

**PAGES
MISSING**

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII

PUBLICATION OFFICE: TORONTO, DECEMBER 27, 1918

No. 52

START THE NEW YEAR RIGHT

On January 5th next we will issue our first price-list for the year 1919. Don't miss a page of this and each succeeding issue. Note the big values offered, and start the New Year right by resolving to confine your Grocery business to Macdonald-Chapman, Limited, the only one-price house in the West.

The year 1918 has proved another record-breaker for our business, the sales showing an increase of 65%, compared with 1917, and we sincerely thank our friends in the trade who have helped to make this record. We are out to make the year 1919 the biggest yet, and will offer you greater values than ever before. The more business you favor us with, the more money we can save you.

The Macdonalds Consolidated Interests comprise the largest Wholesale Grocery organization in Canada. We have our own Fruit and Vegetable canning plants in British Columbia, a British Columbia Jam Factory, devoted to the manufacture of Pure Jams and Marmalades, and at Winnipeg one of the finest Pure Food Factories in the Dominion, manufacturing Pure Food Specialties. We have twelve Grocery Houses covering the territory from the Great Lakes to the Pacific Coast. Each of these houses carries a complete and up-to-date stock, and no matter what part of the country you are located in, we are in a position to serve you promptly, and you can always rely on quality goods at rock-bottom prices.

We reach you through our price-lists, thereby eliminating the unnecessary and expensive traveller, and if you will mail us your orders, you will find we can save you from 3% to 6% on your purchases, which is a saving you cannot afford to miss.

REMEMBER: We make no charge for cartage from our warehouse to the freight sheds, all goods being delivered free F.O.B. cars, Winnipeg; neither do we charge for packing boxes or bags. This means a big additional saving per year to our customers.

Mail us your orders. We can show you a big saving, and will greatly appreciate your business.

MACDONALD-CHAPMAN, LTD.

CONNECTIONS

MACDONALD-CRAWFORD LTD., Moose Jaw, Saskatoon, Swift Current, North Battleford, Battleford, Prince Albert, Saskatchewan

MACDONALD-COOPER LTD., Edmonton, