they should be amended and then go to the Government for those amendments. After that would be the time to wait on the city council and see that regulations per-

(Continued on page 41.)



The Clerks' Page



EXTRA CANNED GOODS LABELS.

Canned goods manufacturers have here a suggestion presented to them from a retail salesman which appears to contain a good point:

The Editor, Canadian Grocer.

Dear Sir,—May I make the following suggestion, through the medium of your valued paper:

It is that packers, when shipping cases of canned goods, enclose a few extra loose labels.

Often I have found on opening up cases of canned goods that labels have become soiled and torn, and are, therefore, unfit for putting on sale shelves.

Again, clerks and others have the misfortune to soil or tear labels; and if extra labels were enclosed, cans could be relabelled.

There are other similar points, no doubt, which might be suggested by other clerks.

Thanking you in anticipation,

G. H. VICCARS,

With S. G. Freeze.

Calgary, Alta.

THE MAN WHO KEPT HIS HEAD.

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

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

A thousand miles from no where—a possible buyer coming within reading distance of his ad. every few years—that was Robinson's outlook. It was hard times—business depression, a stringent money market—also what Sherman said about war.

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

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

The first advertisement brought no returns.

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

Crusoe was the original optimist.

—Sales Bulletin.

A QUESTION IN MATHEMATICS.

Here is a little problem for the mathematically inclined, among the clerks who read this page:

"Two clerks, A and B, start as employees with the one grocer at \$500 a year. A gets a raise of \$50 every six months and B gets a raise of \$200 at the end of each year. Which is the better off?"

Answers are to be sent to The Editor, Clerks' Page, CANADIAN GROCER, 143-153 University Ave., Toronto. Give the answer and state your reasons. Write to-day.

THE ENCYCLOPEDIA

WHAT IS SAGE?

Sage is a shrub whose tops and wrinkled whitish-green leaves are extensively used, both fresh and dried, for flavoring soups, sauces, dressing, etc., because of its characteristic aromatic, bitter and slightly astringent flavor. Dried sage is retailed in packages, cans and bottles. Sage grows wild in many parts of Southern Europe and has been long under cultivation in all temperate climates.

SAGO FROM TREE TRUNKS.

Sago is the starch found in large quantities in the trunks of several varieties of tropical palms, from six hundred to eight hundred pounds being not infrequently obtained from a single tree. The palm is cut down just after it reaches maturity—when from ten to fifteen years old, according to the climate

and other circumstances—and the pith is put through crushing and washing processes; the sago thus freed being then dried by evaporation, passed through colanders and rubbed or granulated into the little pellets familiar to commerce.

Sago is valuable as a food item, being both cheap and nutritious. It is especially pleasing prepared in the same way as rice pudding.

TAPIOCA MADE FROM ROOTS.

Tapioca is made by heating the starch obtained from the roots of a certain tree. Under the action of the heat the starch grains burst and are converted into small irregular masses. This product, after thorough baking to remove all remaining moisture, is flake tapioca. Pearl tapioca is that rolled into pellets before baking. The product is also marketed in various sizes of granulated—listed as such, and also as Manioca, etc.—and in pulverized or flour form.

In cooking, tapioca becomes a highly nutritious jelly, largely retaining its raw shape, though in increased size. With appropriate additions, it makes excellent puddings, and it is also valuable for thickening soups. Tapioca Crecy and Tapioca Julienne are artificial products of French preparation from potato starch, mixed with various vegetable substances. They are intended chiefly for use in soups, etc.

HOW OTHER GROCERS DO THINGS.

(Continued from page 28.)

Pomerantz, and my business is just 'appetites.'

"What's the difference what they say. I know I've got the 'Eats,' and I want you to come around to the store and try them.

"POMERANTZ'S DELICATESSEN,
5424 Chester Avenue.

"Open evenings."

While, of course, this method may not be available for some merchants—as is the case with practically every method—there are many districts where this should take well in Canada. Mr. Pomerantz is a reader of Canadian Grocer, who is very much interested in the way grocers of this country conduct their business.



Current News



Quebec and Maritime Provinces.

W. H. Escott of Winnipeg was in Montreal last week.

Millar Hastey, general merchant, Kasubazua, Que., sustained a fire loss recently, insured.

A. Watson Co. has taken over the business of James Hassack & Co., 622 St. Paul street, Montreal.

Shaw & Evans, importers of grocery sundries, 393 St. Paul street, Montreal, suffered a serious loss by fire on Saturday, Jan. 9.

The St. Lawrence Sugar Refineries, Ltd., Montreal, are putting a cane syrup on the market under the brand name of Crystal Diamond, in 2-lb. tins, barrels and 1/2-bbls.

Charles Forbes, an employee of T. F. Courtney & Co., Halifax, N.S., for sixteen years, met with an accident last Saturday, and died at the Victoria General Hospital.

Godard & Co., who were burned out in the Fraser Building, Montreal, two weeks ago, are now located at 225 St. James

real, in consequence of his appointment in command of the home defence battalion of Montreal. Lieut.-Col. Snider is well known as the Colonel of the 6th Hussars, and his popularity in military circles is widespread.

Ontario.

L. C. Menhennick, a former grocer in Ingersoll, Ont., for many years, died recently.

Robert Norman, general merchant, Williamsford, Ont., has sold to Chas. Specht.

W. J. Dalgleish, grocer, London, Ont., has joined the travelling staff of the McConnell Manufacturing Company.

J. E. Austin, of Toronto, and Wm. Grice, of Oakville, have purchased the grocery stock of Frank Wilson, Oakville, Ont.

Eric C. Winnett, traveller for the Perin Biscuit Co., London, Ont., was married last week to Miss M. Black of London.

MacInnes & Uptegrove have opened a wholesale grocery and commission merchant establishment on McNab street, Hamilton, Ont.

C. Ross & Son, who have sold their grocery business to W. J. Higgins, London, Ont., have started to manufacture gum novelties.

The Welland Co-operative Society, Welland, Ont., has purchased the grocery stock and rented the store formerly occupied there by R. A. Phillips.

The Retail Merchants' Association of Peterborough, Ont., have entered a protest to the C. P. R. for discontinuing through trains from Chicago to Boston, and also for the removal of the Sunday trains.

Adam Palmer, president of the London Retail Grocers' Association, was elected Alderman for 1915. Mr. Palmer will look after the huckster by-law and other matters of interest to the retail grocers.

W. J. Mellen, for many years on the executive of the Brantford Retail Grocers' and Butchers' Association and also a member of the Executive of the Retail Merchants' Association of Canada, was elected Alderman of Brantford for 1915.

L. McCormack, of A. McCormack & Son, grocers, Richmond street, London,

Ont., was hurt by falling against a lard tub in their warerooms. He struck his side and was compelled to stay home a few days.



W. J. MELLEN, Brantford, Ont.,
President of the Grocers' Section, R.M.A. of Ontario, who was elected an alderman in Brantford for 1915.

Harper Bros. have purchased the grocery stock and building of Eric C. Jamieson, corner Fairleigh and Wilson Avenues, Hamilton, Ont.

F. H. Dobbin has been appointed secretary of the Retail Merchants' Association, Peterborough branch, in succession to N. C. Cameron, who some time ago went to St. John, N.B., to become secretary of the provincial organization there.

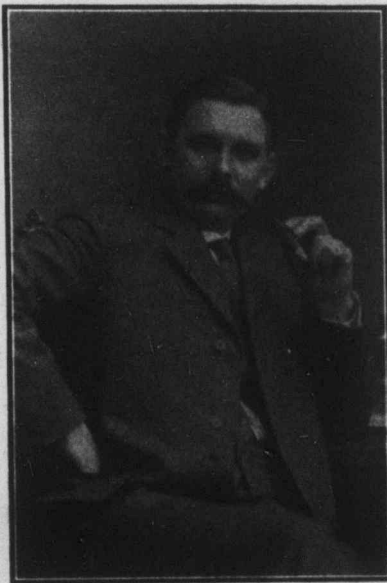
On Tuesday evening next there will be a joint meeting of the Brantford Grocers' and Butchers' Association and the Brantford Branch of the Retail Merchants' Association to finally put into force the amalgamation which was decided upon some time ago. The election of officers will be one of the principal items on the slate.

Western Canada.

Hetherington & Brown, grocers, Regina, Sask., have dissolved partnership, W. H. Hetherington continuing.

Hughes & Butler, Fifth avenue grocers, Regina, Sask., have added a butcher department to their business. This business was formerly conducted next door to their present stand.

G. E. Eyford has opened a grocery store in Transeona, Man. Mr. Eyford is



ADAM PALMER,
President Retail Grocers' Association, London, Ont., who has been elected an alderman of that city.

street. They have been appointed representatives in Quebec Province for Wm. Epps & Co., Ltd.

Lieut.-Col. Snider has severed his connection with A. P. Tippet & Co., Mont-

of Icelandic extraction, and came to the Canadian West nine years ago. He has been in business in Saskatoon and Winnipeg.

Fred R. Salisbury, of Minneapolis, addressed the Canadian Credit Men's Association in Winnipeg on Thursday.

Archibald MacDonald, late chief factor of the Hudson Bay Co., and a pioneer of Western Canada, died recently at Fort Qu'Appelle, Sask.

J. E. McWilliams, who for the past two years has been advertising manager for J. F. Cairns of Saskatoon, Sask., has gone to Portland, Ore., to assume new duties.

Henry Detchon, general manager of the Canadian Credit Men's Association, with headquarters at Winnipeg, is going east to spend a few weeks in Toronto, Montreal and St. John.

Watson & Truesdale, Winnipeg, have moved from their old stand on Market street to 120 Lombard street. The need of larger warehousing facilities was felt, and these new premises offer splendid accommodation in a central part of Winnipeg.

F. G. Evans, of G. Evans & Co., Vancouver representatives of the Dominion Cannery, Ltd., and other Eastern concerns, has gone on his annual trip East as far as Montreal, returning via the States, and calling at the different business centres.

F. E. Raymond, secretary of the Saskatoon Retail Merchants' Association, and J. L. S. Hutchinson, of the Saskatoon Hardware Co., with other members of the Provincial Executive of the Association, have been in Regina to interview Premier Scott on various matters of legislation of interest to the retail merchants of the province.

MIXED ON LOCATION.

In the account of the banquet of the staff of H. P. Eckardt & Co., Toronto, which appeared in last week's issue, it was inadvertently mentioned that it was held at the National Club. The dinner, which was in honor of the completion of the fine new office and warehouse building of the company, was held at the Ontario Club.

LOADS OF INFORMATION.

The MacLean Publishing Co.,
Toronto.

Dear Sirs,—Enclosed please find cheque for \$2. This was certainly overlooked. I wouldn't be without "Canadian Grocer" for anything. It certainly keeps a man up to date with the food markets, as well as containing loads of useful information for the clerks.

U. STEPHEN,

Edmonton S., Alta., Dec. 7th, 1914.

The Sound Position of Canada

Canadian in Chicago Has Many Opportunities to Compare Favorably the Business Situation in This Country With That of the United States—War Taxes There on Public Utilities.

The following very interesting letter is taken from The Financial Post:
The Editor,

Financial Post,
City.

Dear Sir:

During a recent visit to Illinois, in the course of which I interviewed many prominent business men of Chicago, I was astonished at the erroneous views that seemed to be current regarding the effect of the war upon business conditions in Canada and the prosperity of the Canadian people.

One of the most common misconceptions was that the people of Canada are bending low under the burden of excessive war taxes. To the several business men of the Windy City who gave utterance to this misconception, I explained that it had been necessary for me to go to the United States to experience the novelty of paying a direct war tax. In Chicago I had to pay a war tax (technically known as an Emergency Revenue Tax, but commonly referred to as a War Tax) of one cent on a telegram I sent from that city. If I had used the long-distance telephone I would have had to pay a similar tax; the shipment of a parcel by express would have entailed another direct contribution to the United States Treasury, etc., etc. Those who raised the question of poverty-because-of-War-Taxes were astounded when, after referring to the special direct War Taxes in United States, I stated that none of those taxes were in force in Canada and that the only increased taxes in Canada as a result of the war are a higher tariff on relatively few lines and higher excise duties. As one party rather lamely put it: "We thought that when we in United States had to pay a tax on telegrams, long-distance telephone calls, express shipments, etc., you Canadians would have to pay all these and many other taxes because your country is at war." In answering this poverty question I also used statistics relating to the per capita savings of the people of Canada and United States, respectively, which, as you know, works out very favorably to the people of Canada.

Another misconception was with respect to the extent of industrial depression in Canada as a result of the war. Several whom I interviewed referred to the closing down of one or more Canadian factories, and seemed to think that these instances were typical of the ef-

fect of the war upon Canadian industries. Of course, I was able to cite instance after instance of Canadian industries that had been benefited by the war and to point to the war orders of the Imperial Government and the Allies that in themselves are sufficient to keep many Canadian factories busy for a considerable length of time. The Made-in-Canada movement was also referred to as a factor in the stimulating of Canadian industry.

References to a financial stringency throughout Canada and the inability of Canadian banks to provide funds to meet the legitimate needs of Canadian industry were answered by reminders of the course pursued by a number of banks in United States immediately after the war began, which banks availed themselves of the right to notice on the deposits and requested certain clients to reduce withdrawals to a minimum and accept a portion of the face value of cheques as a first payment on account. It was explained that the Canadian banks had not found it necessary to pursue this course, notwithstanding the fact that when the war began upwards of \$100,000,000 belonging to the chartered banks of Canada was outstanding in loans in New York, repayment of which could not be secured at the time.

It was argued by many that Canada was suffering from over-speculation in the past and that the people of Canada were experiencing the natural results of that over-speculation. I frankly admitted that Canada was suffering from over-speculation and that certain readjustments on that account were being made. But I pointed out that the time of suffering was synchronising with a time of an assured market for all the agricultural products that Canada could produce and of much higher prices for those products than had ever prevailed in the past. I also referred to the campaign of the Dominion and Provincial Governments to increase agricultural production during 1915. I pointed out that agriculture is the basic industry in Canada and that this increased agricultural production and assured market for that production at top notch prices would greatly lessen what suffering there might have been from over-speculation by directly benefiting not only those engaged in agricultural production, but indirectly the whole country.

(Continued on page 45.)

Tea Is Up in London: Currants Are Firmer

Advance in Primary Markets Makes Currants Firmer—Tea is Quarter of a Cent Higher in London—Sugar Market is Easier—Strong Demand for Prunes — Peppers Are Firmer — Molasses Advanced in Montreal.

Office of Publication, Toronto, Jan. 13, 1915.

WILL there be a war-tax on tea? This is one of the questions that whether or no, like the ghost of Banquo, will not down. There are many in the trade who are expecting to see a tax of five or ten cents per pound on this article when the Finance Minister brings down his budget next month. So far as we can determine nothing has leaked out of the department to indicate that a tea tax would be thrust upon us and the whole thing may simply be the result of fear or hope on the part of some particular member or members of the trade. Just why there should be a war-tax on tea is difficult to explain, as there are many other things, such as theatres, movies, perfumes and other luxuries which might be called upon to produce the extra revenue which is needed to conduct the affairs of the country successfully. If the items above suggested and other luxuries were taxed, the revenue would be secured from sources that can afford it. Tea is the staple drink of the country—for the poor as well as the rich—and a tax on it would be a burden to the poor. Investigations have been made in districts where poverty is much in evidence, and it has been shown that after bread and butter poor people seek tea—something warm and refreshing which would act as a stimulant to the worn-out and ill-fed body. It is to be hoped that there will be no war-tax on this staple of staples.

The tea market remains quite firm and an advance of a fraction of a cent is reported this week from London.

Following up the rise of 50 cents announced last week in flour, another advance has occurred since then. In extent this is about 20 cents per barrel and means a total rise of 70 cents within a week. There is nothing but strength to the flour market in the near future. Millers are expecting to see further rises if anything, and unless something of an international character like the wresting of the Dardanelles from the Ottoman Empire occurs — which would open the door for Russian wheat— their anticipations are likely to be realized. There are some who go so far as to predict \$10 per barrel flour, but it is a question whether the Government would not step in to control the situation should that mark give evidence that it would be reached.

A drop in California oranges in the large markets is quite substantial and oranges are now pretty cheap. It appears, however, that the cause of this is only temporary—due to heavy supplies—and that later on there may be a recovery in part at least.

QUEBEC.

Montreal, Jan. 14.—Several important changes occurred this week. Flour, following the advance made a week ago, took another jump on Saturday, Jan. 9, the total advance amounting to 70c. This was in spring wheat flour. In the case of winter wheat flour, there was an advance of 50c per bbl. on Thursday, Jan. 7. Considerable buying took place before the second advance took place, and considerable excitement existed in the offices of the big millers.

Another important change was an advance in the price of molasses from 38c to 41c for the city of Montreal. This was decided upon by the wholesalers, following a firming of the market as a result of new crop delay. Jobbers are large holders, following large sales made

by importers during the past few weeks. Large quantities changed hands on the morning of the advance.

Speculation by retailers, wholesalers, and importers, is more evident now than a week ago. Many feel that a tax on tea is inevitable, and that it will be foolish to allow the opportunity to pass without at least having normal stocks on hand. Other men are convinced that other lines will be taxed. There can be no basis for their convictions beyond personal opinion, yet this, together with gossip on the street, is having a very marked effect on business. Take macaroni, for instance: there is talk of a tax on imported lines; as a result business since the first of the year has been exceptional. Not only are wholesalers acting upon their convictions, but retailers

Markets in Brief

QUEBEC MARKETS.

GENERAL GROCERIES—

Molasses advanced 3c gallon.
Shelled walnuts now 31c.
Most dried fruits firm.
Tea duty talk continues.
Most spices remain firm.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Further rise in flour.
Rolled oats strong.
Special feeds higher.

PRODUCE AND PROVISIONS—

Storage eggs firmer.
Dressed chicken higher.
No other poultry.
Creamery butter better quality.

FRUIT AND VEGETABLES—

No more Canadian celery.
Most apples advanced.
Navels are down.
Leaf lettuce scarce.

FISH AND OYSTERS—

Oysters going well.
Shelled lines best sellers.
Fresh cod and haddock.

GENERAL GROCERIES—

Currants firmer.
Tea up in London.
Strong demand for prunes.
Shelled walnuts down.
Evaporated apples firmer.

as well. Wholesalers are experiencing an unusual call from the retail trade.

When the Wholesale Grocers' Guild met on Tuesday, attention was drawn to the fact that one of the large match manufacturers had reduced their discount by 2½ per cent. to the wholesale trade, and expressed the opinion that they had been unfairly treated, especially as the price of matches had been raised repeatedly of late. A new price list was issued by the E. B. Eddy Co., of Hull, last week. Sulphur or composition matches will in future be packed in cardboard boxes instead of in paper ones. The advance on Telegraph matches was 5c over the last list, and 10c to 25c advance on parlor matches.

A fairly healthy feeling is felt in the trade, owing to the fact that buying since the war began has never been heavy, even at Christmas, and it is expected that business will continue smoothly right through the winter. Circulars from New York importers nearly all have a remarkable "bullish" flavor for the time of the year. An importer of nuts and dried fruits described the situation thus: "Orders are coming in for odd lots. Stocks are very small, and buying must continue, though it is very close."

CANADIAN GROCER

SUGAR.—Federal refined in New York advanced 10c to \$5.05 early in the week, which caused a rush on refineries in Montreal. However, no change took place in Montreal. Raws, which have been described as firm for some time, have not changed in price.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 30
20 lb. bags	6 40
2 and 5-lb. cartons	6 60
Yellow Sugars—	
No. 3	6 15
No. 1	5 90
Extra Ground Sugars—	
Barrels	6 70
50 lb. boxes	6 90
25 lb. boxes	7 10
Powdered Sugars—	
Barrels	6 80
50 lb. boxes	6 70
25 lb. boxes	6 90
Paris Lump—	
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Crystal Diamonds—	
Barrels	6 95
100 lb. boxes	7 05
50 lb. boxes	7 15
25 lb. boxes	7 35
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEA.—The wholesalers guild had a meeting on Tuesday, and the opinion was expressed generally that a war tax on tea was very likely. Many retailers are buying heavily in anticipation of this and importers are doing more business than they have done for some time. There is also talk of the Government taxing stocks held by importers, and even bills of lading. The London market remains strong, and there is certainly no weakening here.

DRIED FRUITS.—What Sultanias are available are being offered to the trade at what is probably the highest price for years. Substitutes being offered are said to be good for grocers, but not for the bakers' trade. Citrons and peels are still firm, and prices high. Currants are high and scarce. Bag figs and layers are holding firm, but those in fancy packages are being cut a cent. Dates are practically controlled by one house in New York. Hallowees are not obtainable in London in first hands. Fard dates are strong, and final shipments are now coming in. Packing has ceased at Muscat. Valencia raisins continue strong. It was stated this week that there are not half enough prunes to last until next crop, even for the trade on this side of the Atlantic. Higher prices are said to be inevitable.

EVAPORATED FRUITS.		Per lb.
Apples, best winter	0 06½	0 07
Apricots	0 06	0 15
Nectarines, choice	0 06	0 11
Peaches, choice	0 06½	0 13
Pears, choice	0 06	0 13
DRIED FRUITS.		
Candied Peels—		
Citron	0 19	0 20
Lemon	0 12½	0 13
Orange	0 12½	0 13
Currants—		
Amallas, loose	0 07½	0 07½
Amallas, 1-lb. pgs.	0 08½	0 08½
Philatras, fine, loose, new	0 07½	0 08½
Philatras, packages, new	0 08½	0 08½
Dates—		
Dromedary, package stock, per pkg.	0 06½	0 12
Faris, choicest	0 12	0 07½
Hallowee, loose	0 07½	0 08½
Hallowee, 1-lb. pgs.	0 08½	0 15
Fig—		
8 crown, 12 lb. boxes, fancy, layer, lb.	0 15	0 14½
7 crown, 12 lb. boxes, fancy, layer, lb.	0 14	0 14
6 crown, 12 lb. boxes, fancy, layer, lb.	0 14	0 13
10 oz. glove boxes, box	0 13	0 14
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 14	0 14

40 to 50, in 25-lb. boxes, faced	0 13
50 to 60, in 25-lb. boxes, faced	0 13
60 to 70, in 25-lb. boxes, faced	0 11½
70 to 80, in 25-lb. boxes, faced	0 10½
80 to 90, in 25-lb. boxes, faced	0 10
90 to 100, in 25-lb. boxes, faced	0 09½

Raisins—	
Malaga table, box of 22 lbs., 3-crown cluster, \$2.00; 5-crown cluster	3 80
Muscateles, loose, 3 crown, lb.	0 08
Sultana, loose	0 11½
Valencia, new	0 08
Seedless, 16 oz.	0 10½
Seedless, 12 oz.	0 09
Seedless, 10 oz.	0 10
Seedless, 8 oz.	0 09½
Choice seeded, 16 oz.	0 09½

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

RICE.—Prices are the same in Montreal. Things are quiet, as is natural at a period between crops. The French population use larger quantities of rice in summer time than in winter. Big trade will commence around March when the new crop comes in. Japans and Siams are expected to be easier. With large quantities cut off from European countries, despite the large amount used by the armies, there must be a congestion on the market producing weakness.

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

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

Imported Patna—		Per lb.
Rags, 224 lbs.	0 06	0 06½
Half bags, 112 lbs.	0 06½	0 06
Quarter bags, 56 lbs.	0 06½	0 06½
Velvet head Carolina	0 09½	0 10½
Sago, brown	0 06	0 06½
Tapoca—		
Pearl, lb.	0 06½	0 06
Seed, lb.	0 06½	0 06

MOLASSES.—Word having reached here from Barbadoes that fresh molasses will cost in the neighborhood of 35c, and that new crop will not be ready for shipment until March, the market took on a firmer tone early this week. On Tuesday morning it was announced that the price of molasses in Montreal had been raised from 38c to 41c a puncheon, and from 35c to 38c for outside points. A month ago, the feeling was that, owing to the low price of raw sugar, lower prices of molasses would be asked early in the year. With this idea in mind, several large holders of stocks sold large quantities at lower prices than they had anticipated getting. As late as Tuesday morning, Montreal wholesalers were placing orders. It was felt by the wholesalers that in view of the fact that the bulk of spot molasses was in their hands, and in view of the fact that reports from Barbadoes indicated delay of new crop, they are justified in raising the price to the above figure. Whether further changes are made depends upon the size of new crop and the weather prevailing between now and February. This turn of events is likely to stimulate forward business. There has been no change in the price of syrups since last October. A cane syrup was put on the market this week by the St. Lawrence

Sugar Refineries, the prices of which are the same as those for corn syrup.

Barbadoes Molasses—		Prices for Island of Montreal.	
		Fancy.	Choice.
Puncheons41	.39	
Barrels44	.42	
Half barrels46	.45	

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 4c; ¼ bbls.	0 04½	
Pails, 3½ lbs., \$1.25; 25 lbs.	1 46	
Cases, 2 lb. tins, 2 doz. in case	2 65	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, ½ doz. in case	2 90	
Cases, 20 lb. tins, ¼ doz. in case	2 85	

Cane Syrups—		
Barrels, lb., 3½c; * bbls.	0 04	
Cases, 2 lb. tins, 2 doz. per case	2 65	

Maple Syrups—		
Pure, per 5½ lb. tin	0 75	
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00	
Maple sugar, pure, per lb.	0 10	0 11

COFFEE.—Business has shown a slight improvement since the first of the year. There is practically no change in the market. Coffee is included in the gossip about war tax, but cannot have any foundation.

Coffee Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Java	0 30	0 33
Maricao	0 22	0 25
Mexican	0 27	0 28
Mocha	0 29	0 31
Rio	0 17	0 20
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

NUTS.—As predicted, a weakness in shelled walnuts followed the arrival of large quantities after the Christmas business was over. Prices to arrive in February immediately dropped from 28c (to the wholesaler) to 24c, and this week jumped back two cents to 26c. One importer alone sold 1,400 cases of walnuts at these figures, but is not anxious to take more, believing that the price will soon be up again. The curious situation is seen here of a wholesaler, who bought good supplies of walnuts cheap, offering them to the retail trade at 31c, whereas certain importers are offering them to the wholesaler at 34c spot. Shelled almonds are considered cheap at 36c. Walnuts in shell declined three cents since Christmas, while filberts in shell are cheaper, but may not remain so. Shelled filberts have already gone up, and the others usually follow. The latter, however, declined following the close of holiday trade. Prices of Brazils and pecans have not changed much since Christmas.

Almonds, Tara	0 17
Grenobles, new	0 15½
Marbots, new	0 14
Shelled walnuts, new, per lb.	0 31
Shelled almonds, 28-lb. boxes, per lb.	0 37
Sicily filberts	0 13½
Pecans, large	0 18
Brazils, new	0 11½
Peanuts, No. 1, 12½c; No. 2	0 08½
Peanuts, No. 3	0 08
Canadian chestnuts	0 12

SPICES.—Market is more active, with large grinding orders for peppers, cloves and cassias. Prices tend generally higher following sharp decreases in supplies in New York since the end of December. Many grades are acutely deficient for normal needs. A continuous domestic demand is expected this month and next, and abrupt advances are likely due partly to lack and tardiness of future sup-

CANADIAN GROCER

plies and scarcity in New York. The pepper market is very active and further activity is expected. There is little in New York or on the way. White peppers are likely to be higher. Red peppers are almost extinguished and prices are high on sheer absence of supply. Cloves have undergone further hardening in futures. Pimento has a fair undertone. Many grades of nutmeg are scarce. Gingers are quiet and unchanged. The supply of cream of tartar talked of some time ago never arrived. The market, therefore, is firm, and prices are tending upward.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14-0 18	0 50-0 70	0 70-0 80
Cassia	0 22-0 25	0 75-0 90	0 80-0 90
Cayenne pepper	0 30-0 35	1 02-1 15	1 10-1 25
Cloves	0 35-0 40	1 15-1 30	1 25-1 40
Cream tartar—50c.			
Ginger, Cochina	0 18-0 23		
Ginger, Jamaica	0 20-0 25	0 90-1 05	0 95-1 10
Mace	0 25-1 10		
Nutmegs	0 30-0 35	1 02-1 20	1 10-1 25
Pepper, black	0 23-0 24	0 90-0 90	0 90-1 00
Pepper, white	0 32-0 33	1 05-1 10	1 1-1 20
Pastry spice	0 25-0 32	0 85-1 10	0 95-1 15
Pickling spice	0 20-0 25	0 75-0 90	0 80-0 95
Turmeric	0 20-0 22		

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

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

DRIED VEGETABLES. — A firmer feeling exists in the Canadian white bean market, and quotations have been advanced 10c per bushel. Wholesalers are paying \$2.55-\$2.60, compared with \$2.35-\$2.40 which was being asked a month ago. Even higher prices than these are being asked. Split peas are still hard to get, and are commanding high prices. Whole peas continue to arrive of poor quality and unsuited to the high class of article this province demands. Lima beans are weaker and lower prices are looked for.

Beans—	
Hand picked, per bushel	2 85
Canadian, 3 lb. pickers, per bushel	2 75
Yellow, per bushel	3 25
Yellow eyes, per bushel	3 25
Lima, per lb.	0 08
Peas, Imperial green, per bushel	2 60
Peas, white soup, per bushel	2 85
Peas, split, bush.	5 25
Barley, pot, per bag	3 25
Barley, pearl	4 25

ONTARIO MARKETS.

Toronto, Jan. 14.—Stock-taking is pretty well all through now; only totaling remains, and with the end of a job that nobody really likes has come the opportunity for placing orders. Wholesalers are in a good temper, because they find, in the last analysis, that things were not as bad as they had imagined. The aspect that is hopeful is that there is a tendency on the part of the retailer to keep stocks pretty low, and that while it means no splash orders—implies continuous buying throughout the year. A little coming often is as good as a lot coming now and then—rather more than now—and there is always the chance that trade will really rally as the year goes on. The trade, like every other, is becoming accustomed to new condi-

tions after the shaking-up process, and while recognizing the changed premises, the wise man will accommodate himself thereto, adding new methods and better to combat the things he is up against.

A number of wholesalers tell us that things are not at all too bad. "We have nothing to kick about" is the sentiment of one man, and several others subscribe to it. There is no doubt that men are having to be content with less profit, but then so is everybody else. And half a loaf is better than none.

There are vague mutterings about that tea tax still in some quarters. The blessed thing about all the talk is that it will soon be over, and we shall know the worst, for Parliament opens in less than three weeks. As an indication that there is little speculative buying on the strength of the probability—or possibility, if you will—one house cites the fact that through all the talk only one of their customers has mentioned buying to hold. The fact is that retailers have heard this talk of tea tax for so many years that they refuse to be disconcerted. It is true that the exigency is somewhat special this year, and a tea tax is quite possible. But then no one seems to be able to give any reason why it is probable, and there are enough probabilities to bother with just now without getting into a perspiration about a possibility. As far as package tea is concerned, the retailer should remember that if he buys now packages stamped with the present price, and the prices go up, he cannot very well sell them at enhanced prices.

SUGAR.—The raw market in New York last week was firmer on account of the unsettled weather conditions in Cuba. Raws advanced 10c, but Cuban advices this week are to the effect that the weather is better again, and that raws have eased off six points. With a market thus influenced by Cuban weather conditions, any weather improvement will mean lower raws. No big demand is showing just now. Toronto follows New York market pretty well. Things are quiet. The only thing which is keeping the market going—so one dealer gives his opinion—is speculative buying on account of the possibility of a further tax on sugar coming into Canada. History shows, however, that there is usually a strong speculative movement about this time year after year.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 26
25 lb. bags	6 46
10 lb. bags	6 31
2 and 5-lb. cartons	6 60
Nova Scotia refined, 100-lb. bags	6 25
Extra Ground Sugars—	
Barrels	6 76
50 lb. boxes	6 94
25 lb. boxes	7 16
Powdered Sugars—	
Barrels	6 56
50 lb. boxes	6 76
25 lb. boxes	6 96
Crystal Diamonds—	
Barrels	1 11
100 lb. boxes	7 11
50 lb. boxes	7 21
Paris Lump—	
100 lb. boxes	7 11

50 lb. boxes	7 21
25 lb. boxes	7 41
Cartons (20 to case)	7 66
Cartons (56 to case)	8 16
Crystal Dominions, cartons	8 26

Yellow Sugars—
No. 1 5 96
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—The tendency towards firming up, which was remarked last week, is emphasized by the fact that teas are up a quarter of a cent in London, both in Indias and Ceylons. Supplies are short. At the end of the year tea in bond in London showed a percentage reduction from the amount at the same time in 1913 of something like sixty per cent. There is maintained an even demand, and the fact of low stocks naturally means a firm tone and higher tendency. The quality of the tea in London is poor, comparatively. This tea was shipped at a time when the gardens were under adverse weather conditions. The present supplies in Ceylon are better quality, but these will not reach London for some time.

DRIED FRUITS.—Currants are considerably firmer owing to an advance in the primary markets of about one shilling. Currants have been stagnant for some time, but have at last wakened up. It is possible there is some European buying. Local quotations are up half a cent. There is a fair demand. There is a good sale for Valencia raisins. Sultanas are hard to get. Seeded and seedless raisins, at enhanced prices, find fair demand. Evaporated apples are firmer at ruling prices. Prunes are still the big feature. There is a big retail sale, and has been for some weeks, and there is a big demand, so that they are pretty strong, although prices are actually no higher. There is said to have been some export of this line, though where to remains a mystery. Trade generally has taken a turn for the better. Retailers are placing their orders that have been hanging fire for some weeks owing to the intervention of stocktaking.

Apples, evaporated, per lb.		0 06	0 06½
Standard, 25 lb. boxes		0 10	0 12
Choice, 25 lb. boxes		0 12	0 14
Candied Peels—			
Lemon		0 13	0 14
Orange		0 13	0 14
Citron		0 19	0 22
Currants—			
Filiatras, per lb.		0 07	0 07½
Amalas, choicest, per lb.		0 07½	0 08½
Patras, per lb.		0 08	0 08½
Vostizas, choice		0 08½	0 10
Cleaned, ¼ cent more.			
Dates—			
Fards, choicest, 12-lb. boxes		0 09½	0 10
Fards, choicest, 60-lb. boxes		0 08	0 08½
Package dates		0 07½	0 08
Hallowees		0 07½	0 08
Prunes—			
30-40s, California, 25 lb. boxes		0 13½	0 14½
40-50s, 25 lb. boxes		0 13½	0 14½
50-60s, 25 lb. boxes		0 12	0 13½
60-70s, 25 lb. boxes		0 10	0 10½
70-80s, 25 lb. boxes		0 09½	0 10
80-90s, 25 lb. boxes		0 09	0 09½
90-100s, 25 lb. boxes		0 07½	0 08
25-lb. boxes ¼c more.			
Peaches—			
Standard, 50-lb. boxes		0 07½	0 08
25-lb. boxes ¼c more.			
Raisins—			
Sultanas, choice, new		0 12	0 13
Sultanas, fancy, new		0 14	0 16
Valencia		0 08½	0 09
Seeded, fancy, 1 lb. packets		0 10½	0 10½
Seeded, choice, 1 lb. packets		0 09½	0 10½
Seeded, choice, 12 oz.			0 09½
Seedless, 16 oz. packets		0 11	0 11½
Seedless, 12 oz. packets			0 10

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NUTS.—The leader this week is shelled walnuts, for which there is considerable demand. Fresh supplies are coming right along, though, and that neutralizes any tendency towards firmness which might accrue from increased demand. The effect of the tie-up at Christmas is still apparent, and the Christmas stock which arrived too late was, in many cases, sold at cost. Price is 38c to 40c. Brazils are still very flat. There are no fresh supplies coming, but demand has fallen flat, and Brazils may be bought at a low figure. They are slightly lower than last week.

In Shell—	Per lb.
Almonds, Tarragona	0 17½ 0 20
Brazils, medium, new	0 10 0 11
Brazils, large, washed, new	0 12 0 14
Chestnuts, peck	1 75 2 00
Filberts, Sicily, new	0 13 0 14
Peanuts, Jumbos, roasted	0 12½ 0 13½
Peanuts, hand-picked, roasted	0 10½ 0 11
Peanuts, fancy, roasted	0 09 0 10
Pecans	0 17 0 18
Walnuts, Grenoble	0 15 0 16
Walnuts, Bordeaux	0 11 0 12
Walnuts, Marbots	0 13 0 14

SPICES.—Demand has opened up somewhat with the termination of stock-taking. Peppers are firmer, and a trifle higher. Herbs are somewhat firmer.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 15
Allspices, whole	0 10	0 15
Cassia, whole	0 21—0 26	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	0 36—0 40	0 36—0 40
Cloves, whole	0 28—0 33	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 33
Cream of tartar	0 25—0 35	0 25—0 35
Curry powder	0 35	0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	0 24—0 27	0 24—0 27
Ginger, African, ground	0 10—0 14	0 10—0 14
Mace	0 30—0 35	0 30—0 35
Nutmegs, brown, 6½, 8½	0 20—0 25	0 20—0 25
Nutmegs, ground, bulk, 4½	0 19—0 22	0 19—0 22
1 lb. tins	0 22—0 25	0 22—0 25
Pastry spice	0 19—0 24	0 20—0 23
Peppers, black, ground	0 19—0 24	0 27—0 30
Peppers, black, whole	0 27—0 30	0 27—0 30
Peppers, white, whole	0 15—0 18	0 15—0 18
Pickling spice	0 15—0 20	0 15—0 20
Turmeric	0 15—0 20	0 15—0 20

BEANS.—Prices are holding at last week's levels, and there is a good demand. White peas are said to be none too plentiful, and price on them is firmer.

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

COFFEE.—There is not much doing in the coffee market, for while there is a steady undertone in New York, there is not much demand. An all-round firming-up is forecast, however. Santos is quoted at 15c to 17c.

Coffee—	0 36	0 38
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 33	0 38
Guatemala	0 30	0 32
Bucaramanga	0 30	0 32
Mexican	0 30	0 32
Maracibo	0 28	0 29
Jamaica	0 24	0 26
Santos	0 15	0 17
Rio	0 18	0 22
Chicoory	0 14	0 14

RICE.—Rices are firmer and moving fairly well, though not as much as they should, from the nature of the commodity. Rice is an exceptionally cheap food, and while there is always some demand for it, the fluctuations are curious.

Rice—	0 03½	0 04
Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 04½	0 05
Patna, per lb.	0 06	0 07½
Japan, per lb.	0 08½	0 09
Java, per lb.	0 08	0 08½
Carolina, per lb.	0 09	0 10

SYRUPS.—There is better demand this week, owing to dealers being short-stocked and having found out their requirements. New molasses, it is prophesied in some quarters, will rule high because of the probable high level of sugar.

Syrups—	Per case.
2 lb. tins, 2 doz. in case	2 85
5 lb. tins, 1 doz. in case	3 00
10 lb. tins, ½ doz. in case	2 80
20 lb. tins, ¼ doz. in case	0 03½
Barrels, per lb.	0 04
Half barrels, lb.	0 04½
Quarter barrels, lb.	1 95
Pails, 3¾ lbs. each	1 40
Pails, 25 lbs. each	0 25
Molasses, per gallon—	
New Orleans, barrels	0 25
New Orleans, half-barrels	0 25
West Indies, barrels	0 25
West Indies, half barrels	0 25
Barbadoes, fancy, barrels	0 45
Barbadoes, fancy, half barrels	0 47
Maple Syrup—Compound—	
Gallons, 6 to case	4 40
¼ gals., 12 to case	4 70
½ gals., 24 to case	4 70
¾ gals., 24 to case	2 60
Maple Syrup—Pure—	
5 gallon cans, 1 to case	6 45
Gallons, 6 to case	6 80
¼ gallons, 12 to case	6 25
¾ gallons, 24 to case, in glass	7 00
Pints, 24 to case	4 00
Maple Sugar—	
Pure, per lb.	0 15½
Maple Cream Sugar—	
24 twin bars	1 80
48 and 68 twin bars	3 60
Maple butter, lb. tins, dozen	1 80

CANNED GOODS.

ONTARIO AND QUEBEC PRICES 1914 PACK. VEGETABLES.

Group A.	Group B.
2½ Asparagus tips	38 30%
2½ Asparagus butts	1 47½
2½ Beans, crystal wax	1 85
2½ Beans, golden wax, midget	1 25
2½ Beans, golden wax	0 95
3½ Beans, golden wax	1 37½
Gals., Beans, golden wax	3 77½
2½ Beans, Lima	1 22½
2½ Beans, red kidney	1 00
2½ Beans, Refuge or Valentine green	0 85
2½ Beans, Refuge (green)	1 23½
2½ Beans, Refuge, midget	1 25
Gals., Beans, Refuge	3 77½
2½ Reets, sliced blood red, Simcoe	1 00
2½ Reets, whole, blood red, Simcoe	1 00
2½ Reets, whole, blood red, Rosebud	1 30
3½ Reets, sliced, blood red, Simcoe	1 35
3½ Reets, whole, blood red, Simcoe	1 40
3½ Reets, whole, blood red, Rosebud	1 45
3½ Cabbage	0 97½
Gals., Cabbage	0 77½
2½ Carrots	0 97½
3½ Carrots	1 27½
2½ Cauliflower	1 37½
3½ Cauliflower	1 77½
2½ Corn	0 95
2½ Corn, Fancy	1 05
Gals., Corn on Cob	4 52½
2½ Parsnips	0 97½
3½ Parsnips	1 17½
2½ Peas, standard, size 4	0 97½
2½ Peas, early June, size 3	1 00
2½ Peas, sweet wrinkles, size 3	1 40
2½ Peas, extra fine sifted, size 1	4 07½
Gals., Peas, standard	4 17½
Gals., Peas, Early June	4 30½
Gals., Peas, sweet wrinkles	0 87½
2½ Sauer Kraut, Simcoe	2 77½
3½ Sauer Kraut, Simcoe	2 77½
Gals., Sauer Kraut, Simcoe	1 10
2½ Spinach	1 80
3½ Spinach	4 85
Gals., Spinach	0 97½
2½ Squash	2 77½
Gals., Squash	0 97½
2½ Sweetash	0 97½
2½ Tomatoes	0 87½
2½ Tomatoes	0 95
3½ Tomatoes	1 00
Gals., Tomatoes	2 97½
3½ Turnips	0 97½

FRUITS.

3½ Apples, Standard	0 87½
3½ Apples, Preserved	1 00
Gals., Apples, Standard	2 05
Gals., Apples, Preserved	3 00
2½ Blueberries, standard	1 25
2½ Blueberries, preserved	1 25
Gals., Blueberries, std.	4 87½
2½ Rik, cherries, pitted, H.S.	1 25
2½ Rik, cherries, not pitted, H.S.	1 25
2½ Red ptd. cherries, H.S.	1 25

2½ Cherries, red, pitted, L.S.	1 45
2½ not ptd. red cherries, H.S.	1 52½
Gals. ptd. red cherries	8 52½
Gals. not ptd. red cherries	8 02½
2½ Cherries, white, ptd. H.S.	1 82½
2½ Cherries, white, not ptd. H.S.	1 47½
2½ Black currants, H.S.	1 82½
2½ Preserved black currants	1 77½
Gals. black currants, std.	5 27½
Gals. black currants, solid pack	8 27½
2½ Red currants, H.S.	1 47½
2½ Red preserved currants	1 77½
Gals. red currants, standard	5 27½
Gals. red currants, solid pack	8 27½
2½ Gooseberries, H.S.	1 47½
2½ Gooseberries, preserved	1 77½
Gals. gooseberries, standard	7 02½
Gals. gooseberries, solid pack	8 77½
2½ Grapes, white, Niagara, preserved	1 42½
Gals. Grapes, white, Niagara, standard	3 32½
2½ Lawtonberries, heavy syrup	1 97½
2½ Lawtonberries, L.S. (group B)	1 45
2½ Lawtonberries, preserved	2 17½
Gals. Lawtonberries, std.	7 07½
2½ Peaches, white, heavy syrup	1 77½
2½ Peaches, white, heavy syrup	2 02½
3½ Peaches, white, heavy syrup	2 12½
1½ Peaches, yellow, flats, heavy syrup	1 77½
2½ Peaches, yellow, heavy syrup	2 02½
2½ Peaches, yellow, heavy syrup	2 12½
3½ Peaches, yellow, whole, heavy syrup	1 17½
3½ Peaches, pie, not peeled	1 62½
Gals. Peaches, pie, peeled	3 02½
Gals. Peaches, pie, peeled	4 77½
Gals. Pie fruits, assorted (add 5%)	1 52½
2½ Pears, Bartlett, heavy syrup	2 02½
2½ Pears, Bartlett, heavy syrup	2 02½
2½ Pears, Flemish Beauty, heavy syrup	1 52½
2½ Pears, Flemish Beauty, heavy syrup	1 77½
3½ Pears, Flemish Beauty, heavy syrup	2 02½
2½ Pears, Keiffers, heavy syrup	1 52½
3½ Pears, Keiffers, heavy syrup	1 77½
2½ Pears, light syrup, Globe	1 42½
3½ Pears, light syrup, Globe	1 52½
3½ Pears, pie, not peeled	1 42½
3½ Pears, pie, peeled	1 42½
Gals. Pears, pie, peeled	3 77½
Gals. Pear, pie, not peeled	2 77½
2½ Pineapple, sliced, heavy syrup	1 92½
2½ Pineapple, shredded, heavy syrup	1 47½
2½ Pineapple, whole, heavy syrup	1 82½
3½ Pineapples, whole, heavy syrup	2 47½
2½ Pineapple, sliced, Hygeian brand	2 00
2½ Plums, Damson, light syrup	0 97½
3½ Plums, Damson, light syrup	1 37½
2½ Plums, Damson, heavy syrup	1 07½
3½ Plums, Damson, heavy syrup	1 42½
Gals. Plums, Damson, standard	2 77½
2½ Plums, Egg, heavy syrup	1 12½
2½ Plums, Egg, heavy syrup	1 37½
2½ Plums, Green Gage, light syrup	1 47½
2½ Plums, Green Gage, heavy syrup	1 12½
3½ Plums, Green Gage, light syrup	1 37½
3½ Plums, Green Gage, heavy syrup	1 47½
Gals. Plums, Green Gage, standard	3 02½
2½ Plums, Lombard, light syrup	0 97½
2½ Plums, Lombard, light syrup	1 27½
2½ Plums, Lombard, heavy syrup	1 07½
2½ Plums, Lombard, heavy syrup	1 27½
Gals. Plums, Lombard, standard	2 77½
2½ Raspberries, black, H.S.	1 97½
2½ Raspberries, black, L.S. (group B)	1 45
2½ Raspberries, black, preserved	2 17½
Gals. Raspberries, black, std.	7 07½
Gals. Raspberries, black, solid pack	9 32½
2½ Raspberries, red, H.S.	1 97½
2½ Raspberries, red, L.S. (group B)	1 45
Gals. Raspberries, red, std.	1 42½
Gals. Raspberries, red, solid pack	9 32½
2½ Rhubarb, preserved	1 87½
2½ Rhubarb, preserved	2 32½
Gals. Rhubarb, standard	3 57½
2½ Strawberries, H.S.	2 17½
2½ Strawberries, preserved	2 32½
Gals. Strawberries, standard	7 87½
Gals. Strawberries, solid pack	9 82½

(Group B 2½c dozen lower.)

MANITOBA MARKETS.

Winnipeg, Jan. 13.—The quietness which always follows the holiday season exists, and a comparatively small volume of business is being done. Indications, however, are that from now on there will be a considerably larger demand from the retailers than is usual during January and February.

SUGAR.—There is little change in this market, nor does there seem to be any immediate likelihood of any change. On the New York market is noted a firmer tone.

Sugar, Eastern—	Per cwt. in sacks.
Sugar, standard granulated	6 70
Extra ground or icing	7 35
Powders	7 15
Lump, hard	7 65
Montreal yellow	6 35
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 60

CANADIAN GROCER

Barrels, per cwt.	\$ 55
Halves, 50 lbs., per cwt.	5 60
Bales, 20 lbs., per cwt.	5 65
Powdered, barrels	5 90
Powdered, 50s	5 25
Powdered, 25s	5 55
icing, barrels	6 45
icing, 50s	6 60
icing, 25s	6 60
icing, pails	6 60
Cut loaf, barrels	6 30
Cut loaf, 50s	6 55
Cut loaf, 25s	6 80
Sugar, British Columbia—	
Extra standard granulated	6 60
Bar sugar	7 05
icing sugar	7 25
Powdered sugar	7 05
H. P. lumps	7 55
Yellow	5 95
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case.	\$ 15
5-lb. tins, 1 doz. to case, per case.	3 50
10-lb. tins, 1/2 doz. to case, per case.	3 30
20-lb. tins, 3 tins to case, per case.	3 25
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	
Barbadoes	Per gal. 0 53
New Orleans	0 34
Maple Syrups—	
Imperial quarts, case, 2 doz.	5 40
Imperial 1/2 gals., 1 doz.	5 55
New, pure, 1/2 gal. case	9 00
New, pure, 1/2 gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75
DRIED FRUITS.—Raisin quotations are changed this week, some of the old lines of Sultanias now being off the market. Their place, however, is taken by other lines, prices for which are given below. Prunes are considerably stronger on the California market, and dealers may expect advances in this line in the near future. Evaporated apples are also higher, though prices on this market will not likely change until the present stocks are more nearly exhausted. Peaches and apricots are both barely holding their own. At the present prices they should be considered a cheap food.	
Apples, evaporated, new, 50's	0 06 1/2
Apples, evaporated, new, 25's	0 07
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 13
Apricots, standard, 25's	0 11 1/2
Currants—	
Dry clean	0 08
Washed	0 08 1/2
1 lb. package	0 08 1/2
2 lb. package	0 17
Vostizzas, 1 lb.	0 10 1/2
Dates—	
Hallowee, loose, per lb.	0 07 1/2
Hallowee, 1 lb. pkgs.	0 08 1/2
Fard dates, 12-lb. boxes	1 15
Peaches—	
Standard, 25-lb. boxes	0 06 1/2
Choice, 25-lb. boxes	0 07 1/2
Choice, 10-lb. boxes	0 08 1/2
Raisins, Valencia—	
Fine selected	2 35
Four crown layers	2 45
Raisins, Sultanias—	
Corinthian Giants	0 13 1/2
Superfine	0 12 1/2
Finest	0 11 1/2
Fine	0 10 1/2
Raisins, Muscatels—	
3 crown loose, 50's	0 08 1/2
3 crown loose, 25's	0 08 1/2
Choice, seeded, lb.	0 09 1/2
Fancy seeded, lb.	0 09 1/2
12-oz. packages, fancy	0 08
12-oz. packages, choice	0 07 1/2
Prunes, in 25-lb. boxes—	
90 to 100	0 07 1/2
80 to 90	0 08 1/2
70 to 80	0 09 1/2
60 to 70	0 09 1/2
50 to 60	0 09 1/2
40 to 50	0 10 1/2
Table Layer Figs—	
1-crown, 35-lb. boxes, per lb.	0 15 1/2
6-crown, 10-lb. boxes, per lb.	0 13 1/2
5-crown, 10-lb. boxes, per lb.	0 12 1/2
4-crown, 10-lb. boxes, per lb.	0 11 1/2
3-crown, 10-lb. boxes, per lb.	0 11 1/2
Glove boxes, per doz.	1 70
Cooking figs, taps, about 25 lbs., lb.	0 05 1/2
Cooking figs, choice natural, 25-lb. bags, per lb.	0 05 1/2
NUTS.—New arrivals now on the market have brought lower prices in some lines. Shelled almonds have dropped 4c, while walnuts are down 1/2c. The demand for this line has, of course, fallen off very largely since the new year.	
Soft shelled almonds (new)	0 20 1/2
Markie walnuts (new)	0 12

Brazils	0 13	0 13 1/2
Filberts (new)	0 12 1/2	0 13
Almonds, shelled	0 40	0 41
Walnuts, shelled (new)	0 45	0 46
Roasted peanuts (new), Jumbos.	0 14 1/2
Roasted peanuts (new), fancy.	0 12
Roasted peanuts (new), choice.	0 09 1/2
Pecans, choice, polished	0 17	0 22

TEAS AND COFFEES.—Large exportation to Europe, which has depleted the somewhat short stocks materially, has brought an advance in coffees. Rios are up 1/2c generally, and Santos are now quoted 3/4c higher than a week ago.

Coffee—	
Rio, No. 5, green	Per lb. 0 15
Rio, roasted	0 18
Santos, green, No. 4	0 17 1/2
Santos, roasted	0 23 1/2
Chicoory, per lb.	0 07
Teas—	
Japan—	
Choicest basket fired	0 40
Choicest, pan fired	0 40
Very fine, pan fired	0 35
Medium, pan fired	0 30
Common, pan fired	0 25
India and Ceylon—	
Souchongs	0 30
Pekoe Souchongs	0 35
Pekoe	0 40
Broken orange and orange	0 40
China—	
Fine Keelung	0 50
Good Packlung	0 35
Common moning	0 25

BEANS.—This product is strong in Ontario, but it seems that large quantities of beans are being held in Michigan and other American States. Unless, therefore, a very heavy export demand develops, bean prices would hardly go beyond their present level. There is, however, little or no reason to expect that the demand from abroad will decrease. It rather seems practically certain that more and more this product will be wanted, and the general opinion is that beans at their present prices are perhaps lower than they will ever be again until the new crop is harvested next fall.

Beans—	
Canadian, hand-picked	3 10
3-lb. pickers	2 85
California Lima Beans—	
Bag lots	0 08 1/2
Less than bag lots	0 08 1/2
Barley—	
Pat, per sack, 96 lbs.	3 00
Pearl, per sack, 96 lbs.	4 15
Peas—	
Split peas, sack, 96 lbs.	5 50
Whole peas, bushel	2 50
Sack, 49's	2 85

RICE AND TAPIOCA.—Rice is considerably weaker, and dealers may expect to see No. 2 Siam sold during the coming summer at prices ranging from 2 1/2c to 3 3/4c. This is on the Winnipeg market. It is expected that No. 2 Japan will be quoted around 4 1/2c. The lower tone to this market, in view of the war making all food products in great demand, at first seems a little hard to understand. It must be remembered, however, that Austria and Germany have been large users of rice, and these markets are practically cut off at the present time. Nothing new to note in the tapioca market.

Rice and Tapioca—	
No. 1 Japan, per lb.	0 05 1/2
No. 2 Japan, per lb.	0 04 1/2
Siam, per lb.	0 04 1/2
Patna, per lb.	0 06 1/2
Carolina, per lb.	0 08
Sago, pearl, per lb.	0 05
Tapioca, pearl, per lb.	0 04 1/2

SASKATCHEWAN MARKETS.

(Corrected by Wire.)

Regina, Jan. 14.—A considerable advance has occurred in flour, owing to the

rapid advance in wheat prices since the opening of the year. Flour advanced 50c per barrel locally, or 25 cents per hundred. One standard brand is now wholesaling at \$3.60. It is probable that the jump in the flour market will affect the price of bread, but no move toward this end has as yet been made by local bakers. Practically all cereals, it is expected, will advance in sympathy with the jump which wheat has taken. Rolled oats are also advancing.

Eddy's matches have advanced 25 cents per case. Sugar is firm. Creamery butter is up 2 cents, and is now wholesaling at 33c. Dairy No. 1 is now quoted at 24 cents. New-laid eggs, if obtainable at all, are bringing 40 cents.

Business this month so far is rather quiet owing to the fact that all the travelers have been off the road, but they are now out again, and an impetus in all lines of business is looked for.

Produce and Provisions—	
Butter, creamery, per lb.	0 33
Butter, dairy, No. 1	0 24
Cheese, per lb.	0 17 1/2
Eggs, new laid	0 40
Lard, 5's, per case	7 30
Lard, 10's, per case	7 70
Lard, 20's, each	2 50
General—	
Beans, Ontario, per bushel	3 40
Coffee, whole roasted, Rio	0 17
Cream of tartar, lb.	0 62
Cocconut, lb.	0 30 1/2
Evap. apples, 50's	0 07 1/2
Potatoes, N.B., per bush.	0 95
Potatoes, Ontario, per bush.	0 90
Rollad oats, ball of 80 lbs.	3 55
Flour, 98's	3 50
Oysters, per gal.	2 80
Rice, per cwt.	4 30
Sugar, standard, gran., per cwt.	6 94
Sugar, yellow, per cwt.	6 40
Walnuts, shelled, 5c; almonds.	0 53
Canned Goods—	
Apples, gala, case	1 35
Broken beans, 2's	2 65
Beans	2 25
Corn, standard, per 2 dozen	2 25
Peas, standard, per 2 dozen	2 25
Plums, Lombard	2 15
Peaches	3 21
Strawberries and raspberries	4 05
Tomatoes, standard, per dozen	2 40
Salmon—	
Sockeye, 1's, 4 doz. case	9 85
Sockeye, 1/2's	12 25
Cohoos, 1's	6 00
Humpbacks, 1's	4 80
Fruits and Vegetables—	
Apples, per bbl., Ontario	4 00
Cranberries, per bbl.	7 00
Grapefruit, per crate	5 50
Sweet potatoes, per crate	4 80
Lemons	5 50
Oranges	3 25
Dried Fruits—	
Apricots, per lb.	0 12 1/2
Apples, per lb.	0 07 1/2
Currants, per lb.	0 08 1/2

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Jan. 14.—The wheat and flour market is centre of interest. Manitoba and Ontario flours advanced to \$8.25 and \$7.35 respectively, nearly \$2 since war started. The market is reported firmer. Rolled oats are higher at \$7.25, and oatmeal has also advanced to \$7.75. Market is steady in both staples. Cornmeal is easier, ordinary being \$1.80. Provision market is lower in tone, barrel being \$25.75 to \$27. Pork, American, is \$25 to \$27.75, and domestic \$27 to \$27.50. Sugar is quiet. Supplies are fair in eggs, and market is easier. Butter is fairly firm; potatoes are particularly plentiful, and prices are easy. Dealers look for higher quotations soon. General business is quiet, and collections average.

CANADIAN GROCER

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.		0 17
Beef, barrel	25 75	27 00
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	25 00	27 75
Pork, domestic, per bbl.	27 00	27 50
Butter, dairy, per lb.	0 25	0 27
Butter, creamery, per lb.	0 29	0 30
Eggs	0 30	0 31
Lard, compound, per lb.	0 10 ³ / ₄	0 10 ³ / ₄
Lard, pure, per lb.	0 13	0 13 ¹ / ₂
Cheese	0 16 ¹ / ₂	0 16 ¹ / ₂
Flour and Cereals—		
Corrmeal, gran.		5 75
Corrmeal, ordinary		1 80
Flour, Manitoba, per bbl.		8 25
Flour, Ontario		7 35
Roll'd oats, per bbl.		7 25
Oatmeal, standard, per bbl.		7 75
Fresh Fruits and Vegetables—		
Lemons, Messina, box		7 00
Oranges, Val. case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Sugar—		
Standard granulated	6 45	6 55
United Empire	6 35	6 45
Bright yellow	6 25	6 35
No. 1 yellow	5 95	6 05
Paris lumps	7 25	7 50
Beans, white, per bush.	2 95	3 00
Beans, yellow eyes, per bush.	3 15	3 20
Canned pork and beans, per case.	2 80	3 00
Molasses, per gal.	0 35	0 36
Cream of tartar, per lb., bulk.	0 36	0 39
Currants, per lb.	0 08	0 08 ¹ / ₂
Rice per cwt.	4 50	5 00

FLOUR AND CEREAL BRANDING (Continued from page 32.)

mitted by the Legislature were being carried out to the letter. The Association had all the acts printed and was sending them out to branch associations for expressions of opinion on where amendments should be gone after. On this suggestion the executive was empowered to deal with this matter.

Produce Men Discuss Improvements

Convention in Guelph This Week—Addresses on Bettering Egg and Poultry Conditions — Shippers Urged to Provide Egg Crates.

GUELPH, Ont., Jan. 12 (Special).—Many problems of direct interest to the retail trade of the country were discussed at the annual meeting of the Canadian Produce Association held here during the week. Probably the main object of the convention was to devise means to better the system of egg distribution with the least possible loss.

Prof. W. R. Graham discussed the standardization of eggs, showing the need for some recognized scale whereby eggs may be graded the country over. Roughly, Professor Graham divided eggs into four classes—viz., fresh gathered, storage, preserved and "dirties." These classes in turn were split up into from three to six grades of excellence. The convention appointed a committee, which will go further in the matter of outlining a system of standardization. At the head of the committee is President McNeil, of the Chicago Butter and Egg Board, the other members being Messrs. Silverwood, Dalrymple, McLean, Friedmann, Porter and Prof. Graham.

Better Transportation Needed.

"The shipper of butter can secure a rail record and a steamship record of

The soap question was again discussed at length. The grocers are trying to get better margins and are making an endeavor to get soap—at least one brand—put on the Contract Selling Plan so that the retail price could not be cut. Developments are proceeding along this line and it may be that at the next meeting there will be something definite decided upon.

There is a report to the effect that the price of bread to the retailer will be raised by some of the large bakers but that to the consumer it will be the same. D. W. Clark declared that it looked as if the retailer was again going to have his profits shaved in the deal, whereas the manufacturer would get an increase. He proposed that if the rumor were found to be correct, that measures be taken to overcome the alleged disadvantage.

The motion was made at the last meeting by Donald Nicholson that the question of a social function be considered, was dealt with. The decision was reached that some function be held, the matter being left in the hands of a committee composed of Donald Nicholson, D. W. Clark, F. C. Higgins and J. W. Parks, will full power to act.

the progress of his shipment; so can the man who handles cheese. Why then are eggs, which are just as fragile, just as tender and just as susceptible to taint, entirely overlooked?" asked Mr. J. Steinhoff, who discussed transportation. Eggs, the speaker said, received no special treatment; they were loaded in dusty cars or with heavier freight, or were left standing at junctional points. "Why cannot we have egg cars, on our main lines at any rate, as we have butter cars?" he asked. This point so appealed to the audience that a committee ordered the executive to proceed in the matter and to appeal for Government aid in securing the desired reform.

A point of general interest was raised by H. B. Clemes, of Gunn's, Limited, Toronto, when he moved the abolition of the present paid egg crate system. As Mr. Clemes outlined it, in future the egg crate should be provided by the shipper rather than by the receiver of the eggs, as is now the case with butter or cheese. Eggs alone would be the basis of barter; it would be up to the shipper to provide the package.

A. E. Silverwood, of London, spoke on quality payment for poultry.

In the absence of the president, Lieut.-Col. Gunn, of Montreal, who is on active service, the chair was taken by Vice-President J. L. Bowes, of Toronto.

The subject of quality payment for eggs was dealt with by James T. Madden, of Wm. Ryan Co., Toronto, and that of the standardization of poultry by Prof. W. R. Graham. Finished poultry for the market and marketing various varieties and grades at proper times was discussed by Prof. W. R. Brown. The Chinese egg question was dealt with briefly by Mr. D. Naismith, of Vancouver.

The Canadian Produce Association will in all probability purchase and equip a traveling kitchen for the use of the battalion commanded by Col. J. A. Gunn, of Montreal, the president. The idea was advanced at a banquet by J. L. Bowes, the chairman, who called for subscriptions of \$50, \$25 and \$10. The response was most spontaneous. In a short time over \$1,000 was secured, and this amount was considerably augmented this morning by delegates who were not present at the banquet. Mr. Bowes stated this morning that he had not the slightest doubt but that the project would go through, and he was very proud of the stand the association took in this matter. More than one of the large subscriptions came from representatives of concerns in the United States, and their action was loudly applauded.

Short addresses were given on the refrigeration of eggs and poultry and on the progress made in loss off basis of buying eggs. Among those who took part were: A. Valliancourt, Montreal; A. S. Duclos, Edmonton; J. K. Murray, Winnipeg, and R. J. McLean, Toronto.

R. J. McLean, of Bowes, Limited, Toronto, was elected president, with J. W. Steinhoff, of Toronto, secretary-treasurer.

CONTEST ANNOUNCEMENT NEXT WEEK.

The winners in Canadian Grocer's Christmas window dressing contest will be announced in next week's issue. A very gratifying number of pictures have been entered this year, and readers tell us there would have been more had not the frost on the windows around the holiday times prevented them from getting good photographs. The list of entries is nevertheless a lengthy one, some having come from as far west as Victoria and Kelowna, B.C. Watch for the announcement next week.



Fruit and Vegetables



Slump in Navels: Demand for Leaf Lettuce

California Navels Are Down in Both Markets—All Apples Higher in Toronto—Valencias Easier in Montreal—Cranberries Moving Well—Brussels Sprouts in Montreal—Leeks Are Higher.

MONTREAL.

FRUIT.—A remarkable drop in the price of large size navel oranges took place this week, quotations for 96-126 being now, 2.50 per case, with 3.00 for 150-176, and 3.25 for 200-288. Florida oranges remain the same—2.75 for all sizes. Mexican oranges are slightly dearer, 2.75 being asked. Valencias are a little easier at 5.50 for 714 size large cases. Lemons, for which the demand is rather poor, are being sold at about the same price. The wonderful demand for apples continues, and the market is even firmer. Fameuse and McIntosh reds are scarce, and each cost \$6 per bbl. for No. 1's. Russets have been advanced to \$4, and Greenings 3.75, the latter being scarce. Baldwins are quoted down to 3.50, while Spys remain firm at \$4. Few pears are being carried in stock, and the demand is only small. The same applies to coconuts. Pineapples are slow.

Apples—	
Baldwins, No. 1, bbl.	3 50
Spys, No. 1, bbl.	4 00
Russets, No. 1, bbl.	4 00
Greenings, No. 1, bbl.	3 75
Fameuse, No. 1, bbl.	6 00
McIntosh Reds, No. 1, bbl.	6 00
No. 2, all varieties, 5c less per barrel.	
Bananas, crate	2 25
Coconuts, sack	4 50
Cranberries, bbl.	6 50
Grapfruits, Jamaica, case	2 00
Grapes, Malaga, keg	6 00
Grapes, Belgium hothouse, lb.	1 25
Lemons—	
Messina Verdelli extra fancy, 300 size	2 75
Malaga, 420 size	5 00
Oranges—	
Cal. Navel, 150-176-200-216-250-288	3 25
Cal., 96-126 size box	2 50
Florida, 175-200-216	2 75
Florida, 196-150	2 50
Mexican, 126-150-176-200-216-250	2 75
Valencias, 714 size, large cases	5 50
Pineapples, case	3 25

VEGETABLES.—Brussels sprouts are now coming on to the market in quart boxes, at about the same price as heretofore, 15c per quart. Cabbage is slightly dearer, being quoted 1.25 per bbl. Cauliflowers are now arriving in crates of two dozen, worth \$4. Lower prices are asked for cucumbers, probably owing to the poor demand. They are now quoted 1.75 per doz. There is a brisk demand for celery, which has advanced to 5.50 per crate. Leeks are up, and likely to advance farther during the next two

weeks: present price, 20c. per bunch. There is a fair demand for Spanish onions at 3.75 per case. Parsley is down to 60c per doz., and in good supply. Potatoes are slightly firmer, but are cheap at the price, 75-80c. Small baskets of peppers have advanced to 75c. Tomatoes are scarce, and there is a good demand at 30c per lb. Watercress must be scarce in Boston as the price has advanced to 1.35 per doz.

Artichokes, bag	1 25
Beets, bag	0 75
Brussell Sprouts, bunch	1 00
Cabbage, per bbl.	1 25
Carrots, bag	0 50
Cauliflowers, 2 doz.	4 00
Cucumbers, fancy, doz.	1 75
Celery, crate	4 75
Leeks, bunch	5 00
Lettuce, head, per box	1 75
Curly lettuce, per box	1 25
Onions—	
Spanish, per case	3 75
Spanish, per 1/4 case	2 25
Red, 75-lb. bags	1 50
Parsnips, bag	0 50
Parsley, doz. bunches	0 60
Peppers, green, 3/4-qt. basket	0 75
Potatoes—	
Montreal, bag	0 75
Potatoes, sweet, Jersey, hpr.	2 50
Spinach, American, in bbls.	3 00
Turnips, bag	0 50
Tomatoes, hothouse, lb.	0 30
Watercress, doz.	1 35

TORONTO.

FRUIT.—All apples have firmed up and are higher by 25c or 50c. Snows are off the market now. There is a good steady demand for other lines. Cranberries are holding at ruling prices, and there is a steady call—\$7 sounds high, but it represents a lot of cranberry pie. California navels have slumped this week and may be had at \$2 to \$2.50. Packers are asking 35 cents more but merchants are not buying. Toronto is loaded up for a week or ten days, though price may advance then. This is a good opportunity to buy. Grape fruit is moving well. Messina lemons are down slightly, but demand is only average. Pineapple is moving fairly well, and obtains at old prices. General business is good particularly for this season, when things usually fall flat.

Apples—	
Wagners	2 75
Greenings	2 75
Kings	2 25
Baldwins	2 50

Spies	2 00	3 25
Stocks	2 25	2 80
Canada Reds	2 50	2 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 80	2 00
Coconuts, sack	4 00	4 50
Cranberries	6 75	7 00
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays		2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	6 00	7 00
Belgian, per lb.		1 25
Oranges—		
Florida	2 25	2 50
California, late Valencias	4 00	4 50
California navels	2 00	2 50
Lemons, Messina	2 75	3 25
Lemons, California	3 75	4 00
Limes, per 100		1 25
Pears—		
California, box		3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10.	2 75	3 00
Grape fruit	2 50	2 75

VEGETABLES.—The milder weather has interfered to a marked extent with business, and there is a big supply of vegetables on hand. With return of cold weather, however, will come higher prices. If they are cheap now; they won't be later. Cucumbers at \$4 to \$4.50 a crate containing two dozen, find ready buyers. Stuff is good. Spanish onions are up 25c at \$4.25 to \$4.50. Leaf lettuce at 25 and 30 cents is scarce and there is quite a demand. Canadian celery is done, and Californian celery is going well at \$4.25 to \$4.50. Californian cauliflower at \$3.50 to \$3.75 is moving. Stocks up to now have been light, but there is more on hand this week and will be right along. Potatoes have a weaker undertone though are quoted at same prices.

Beets, Canadian, bag	0 50	0 65
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 50	0 60
California cauliflower	3 50	3 75
Citrons, doz.		0 45
Cucumbers—		
Slicing, hothouse	1 75	2 00
Medium pickling sizes	0 35	0 75
Crates	4 00	4 50
Celery, California, case	4 25	4 50
Mushrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket		0 50
Onions—		
Spanish, big crate	4 00	
Can., 75-lb. bags		1 35
Green peppers, basket		0 75
Potatoes, Delaware	0 80	0 85
Potatoes, Canadian, bag	0 65	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 17	0 20
Turnips, bag		0 40
Sweet potatoes, hamper		1 65
Squash, Hubbard, doz.		0 75
Lettuce, leaf	0 20	0 30
Parsnips, Canadian, bag	0 65	0 70
Persimmons, California, crate		0 50
Pomegranates, doz.		0 75
Pomegranates, crate	3 00	3 25

(Continued on page 45.)



Fish and Oysters



Shell Oysters in Demand: Fresh Cod and Haddock

Oysters Generally Are Moving More Freely — Demand is for Rockaways and Blue Points—Some Fresh Haddock and Cod Are Selling—American Halibut is High Priced—Montreal Forecasts Easy Prices on Frozen Halibut and Salmon.

MONTREAL.

FISH AND OYSTERS.—The feeling in the fish market is that, if a change takes place at all, prices will go lower, particularly in the case of frozen halibut and salmon. These were held some time ago at stiff figure but it developed that more fish was available than was at first thought, and unless some big buying takes place, prices will certainly be easier. Pickled and salt fish, which have been slow during the past month, are now beginning to move more freely, and prices are firm. As Lent approaches, an advance is not unlikely. In all other lines, trade is only of a hand to mouth nature, particularly in the cases of lobster, bulk and shell oysters, scallops, clams, etc. Few fresh fish are arriving, haddock and cod being the only receipts, and these only in small quantities. Fishing has been bad, and prospects are for few haddock, and ground fish generally until March or April. The trade is disappointed with frozen herrings this season, as very few are available. Reports from Newfoundland state that nearly every vessel has been frozen up into the bays, and will not be able to get away until April. Consequently, prices are higher, as supplies are only available from New Brunswick. Frozen herrings are quoted at 2.25-2.30 per 100 count.

TORONTO.

FISH AND OYSTERS.—Feature of market this week is the better movement in oysters. Now is the time when associations and societies are holding banquets and there is a good demand on this account. Over-the-counter trade is much better, too, particularly in shell oysters, which are certainly getting more popular with the general public. British Columbia salmon and halibut are moving freely about the only fresh stuff that is coming now is haddock and cod from

Nova Scotia. It is good, and a good seller for people who will pay the price. There is a little fresh halibut from Gloucester, Mass., but price on this is very high, so that only the people who have lots of money feel inclined to buy it. The stock of trout and whitefish from Georgian Bay gets less and less, and frozen fish constitutes the main support of fish men just now. They are looking forward to Lent, though, as one dealer said, Lent while it imposes restrictions on some foods does not necessarily imply that every good churchman who observes Lent will lay out fortunes in fish.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07 1/4	.08-10
Haddies, 15-lb. and 30-lb. boxes, lb.	.07	.08-10
Haddies, filets, per lb.	.10	.11-12
Haddies, Niobe, boneless, per lb.	.08 1/4	..
Herring, Ciscoe, per box	1.50	.12
St. John boats, 100 in box	1.00	1.20
Yarmouth boats, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	..
Smoked boneless herrings, 10-lb. box	1.10	..
Kipperred herrings, selected, 60 in box	1.40	1.25-1.50
Smoked salmon, per lb.	.25	.23
Smoked halibut	..	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Gaspe, large, per lb.	.14	.12
Red, steel heads, per lb.	.13-11	.12-13
Red, sockeyes, per lb.	.10-11	.10
Red, Cohoes or silvers, lb.	.10	.10
Pale, qualla, dressed, per lb.	.07 1/4-.08	.07 1/4-.08
Halibut, white western, large and medium, per lb.	.09-.09 1/4	.09
Halibut, eastern chicken and medium, per lb.	.09-.09 1/4	.10
Mackerel, bloater, per lb.	.08-.08 1/4	.09
Haddock, medium and large, lb.	.04 1/4-.05	.07-.08
Market codfish, per lb.	.04 1/4-.05	.07-.08
Steak codfish, per lb.	.05 1/4-.06	.09
Canadian sole, per lb.	.08	..
Blue fish, per lb.	.16-17	..
Smelts	.12	.16-.20
Herrings, per 100 count	..	2 25

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	..
Dried mackerel, medium and large, 100 lb.	6 00	..
Dressed or skinned codfish, 100-lb. case	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. box, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. box, per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 50	1 50
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 65
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	..
Best scallops, imp. gallon	2 25	..
Best prawns, imp. gallon	2 00	..
Best shrimps, imp. gallon	2 25	..
Sealed, best standards, quart cans, each	0 50	..
Sealed, best select, quart cans, each	0 60	..
CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.
Cape Cod shell oysters, per bbl.	8 00	..

Malpeque, shell oysters, selected J.A.P., per bbl.	9 00	..
Malpeque, shell oysters, C.C.I., bbl.	12 00	..
Clams, per bbl.	6 00	8 00
Live lobsters, medium and large, lb.	0 25	0 40
Live lobsters, medium and large, lb.	0 25	..
Boiled lobsters, medium and large, lb.	2 25	..
Winkles, bush.	2 00	..
Little Necks, per 100	1 25	..

FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb.	0 05	0 07
Steak cod, fancy, express, lb.	0 06 1/4	0 06-0 08

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10	.10
White fish, small tullbees, per lb.	.06 1/4-.07	.07
Lake trout, large and medium, lb.	.19-11	.19
Dore, dress or round, lb.	.08 1/4-.09	.09-10
Pike, dressed and headless, lb.	.06-.06 1/4	.07
Pike, round, per lb.	.05 1/4-.06	.07-.08
Tom cods, new, per bbl.	2 25	..

PICKLED FISH.

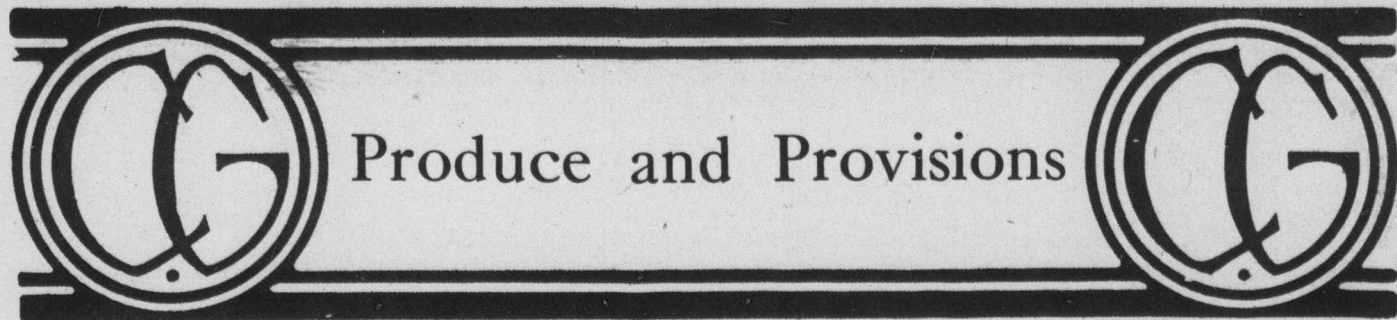
Salmon, Labrador, tierces, 300 lb.	20 00	..
Salmon, Labrador, bbls, 200 lbs.	14 00	..
Salmon, Labrador, half bbls, 100 lbs.	7 50	..
Salmon, B.C. bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls, 200 lb.	12 00	..
Sea trout, Labrador, bbls, 200 lb.	12 00	..
Sea trout, Labrador, half bbls, 200 lb.	6 50	6 50
Mackerel, N.S. bbls, 200 lb.	12 00	..
Mackerel, N.S. half bbls, 100 lb.	7 00	..
Mackerel, N.S. pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 50	6 25
Herrings, Labrador, half bbls.	3 00	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, half bbls.	2 90	3 40
Lake trout, 100-lb. kegs	6 00	..
Quebec sardines, bbls.	6 00	..
Quebec sardines, half bbls.	3 50	..
Tonges and sounds, per lb.	0 07 1/4	..
Scotch herrings, imported, half bbls.	8 00	..
Holland herrings, imp'ted milkers, hf bbls	7 00	..
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	..
Holland herrings, mixed, kegs.	0 75	0 70-0 95
Lochfyne herrings, box	1 35	..
Turbot, bbl.	14 00	..

WINNIPEG.

FISH.—Business in this line continues good, the cold weather being just what is required to stimulate orders. During the week there has been no change in prices. In fact, the market is without a feature except for the satisfactory ordering.

Fish—

New fresh jackfish	0 03 1/4
Lake Superior herring	0 03 1/4
New tullbees	0 04
Fresh mulletta	0 03
Fresh whitefish	0 08 1/4
Fresh pickerel	0 07 1/4
Trout	0 12 1/4
Gold eyes	0 05 1/4
Halibut	0 12
Frozen halibut	0 08 1/4
Salmon	0 18
Frozen salmon	0 11
Fresh cod	0 10
Fresh smelts	0 11
Oysters, per gal.	2 00
Shell oysters, per cwt.	2 00
Shell oysters, per bbl.	17 00
Haddies	0 08
Haddies, filets	0 12 1/4
Roasters, per box	1 50
Kippers, per box	1 75



Butter and Cheese Higher: Chicken in Demand

Creamery Advanced One Cent in Toronto—Cheese is Firmer and is Up Slightly—Lard Advances—No Turkey or Geese or Ducks in Toronto Market—Good Demand for Chicken at Better Prices.

MONTREAL.

PROVISION.—This market remains quiet, prices remaining practically the same as a week ago. Retailers bought heavier than usual around Christmas, and are still fairly well supplied; which accounts for the quietness. Abattoir fresh killed hogs are being quoted at 11.50 to 12.00, the advance having taken place late last week. It was believed that this would strengthen the provision market all round, but the effect is not yet very evident.

Hams—		
Medium, per lb.	0 17	
Large, per lb.	0 16	
Backs—		
Plain, bone in	0 21	
Boneless	0 23	
Peameal	0 24	
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	0 16	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16½	
Cooked Meats—		
Hams, boiled, per lb.	0 24	
Hams, roast, per lb.	0 23	
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Flanks, bone in, not smoked	0 16½	
Barrelled Pork—		Per bbl.
Heavy short cut mess	27 00	
Heavy short cut clear	27 00	
Clear fat pork	29 00	
Clear pork	25 00	
Lard, Pure—		
Tierces, 350 lbs., net	0 12	
Tubs, 50 lbs., net	0 12½	
Boxes, 50 lbs., net	0 12½	
Pails, wood, 20 lbs., gross	0 12½	
Pails, tin, 20 lbs., gross	0 12	
Cases, 10-lb. tins, 60 in case	0 12½	
Cases, 3 and 5-lb. tins, 60 in case	0 13	
Bricks, 1 lb., each	0 13½	
Lard, Compound—		
Tierces, 375 lbs., net	0 09½	
Tubs, 50 lbs., net	0 10	
Boxes, 50 lbs., net	0 10	
Pails, wood, 20 lbs., net	0 10½	
Pails, tin, 20 lbs., gross	0 10½	
Cases, 10-lb. tins, 60 in case	0 11	
Cases, 3 and 5-lb. tins, 60 in case	0 11	
Bricks, 1 lb., each	0 12	
Hogs—		
Dressed, abattoir killed	11 50	12 00

BUTTER.—A strong under current has characterized this market for a week or more, and a further slight advance has taken place, which brings the total advance since close of navigation up to 2½c. Receipts are coming in well, but spot stocks are small.

Butter—		
Finest creamery	0 30	0 32
Dairy butter	0 23	0 25

CHEESE.—There has been no change to this market, but it continues firm un-

der a shortage. Receipts show an increase over last week's.

Cheese—		
New make	0 18	0 17
Old specials, per lb.	0 18	0 19
Stilton	0 18	0 19

EGGS.—It was reported this week that American firms had been in the market of late making inquiries as to conditions with a view to offering supplies here. It is opinion of the trade, however, that with the price of eggs in the United States, and the duty and freight, they could not bring in supplies and compete in this market. Dealers are paying 40 to 42c. in the first market, and selling to the retailer at 45c. Storage eggs are inclined to be quiet.

Eggs, case lots—		
New laid	0 45	
Selects	0 32	
No. 1s	0 28	
Splits	0 20	

HONEY.—There is no feature to report in this market, business continues to come in smoothly.

Honey—		White Clover	Buckwheat
Barrels	0 11½	per lb.	per lb.
Tins, 60 lbs.	0 12	0 08½	
Tins, 30 lbs.	0 12½	0 10	
Tins, 5 and 10 lbs.	0 12½	0 10	
Comb, 13-14 oz. section	0 17-0 18	0 14-0 15	

POULTRY.—Business has quietened down considerably after the holidays, but prices are about the same as have prevailed throughout the holidays. This is owing to the fact that few arrivals have come in since then, and dealers are expecting to go on to storage stocks from now on. Large fancy fat fowl, for which there has been a large call, are slightly dearer. The demand for live stuff is very good, but since Christmas dressed stuff has been quieter. It is not believed that business will pick up much until the public recover from the surfeit they had two weeks ago.

Fresh Stock—		Live.	Dressed.
Fowl	10-12	12-16	
Spring chicken	8-10	12-16	
Fancy, crate-fed chickens, 5 lbs.	12-14	18-20	
Turkeys, fancy	15-16	20-22	
Ducks	12-15	14-15	
Geese	13-14	14-15	

TORONTO.

PROVISIONS.—Smoked and dry salted meats generally are moving well af-

though demand is distinctly a winter demand. Hams, medium are up half a cent. Backs show a general advance of a cent. Lard has firmed up and holds at prices half a cent better than last week. Market is firm on dressed hogs, with fair amount of trading.

Hams—		
Light, per lb.	0 16	0 16½
Medium, per lb.	0 16	0 16½
Large, per lb.	0 15	0 15½
Backs—		
Backs, per lb.	0 20	0 21
Boneless, per lb.	0 23	0 24
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 17½	0 18
Roll, per lb.	0 14	0 14½
Shoulders, per lb.	0 13½	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11½
Tubs, 60 lbs.	0 11½	0 12
Pails	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12½	0 12½
Bricks, 1 lb., per lb.	0 13	0 13½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09½	0 10
Pails, 20 lbs., per lb.	0 10	0 10½
Hogs—		
F.O.B., live, per cwt.	7 45	
Live, fed and watered, per cwt.	7 75	
Dressed, per cwt.	11 00	12 00

BUTTER.—There is a much better demand for creamery and it is up a cent at 33 to 34. Retailers have run down their stocks pretty low and are calling for more. There is some export demand too. The quality of creamery is better this week. Separator and dairy prints are higher one cent, and firm at ruling prices. Receipts are better this week.

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

CHEESE.—Cheese is firmer this week, and prices have appreciated a quarter of a cent. Good export demand is helping, although compared with last year Canadian cheese in England is much less.

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

EGGS.—New laid, despite the better weather from the hen's point of view—if

CANADIAN GROCER.

hens have points of view—have lagged a little in coming in this week, and quotations are firmer at 40 to 45c. There is a steady demand from retailers. Storage market is firmer. Receipts are good but there is a steady and well-defined demand. Exports continue fair. Prices show no actual change. It is said that quotations on storage are kept down by reason of the fact that in many cases supplies are contracted for.

Eggs, case lots—	Per dozen.
Strictly new laid, in cartons	0 40 0 45
Selects	0 32 0 33
Straights	0 29 0 30
Trade eggs	0 25 0 26

POULTRY.—The only poultry left on the market apparently is chicken, and it is firmer at prices two cents above last week's level. There is little coming in. Turkeys are practically off; instead of stocks being left over from Christmas trade, there is not a turkey to be seen on the street, unless it be that one has been preserved as a memorial to the farmer's shrewdness over the Christmas deal. Geese and ducks are conspicuous by their absence. We quote prices on all three, though they are in the same position that price of new laid eggs was some little time ago—they may be correct or they may not. There is no market except for chicken.

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

WINNIPEG.

PRODUCE.—A very strong tone is noted in this market, the single exception being poultry. In butter and cheese an advance has been struck, and further upward movements are likely. The effect of the war is now becoming marked.

As far as cured meats are concerned, no actual advance in prices has been made, but the whole tone is so strong that this seems likely. Probably not before the end of the month, yet inside five or six weeks, higher quotations may be expected.

Cured Meats—	
Hams, per lb.	0 20
Shoulders, per lb.	0 15
Bacon, per lb.	0 25
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	23 00
Lard—	
Tierces	0 11
Tubs, 60s	6 75
Pails, 20s	2 32 1/4
Cases, 5s	7 12 1/2
Cases, 3s	7 20

BUTTER.—At the present time there is a very limited stock of Manitoba creamery; especially is this so of No. 1. There is, moreover, little chance of bringing in butter at the present time. Eastern townships butter on sale in Montreal is high. The price for New Zealand butter in B. C. is also prohibitive. As there is a heavy shortage in the United States, it is the next thing to impossible to get any further supply from there. It seems, therefore, that produce

men will have to depend upon the stocks they now have on hand, and dealers may expect some difficulty in getting what they need in the immediate future. Prices are practically certain to go still higher before the end of the month. Creamery is now being quoted from 32c to 33c. Dairy butter is practically off the market, and there is a limited supply of cooking butter, the price for which has also been advanced 1c.

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

CHEESE.—The strength of this market gives reason for conjecture as to what may happen next season. The export demand for military purposes, coupled with the shortage of cream receipts, have resulted in the stocks being greatly reduced. Prices have consequently advanced 1/2c per pound. If present prices hold—and any movement which may come seems almost certain to be upward—there is a likelihood that the creameries will start making cheese instead of butter when they begin to get milk next spring. If this should occur, there will, of course, be an increased shortage in the butter supply, and prices would rise in consequence.

Cheese—		
New, large	0 17 1/2	0 17 1/2
New, twins	0 17 1/2	0 17 1/2

EGGS.—The export demand is still heavy, the majority of these eggs going to England. The result of this has been to make a strong market, but so far prices have not been advanced. With eggs the export demand changes so quickly that an advance would not likely be made until supplies were materially reduced. Less than a month ago the British Government was buying heavily of eggs from the Western States. Apparently what was secured did not give entire satisfaction, and so orders have been placed in Western Canada.

Eggs—		
Extra firsts	0 18	0 28
Checks	0 17	0 18
Extra in cartons	0 18	0 20

POULTRY.—The demand for this line has practically fallen off. Stocks are only fair, but the various lines can be secured at the old quotations.

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

FRUIT AND VEGETABLE MARKET.

(Continued from page 42.)

WINNIPEG.

FRUIT.—The volume of business being done is not very large, but is generally reported pretty well up to that done in other years at this time. Despite the big supply of apples available early in the year, Spies are now scarce in the city, and prices have advanced to \$5. It seems quite likely that they will go higher. Pears are practically off the market, and the demand for them is comparatively low. Grape fruit and grapes con-

tinue to sell well, but the demand for cranberries has fallen off somewhat.

Apples—		
Washington	3 00	1 25
Apples, bbls.	3 00	5 00
B. C. box apples	3 75	1 50
Cranberries, case	3 75	3 75
Bananas, lb.	0 04 1/2	0 04 1/2
Grapes—		
Emperor, per keg	5 00	5 00
Almeria, keg	7 00	7 00
Grape fruit	3 50	3 50
Lemons—		
California	3 75	3 75
Oranges, California Navels	3 00	3 50

WINNIPEG.

FLOUR AND CEREAL.—Following the rapid rise in the price of wheat, an advance of 50c per barrel was struck by the local millers, as stated briefly last week. Rather strangely, oats did not advance in sympathy, and no change in the price of cereals has yet been set. It is a little difficult to tell just what effect the advance in flour will have on the dealer. Bakers, of course, always have their supply a number of months in advance, and the advance will make no immediate difference to them. It is said on some hands that the grocers also were generally informed of a probable advance, and that many of them have placed large orders for delivery within the next sixty or ninety days. One wholesaler states that their customers are so well covered that for two months at least it will not be necessary for them to advance prices to the consumer, although they will be at liberty to do so. On the other hand, it is stated by some that the advance caught many merchants unawares—as the necessity of it is said by these to have caught the millers. Apparently it is a case where some have seen that any movement which might come would almost certainly be in an upward direction and have provided for this.

Manitoba Wheat Flour—	Per bbl.
First patents	6 90
Second patents	6 30
Strong bakers'	5 50

Cereals—		
Rolled oats, per 80 lbs.	2 80	2 80
Oatmeal, fine, standard and gran'd, 98 lbs	2 80	2 80

SOUND POSITION OF CANADA.

(Continued from page 35.)

There seemed to be an impression in some quarters that Canada had given itself up to interest and participation in the war to such an extent as left little interest or effort for the regular industrial pursuits. I referred to the "Business as Usual" policy that has been so generally adopted throughout Canada and asserted that while Canada was determined to do her full share in the work to which the British Empire has set herself, Canada was equally determined to maintain her industrial activity and business conditions generally at a point as close as possible to normal and that the effort in that direction was meeting with a very considerable measure of success.

Yours faithfully,
"A Reader of The Post."



Flour and Cereals



Flour Up Another 20c. and Still Soaring

Manitoba Wheat Flour Shows Appreciation of 20c—Ontario Winter Wheat Advanced 25c—Upward Movement Not Finished Yet—Rolled Oats Higher in Toronto—Export Demand is Heavy—Some Special Feeds Are Up.

MONTREAL.

FLOUR.—Despite the weakness displayed by the wheat market last week-end and early in the present week, further advance took place in price of spring wheat flour, this bringing the price for first patents up to \$7.40, second patents 6.90, and strong bakers' 6.70. This advance was made on Saturday afternoon, Jan. 9, and was not generally known until Monday morning owing to fact that millers' offices were closed. This applies to Lake of the Woods Milling Co., and the Ogilvy Flour Co. In the case of the St. Lawrence Milling Co. the advance on Saturday was only one of 20c, as this company had already advanced their prices 20c on the previous Wednesday, and 30c on Monday, Jan. 4. Market is still firm, although wheat has been off a little. The feeling prevailed, however, that wheat market would strengthen, with possibility of higher flour prices. The effect of these advances was to excite the market to a state such as has not been experienced since the outbreak of the war. Up to last week domestic business had been sluggish, but when the advance took place, there was a rush to buy, the feeling being general that the advance was justified, and a further advance was likely to occur at any moment. As stated, the second advance took place on Saturday.

Manitoba Wheat Flour—		Per bbl.
First patents	7 40
Second patents	6 90
Strong bakers'	6 70
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		Car lots, Small lots.
Fancy patents	6 50 6 70
90 per cent. in wood	6 00 6 25
90 per cent. in bags	2 85 3 10
Straight roller	6 00 6 25
Blended flour	5 85 6 35

CEREALS.—While the flour and feed markets have undergone big changes during the past week, little change took place in cereals. The demand for rolled oats is not big, but market has a firm undertone. The weather has not yet been particularly severe, and a better demand

is expected if colder weather comes. The demand at present is steady for both local and export.

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

FEEDS.—During the past week, the large millers have announced the following changes in prices of feeds: Middlings advanced \$1, to \$32; moulee advanced \$2, to \$35; feed flour to \$2.45 per bag; mixed chop to \$39; crushed oats to \$41, and oat chop \$41, the latter being an advance of \$3 per ton. The advance in feed flour amounted to \$2 per ton, and was brought about by the unusually heavy demand, while the demand for moulee and other lines which were advanced has also been good during the past few weeks. Bran is still being quoted at \$25 and shorts at \$27.

Mill Feeds—	Car lots, per ton
Bran 25 00
Shorts 27 00
Middlings 32 00
Wheat moulee 35 00
Feed flour, bag 2 45
Mixed chop, ton 39 00
Crushed oats, ton 41 00
Barley, pot, 96 lbs. 4 00
Oats, chop, ton 41 00
Barley chop, ton 36 00
Feed oats, cleaned, Manitoba, bush. 6 68

TORONTO.

FLOUR.—The fifty cents advance in flour last week was not enough. Market is up twenty cents more on Manitoba and one concern has advanced twenty-five cents on Ontario winter wheat flour. Thus blended flour has advanced 75 cents during the two weeks and Manitoba 70 cents. The advance on Manitoba is significant in view of fact that wheat last Saturday was off a quarter cent; but this was no indication of market. As to Ontario winter wheat, offers are few at high prices, but there is so little coming in and so much has been called for export

that prices are firm, and likely to go higher. The whole market is firm because of the outlook in wheat. The activity in advancing prices is in total contrast to the apathy of the market a few weeks ago, but people are realizing, apparently, that if war continues the world is going to look to Canada and the States for wheat. If this is so for one year, flour will stand at \$10 it is said, and if the war lasts longer prices will be away out of sight. Of course the government may step in and control matters. The American supply has already been heavily drawn upon for export purposes, and an advance has been regarded as inevitable for some time. The export trade keeps up and prices that were sniffed at a month ago are accepted with alacrity now.

Manitoba Wheat Flour—		Small lots, per bbl.	Car lots, per bbl.
First patent	7 50	7 30
Second patent	7 00	6 80
Strong bakers	6 80	6 60
Flour in cotton sacks, 10c per bbl. more.			
Winter Wheat Flour—		Small lots, per bbl.	Car lots, per bbl.
Fancy patents	6 25	6 05
90 per cent.	5 85	5 65
Straight roller	5 75	5 55
Blended flour	6 70	6 50

CEREALS.—The market position is strong. Rolled oats are up 20 cents as we forecast last week. There is a shortage of supply; the western crop is small, and stocks must be conserved. Prices have not advanced much, but enough to limit buying. The spell of milder weather has not interfered with general business to any appreciable extent. Export demand, particularly, for rolled oats, is good.

Barley, pearl, 96 lbs.	5 00
Buckwheat grits, 96 lbs.	6 50 6 70
Corn flour, 96 lbs.	2 50 3 00
Cornmeal, yellow, 96 lbs.	2 55 2 65
Graham flour, 96 lbs.	3 00 3 30
Hominy, granulated, 96 lbs.	3 00
Hominy, pearl, 96 lbs.	3 00
Oatmeal, standard, 96 lbs.	3 95 4 00
Oatmeal, granulated, 96 lbs.	3 90
Peas, Canadian, boiling, bush.	6 00
Peas, split, 96 lbs.	3 75 4 00
Rolled oats, 96-lb. bags	3 97 1/2 4 00
Rolled wheat, 100-lb. bbl.	3 75 4 00
Eye flour, 96 lbs.	3 00
Wheatlets, 96 lbs.	3 75 4 00
Whole wheat flour, 96 lbs.	3 75 4 00

QUALITY TELLS

That's why we lead in our products. We do not alter quality to suit the price. Our Rolled Oats and Flour are always uniform, irrespective of whether the market is strong or weak.

TILLSON'S ROLLED OATS and RAINBOW FLOUR

are as perfect as science and skill can make them. Your customers know this from experimenting with inferior grades. Further, they insist on

CANADIAN PRODUCTS MADE IN CANADA BY CANADIANS

See to it that you do your share to keep Canadian factories busy during these trying times. It helps you.

CHANGE OF PRICES.

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

NOW 30c A PACKAGE.

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

FREE

We will gladly send you a neat window display, charges prepaid, if you will write us. Now is the time to push

TILLSON'S OATS

A FOOD—NOT A FAD.

Canadian Cereal & Flour Mills



LIMITED

TORONTO



The Made-in-Canada Movement!

"Is the retailer ready to back up the Made-in-Canada movement?" is a familiar question.

It is Reasonable to believe that every retailer is glad to give preference to Canadian goods when the quality is first-class and uniform and the price is right. It is in his own interest. It is logical.

On this basis alone do we ask you to push

HIRONDELLE

(Swallow)

and

L'ETOILE

(Star)

the Canadian Brands of Macaroni.

Made in Canada from Manitoba hard wheat they are unequalled for quality by any imported. If you are not already selling *Hirondelle* and *L'Etoile*, let us prove the above statement by placing a trial order with us.

C. H. Catelli, Limited

Montreal

AGENTS

Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	\$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 30

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	\$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 9 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 85
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Per doz.	Bbl. lots Less than or 10 cases 10 case lots and over
Dime	\$.95	\$.30
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2 1/4-lb.	11.60	11.55
3-lb.	13.60	13.55
5-lb.	22.35	21.90

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

FOREST CITY BAKING POWDER.

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

BLUE.

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

COUPON BOOKS — ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.

UN-NUMBERED.

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

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

CEREALS.

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

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

DOMINION CANNERS, LIMITED.

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

Aylmer Pure Jellies.

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

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

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

Aylmer 14's and 30's per lb.

Strawberry	0 11
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

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

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 30
Sweet Chocolate—	Per lb.
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35

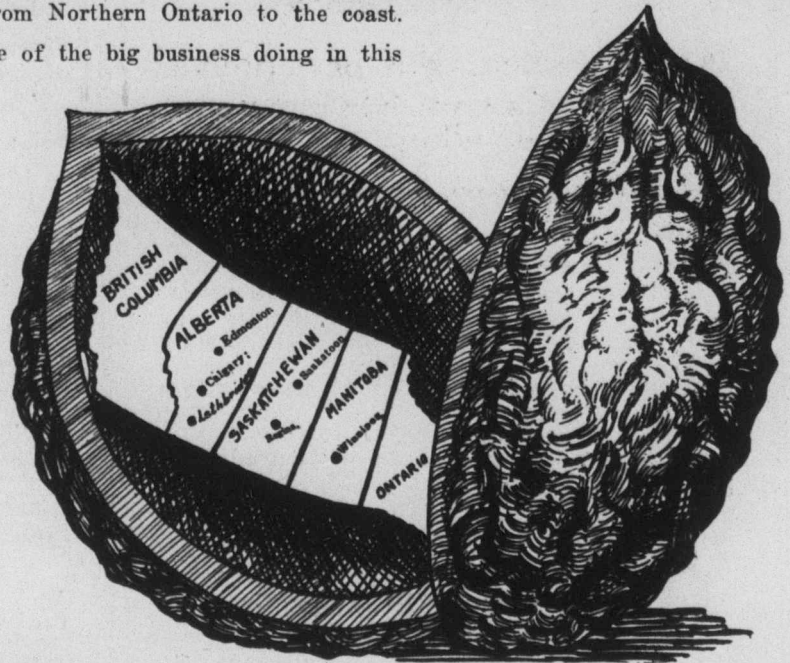
We crack the nut and get for you a big portion of meaty business

Our organization covers the large Western territory from Northern Ontario to the coast. We help Manufacturers and Shippers to get a big share of the big business doing in this large and profitable country.

Our sales forces, six large warehouses and unsurpassed shipping facilities enable us to place your goods on this large market, to even better advantage than you could with your own travellers.

The regular calls of our travellers and the strategic location of our warehouses insure prompt service to your customers.

Let us know your lines and we will give you full particulars of the service that gets the business.



Nicholson & Bain

Wholesale Commission Merchants and Brokers

HEAD OFFICE:

Winnipeg, Man.

Branches: Regina, Saskatoon, Edmonton,
Calgary, Vancouver

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

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

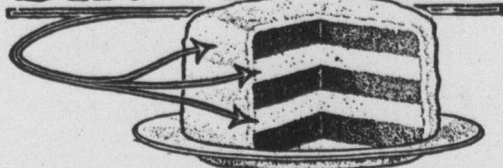
Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO



Snow-Mellow



Are you selling this new product that makes the most delicious meringue, icing and filling

Without Eggs and Without Cooking

With just one tablespoon of "Snow-Mellow," one cup of granulated sugar and flavored to suit the taste, the housewife can make a score of dainty desserts with rich, fluffy tender icing and filling.

And handling "Snow-Mellow" leaves you a generous margin of profit.

Get a line on this Winter party trade and push "Snow-Mellow."

The W. T. Ott Co., Inc.
32-34 Front St. West
TORONTO

GROCERS:

Here's a Trade Winner

that has brought customers back for "more of the same" to those grocers who have stocked it.



Is a trade stimulator of the highest order.

Women who have used it will take no substitute, because it replaces the smelly odor of hot suds with an odor that is pleasing, clean and wholesome, and it does not injure the hands. A big 8-ounce package for 5 cents.

Your jobber should have it—if not, write direct for prices.

OCEAN MILLS
MONTREAL --- CANADA

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 8's and 7's, 6 and 12-lb. boxes	0 26
Diamond, 4's, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes..	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonparell wafers, No. 1, 5-lb. boxes	0 31
Nonparell wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes..	0 37
Lunch bars, 5-lb. boxes..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box..	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars per box	0 85

JOHN P. MOTT & CO.'S.

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria	
Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/4's and 1/2's	0 36
No. 1 chocolate	0 30
Navy chocolate, 1/4's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/4's	0 24
Plain choice chocolate 11-quers	20 30
Sweet chocolate coatings..	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case.
Eagle Brand, each 4 doz.	\$ 6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each 4 doz.	5 60
Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each, 4 doz.	4 50
Peerless Brand, tall, each, 4 doz.	4 50
Jersey Brand, tall, each, 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25

Peerless Brand, Hotel, each, 2 doz.	4 20
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 00
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 00
"Regal" Coffee and Milk, each, 2 doz.	4 00
"Reindeer" Cocoa and Milk, each, 2 doz.	4 00

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 4 doz. to case, weight 80 lbs.	37 1/2
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

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

MOJA.

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

PRESENTATION COFFEE.

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

MINTO BROS.

MELAGAMA COFFEE.

	Whol. Retail.
1s, 1/2s, Grd.	25 30
1s, 1/2s, B. & G.	40 40
1s only, B. & G.	35 45
1s, 1/2s, B. & G.	35 50
Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.	

(MINTO COFFEE (Bulk))

M Bean or Gr.	26
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	25
Spec. Grd. Compound	26
Packed in 25 & 50-lb. tins.	

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

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

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

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

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal

Toronto

Winnipeg

Vancouver

Fresh Pork Sausage

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

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

Made under Government inspection.

F. W. Fearman Company
LIMITED
HAMILTON



Surely the Housewife's Enthusiasm—

surely her insistent refusal of every powder but Cook's Friend, indicates the great possibilities for big sales in your locality once you get it fully known. An attractive window display would help immensely. Replenish your stock and feature to-day.

W. D. McLAREN LIMITED
Montreal

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

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

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	\$1 50
D. S. F., ¼-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ¼-lb.	1 63
	Per jar.
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	\$ 0.90
	1st Price.

JELL-O.

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

JELL-O ICE CREAM POWDER.

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

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

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

FELS NAPTHA.

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

WHITE SWAN LYE

Single Cases, 4 doz.	\$3 30
5 case lots, 4 doz.	3 35
Shipping weight 50 lbs. per case.	

STARCH.

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

Boxes. Cents.

Laundry Starches—	
40 lbs., Canada Laundry	.06 ¼
40 lbs., Boxes Canada white gloss, 1 lb. pkg.	.06 ¼
48 lbs. No. 1 white or blue, 4 lb. cartons	.07 ¼
48 lbs., No. 1 white or blue, 3 lb. cartons	.07 ¼
100 lbs., kegs No. 1 white	.06 ¼
200 lbs., bbls., No. 1 white	.06 ¼
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07 ¼
48 lbs. silver gloss, in 6-lb. tin canisters	.06 ¼
36 lbs., silver gloss 6-lb. draw lld boxes	.06 ¼
100 lbs., kegs, silver gloss, large crystals	.07 ¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07 ¼
40 lbs., Benson's Enamel (cold water) per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Cullinary Starch.

40 lbs. W. T. Benson & Co's prepared corn	.07 ¼
40 lbs. Canada pure corn starch	.06 ¼
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06 ¼
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07 ¼
Barrels, 200 lbs.	.06 ¼
Kegs, 100 lbs.	.06 ¼
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.	.07 ¼
8 in case	.06
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.06 ¼
Kegs extra large crystals, 100 lbs.	.07 ¼
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00

Celluloid Starch—

Boxes containing 45 cartons, per case	3 60
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Cullinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06 ¼
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07 ¼
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07 ¼
(20-lb. boxes ¼c higher than 40's.	



BANNER BRAND JAMS



have Earned their Popularity



Every day in thousands of homes they are proving that the increasing favor they enjoy is well placed—and proving it by their rich flavor, better quality and deliciousness. Dealers find it not only a quick and profitable seller—but a great repeater. Replenish your stock to-day.

LINDNERS LIMITED

306 Ross Ave.
Winnipeg

340 Dufferin St.
Toronto

Representatives: H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Ltd., Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.



DO you fully recognize these advantages to yourself, as well as to your customers, of

Redpath

EXTRA GRANULATED SUGAR

in 2 and 5 lb. Cartons.

1. Highest quality—purity protected—no complaints.
2. Decided saving in time, trouble and consequent cost of handling.
3. Attractive appearance and important display value in store and windows.
4. No possible dispute as to weight.
5. Prestige. Handling sugar in this modern, cleanly way gives customers a most favorable impression of your store and methods.

Push the REDPATH Cartons—it's well worth while!

CANADA SUGAR REFINING CO.
MONTREAL Limited



Your Surest Guarantee—

of heavy and continuous demand is the enthusiasm of the housewife and the regularity with which she comes back for more.

Brunswick Brand Sea Foods

Delectably satisfying in flavor and nourishment, a single sale of Brunswick Brand goods means continued re-orders. You can quickly turn the tide of heavy sales your way by an attractive display of the Brunswick Lines.

Look over the list and write us which lines you are short. Write to-day.

- 1/4 Oil Sardines
- 3/4 Mustard Sardines
- Kipperd Herring
- Herring in Tomato Sauce
- Finnan Haddies
- (Oval and Round Tins)
- Clams
- Scallops

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



OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, \$4; Ocean Borax, 8 oz. pack., 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, \$3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, 50; Chinese Washing Powder, 8 oz., 120 pack., per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, \$4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.60; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, \$7.20.

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

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.
2-lb. tins, 2 doz. in case... \$2 65
5-lb. tins, 1 doz. in case... 3 00
10-lb. tins, 1/2 doz. in case... 2 90
20-lb. tins, 1/4 doz. in case... 2 85
Barrels, 700 lbs. 3%
Half barrels, 350 lbs. 4%
Quarter barrels, 175 lbs. 4%
Pails, 8 1/2 lbs. 1 95
Pails, 25 lbs. each 1 40

LILY WHITE CORN SYRUP.
2-lb. tins, 2 doz. in case... 3 00
5-lb. tins, 1 doz. in case... 3 35
10-lb. tins, 1/2 doz. in case... 3 25
20-lb. tins, 1/4 doz. in case... 3 20
(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.
Crystal Diamond Brand Cane Syrup.
2-lb. tins, 2 doz. in case... \$2 65
Barrels 0 03 1/2
1/2 barrels 0 04

CANNED HADDIES "THISTLE" BRAND.
A. P. TIPPET & CO., Agents
Cases, 4 doz. each, flats, per case \$5 46
Cases, 4 doz. each, ovals, per case 5 40

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

BEAVER BRAND CORN AND MAPLE SYRUP.
Quart tins (wine measure), 2 doz. in case, per case... 4 70

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

DOMOLCO BRAND.
2s, Tins, 2 doz. to case.
Quebec and Ontario, per case 2 65
Manitoba, per case 3 40
Saskatchewan, per case ... 3 65
Alberta, per case 3 75
British Columbia, per case. 3 85
British Columbia, per case. 2 40

SAUCES.
PATERSON'S WORCESTER SAUCE.

1/2-pint bottles 3 and 6 doz. cases, doz. 0 90
Pint bottles, 3 doz. cases, doz. 1 75

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

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

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

TEAS.
THE SALADA TEA CO.
East of Winnipeg.
Wholesale. R't'l.
Brown Label, 1s and 1/2s .29 .35
Blue Label, 1s, 1/2s, 1/4s, and 1/8s35 .45
Red Label, 1s and 1/2s... .41 .55
Gold Label, 1/2s49 .65
Red-Gold Label, 1/2s55 .80

ORANGE MARMALADE.
"BANNER BRAND" PURE FRUIT PRODUCTS.
JAMS AND JELLIES.
2's \$2 15
4's 0 35
5's 0 42
7's 0 60
30's, wood 0 08
12-oz. glass jar 1 15
Tumbler, glass 0 95

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

MINTO BROS., Limited.
Toronto.
We pack in 60 and 100-lb. cases. All delivered prices.

MELAGAMA TEA.
Whol. Ret.
Red Label, 1s or 1/2s. 0 29 0 35
Green Label, 1s, 1/2s, 1/4s 0 32 0 40
Blue Label, 1s, 1/2s, 1/4s 0 37 0 50
Yellow Label, 1s, 1/2s, 1/4s 0 42 0 60
Purple Label, 1/4s only 0 55 0 80
Gold Label, 1/4s only. 0 70 1 00

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

YEAST.
White Swan Yeast Cakes, per case, 3 doz. 5c pks... 1 20
IMPERIAL TOBACCO CO. OF CANADA, LIMITED.
EMPIRE BRANCH.

Black Watch, 7s, 1/2 butts, 9 lbs., boxes 6 lbs. \$0 53
Bobs, 6s and 12s, 12 and 6 lbs. 0 46
Currency, 12s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 46
Currency, 6s, 1/2 butts, 9 lbs. 0 46
Stag Bars, 6s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 46
Walnut Bars, 8 1/2s, boxes 7 lbs. 0 64
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes 0 67
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes 0 67
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies 0 67
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 57
Empire, 7s and 14s, caddies 15 lbs., 1/4 caddies 6 lbs. 0 52
Great West, pouches, 9s. 0 67
Forest and Stream, tins, 11s, 2 lb. cartons 0 60

UPTON'S White Clover Honey

The government report just issued gives it the highest standard of purity.

*Order from your jobber
or write us for price list*

The T. Upton Co., Limited
ST. CATHARINES

Factories at Hamilton and St. Catharines

Fresh Arrivals

California Celery

"Golden Orange" Brand Navels

HOT HOUSE TOMATOES
AND CUCUMBERS

CURED FISH—ALL VARIETIES

GRAPE-FRUIT TANGERINES

ONIONS—SPANISH AND
DOMESTIC

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph

and

North Bay



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

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

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

" 2 " 4 " - - 4.00

" 3 " 4 " - - 3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

Write us for New Price List of WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

Dr. JACKSON'S ROMAN MEAL

Made in Toronto
ROMAN MEAL CO.
MONARCH ROAD

EGG FILLERS

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

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

MERITOL SYRUP

FOR AGENCY, WRITE
THE MERITOL CHEMICAL CO.
725 Notre Dame E. MONTREAL

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
**Irish Grocer, Drug, Provision and
General Trades' Journal**

If you are interested in Irish trade.



TANGLEFOOT



The Non-Poisonous Fly Destroyer

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

SYMINGTON'S

SOUPS, CUSTARD POWDERS and JELLY
CRYSTALS are being widely demonstrated
now. Order a supply to-day and get your share
of the sales.

FEARMAN BROS., 66 YORK ST.,
HAMILTON, ONT.

The failure to stock some standard commodity may be
the means of a merchant losing trade.

Mathieu's Nervine Powders



are recognized everywhere as a specific
remedy in all cases of headaches,
and they can be recommended by
every merchant with perfect safety
as an effective remedy. Don't lose
trade by allowing your supply to run
short.

If you don't know them, try
Mathieu's Nervine Powders yourself
at our expense as per coupon attached.

For all forms of colds Mathieu's Syrup of Tar and Cod Liver Oil is
recognized as a safe and effective cure.

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

Please send regular box of Mathieu's Ner-
vine Powders to the following address:—

Name
With (Name of firm)
Street
City or townProv.....

HOLLAND RUSK

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

HOLLAND RUSK COMPANY
HOLLAND, MICH.



THEY ARE GOOD OLD STAND-BYS Baker's Cocoa and Chocolate



Registered
Trade-Mark

are always in
demand, sell
easily and are
thoroughly re-
liable. You
have no selling
troubles with
them.

Trade-mark on every
genuine package

MADE ONLY BY
Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

CANADIAN GROCER

CLASSIFIED ADVERTISING

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

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

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

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

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

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

WANTED TO HEAR FROM OWNER OF GOOD general merchandise or grocery store for sale. Send price and particulars. D. F. Busb, Minneapolis, Minn.

AGENCIES WANTED

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

FOR SALE

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

McCASKEY ACCOUNT REGISTER—GOOD AS new. Sixty accounts. Twenty-five dollars f.o.b. Fruitland, Ont. Terms, draft against bill of lading. Church & Ross.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

GENERAL MERCHANT'S BUSINESS, POST office attached, for sale, on Vancouver Island. Turnover \$15,000 yearly. Sound business; \$10,000 will handle; \$3,000 yearly can be made. Apply Box 68, Canadian Grocer, Toronto. Principals or solicitors only treated with.

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover \$15,000.00. Stock \$5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 69, Canadian Grocer, Toronto, Ont.

"A CANADIAN" THE PACIFIC CHEESE CUTTER

Made in Windsor, Canada

The only cheese cutter that will cut 5-10-15 or 20c worth and ¼-½-¾ or 1 pound cut of cheese with but one lever. It is accurate and guaranteed for two years. Will save the cost in a few months.

Write for price and circular.

Computing Cheese Cutter Co.
Windsor, Ont.

Public Notice of Sale

Under and by virtue of Section 88 of the Bank Act and in pursuance of security Dated 23rd Day of MARCH, 1914, given by **JOHNSTON BROTHERS**, of the Village of JARVIS, County of HALDIMAND, Pickle Manufacturers, to the UNION BANK OF CANADA, there will be offered for sale by PUBLIC AUCTION, in the said

VILLAGE OF JARVIS,

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

28TH DAY OF JANUARY, 1915,

the STOCK AND TRADE of the said JOHNSTON BROTHERS in their factory at Jarvis, consisting of: 22½ tons of Cucumbers in Brine; 1¼ tons of Green Tomatoes in Brine; 18¾ tons of Cauliflower in Brine; 1¼ tons Onions in Brine; 110 gals. Cut Cucumbers in Brine; 60 gals. Pickled Onions; 45 gals. Indian Relish; 16 one-gal. Pails of Pickles; 2 three-gal. Pails Pickles; 2 five-gal. Pails Pickles; 12 cases of 24 bottles each of Pickles; 22 cases of 36 bottles each of Pickles; 50 gals. Mustard, barrelled; 10 bus. Cut Cauliflower; 1 ton Mince-meat; 1,500 gals. Cider Vinegar; 270 gals. White Wine Vinegar; 1 ton Raw Sugar; 1 bbl. Preservaline; 1 bbl. White Paste; 150 lbs. Mustard Seed; 15 empty Mince-meat Pails; 23 one-gal. Pickle Pails, empty; 4 two-gal. Pickle Pails, empty; 14 three-gal. Pickle Pails, empty; 10 five-gal. Pickle Pails, empty; 23 ten-gal. Pickle Pails, empty; 86 Pickle Boxes; 300 Mustard Dressing Bottles, empty; 45 gals. Gloss Oil; 50 lbs. Red Chillies; 60 lbs. Mixed Spice. At same time and place will be offered for sale the appliances and appointments of said factory, consisting of 220 empty barrels (cider) and 11 vats (large).

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

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

MURPHY & COLTER,
Solicitors.

MILLER & MILLER,
Auctioneers.

Union Bank of Canada,
L. B. AVERY, Manager.

MAPLEINE

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



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

CRESCENT MFG. CO.
SEATTLE, WASH.

OAKLEY'S KNIFE POLISH

WELL-ZU-FOR

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



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

HERE'S HOW THEY WORK:

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

For Sale Everywhere by Jobbers.
ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

When you sell'
HEINZ
57
VARIETIES
PURE FOOD PRODUCTS

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

H. J. HEINZ COMPANY

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



QUALITY

is the biggest asset in olives, but in

D.W.C.
Spanish Olives

to Quality is added, firmness, full, pleasing flavor, extra large size, ability to keep indefinitely. Little wonder grocers find them their quickest trade-builder and profit-maker. Cash in on their popularity today, by featuring them prominently in your store.

ROWAT & CO.
Glasgow - Scotland

CANADIAN DISTRIBUTORS
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Don't think you can jump in when trade begins to boom and head off the man who stuck to his advertising guns. It cannot be done, the other fellow has too big a handicap.

**Sugar Cured
HAMS and BACON
and Pure Open Kettle
Rendered LARD**

Can offer very low prices on these lines for immediate delivery. It will pay you to write them. Satisfaction guaranteed.

Would also like to tell you about Schneider's twelve varieties of High Quality Sausage.

**J. M. SCHNEIDER & SONS
LIMITED**
Berlin, Ontario

Daily arrivals of
fine, fresh, frozen

**Lake Trout
and Herring**

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

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

Lemon Bros.
Owen Sound, Ont.

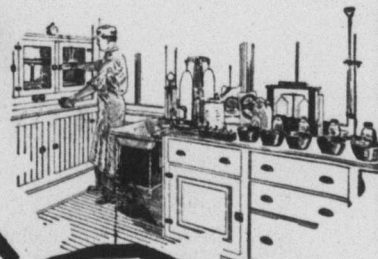
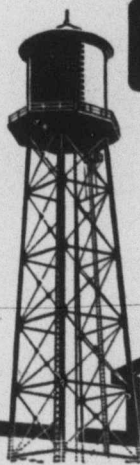
The Dealer who remembers to specify

"ST. NICHOLAS"

when ordering Lemons is a man with a memory that pays.

J. J. McCABE
Agent
Toronto

PURITY FLOUR
More Bread and Better Bread



FLOUR TESTING LABORATORY

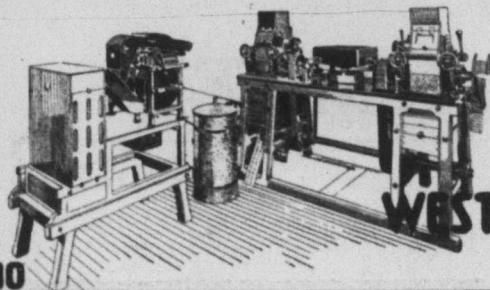
PURITY FLOUR Talk No. 4
To the Proprietor and his Assistants.

TRADE-MARK VALUE

Your business as a retailer is done largely upon your PERSONALITY. You are in daily personal touch with your customers. This commercial intimacy is an asset to you.

We sell at long distance through YOU. Our identity is preserved solely by means of our trade-mark. This trade-mark says:—"I am PURITY FLOUR. My makers BELIEVE in me. That is why they have stamped me upon this container. I stand for honest, standardized goods. If the consumer likes me she knows how she can recognize me again. As a trade-mark I have helped to revolutionize the world's commerce, because I PROTECT the consumer, retailer, wholesaler and manufacturer AGAINST IMPOSITION."

EXPERIMENTAL MILL



This three-color trade-mark represents Canada's milling standard. Do you carry PURITY, the guaranteed flour?

Main Offices: Winnipeg, Toronto, Victoria

WESTERN CANADA FLOUR MILLS CO., LTD.
MILLERS TO THE PEOPLE

DRIED FRUITS SALE

A clearing sale that comes but once a year. One month before Inventory. The only time you can buy quality below its par value.

CLEANED CURRANTS

36 and 60 1-lb. pkgs. to a case—Loose 50, 80-lb. boxes.
Perfectly cleaned and of very fine Quality.
These currants are fit for your best family trade.

VALENCIA RAISINS

LAYER, 28-lb. boxes.
SELECTED, 14 and 28.
Choice fresh fruit of Extra fine Quality.

CLEANED SULTANA RAISINS

30 and 50 1-lb. pkgs. 28 and 50 lbs., loose.
Good flavor—Very Bright and Clear.

MALAGA TABLE RAISINS

"Conqueror," 20/1-lb. bundle to case. } Beautifully packed, extra large, juicy raisins
"Empress," 20/1-lb. bundle to case. } at a very low pre-inventory price.
Also some good values in 5½ and 22-lb. boxes.

CALIFORNIA PRUNES

25-lb. Boxes. All sizes, 30/40 to 90/100.
These prunes are extra good keepers and the flavor is very tasty.

HALLOWEE DATES

30 pkgs. to case.
70-lb. boxes, loose.
Large Selected golden dates.
Fresh stock.

PEELS

Lemon, Orange, Citron.
7 lbs. loose, and 8-oz. pkgs.
Well-drained large peels.
The kinds that satisfy your particular trade.

EVAPORATED FRUITS

Apples—25 and 50-lb. boxes. Very bright color. The finest the market has seen for some time.

CALIFORNIA EVAPORATED FRUITS

Apricots, Pears and Peaches, 25-lb. boxes, loose.

FIGS

The celebrated Camel Brand "Glove," 16-oz. pkgs.
Umbrella and Square, 10-lb. boxes.
Elmasian, 10 lbs. Elmasian glove, 12 oz.

NUTS OF ALL KINDS

Whole and shelled. Low Prices.
Our calendar sent on demand.

LAPORTE, MARTIN, LIMITÉE

568 St. Paul Street

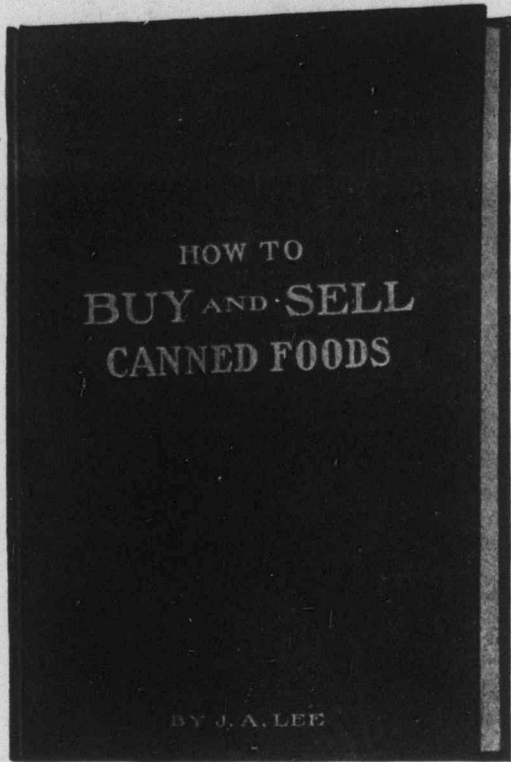
Montreal

Tel. Main 3766.

CANADIAN GROCER

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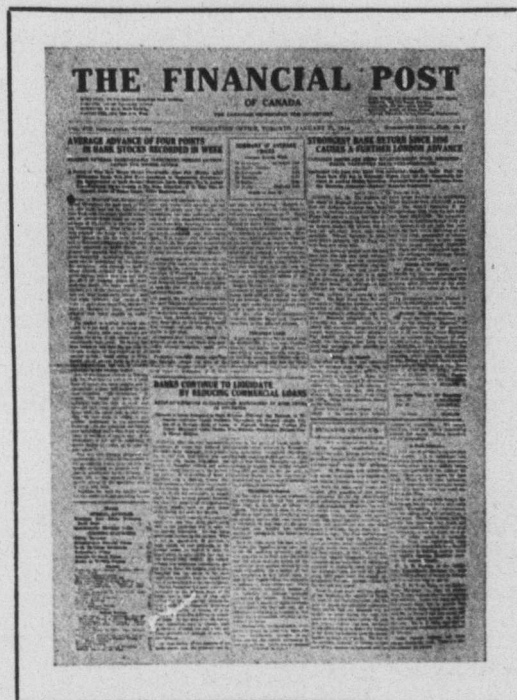
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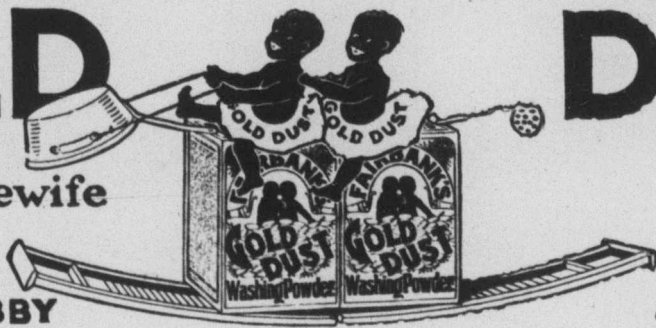
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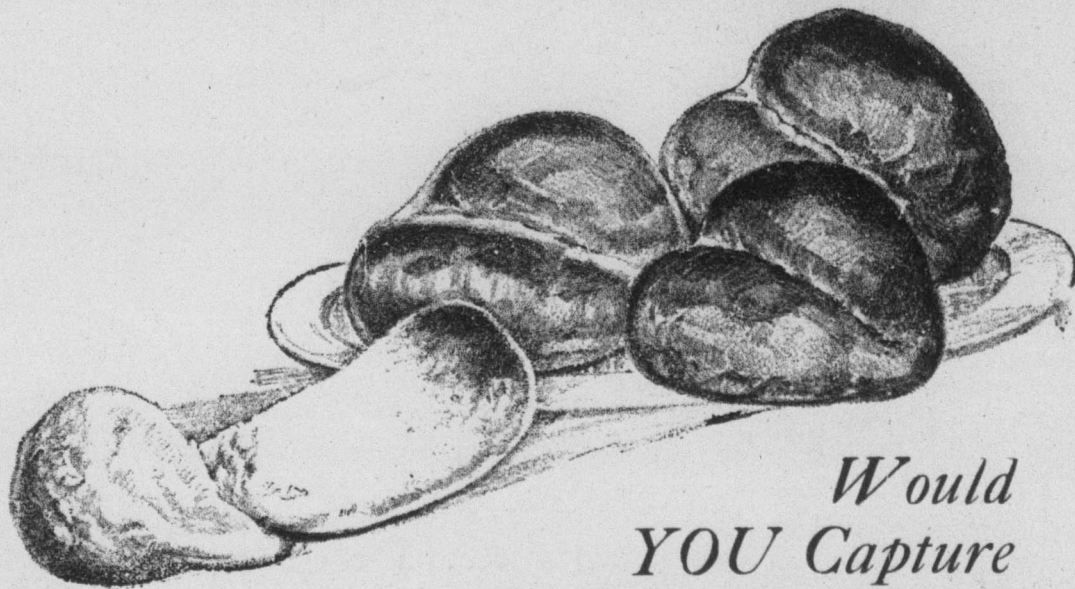
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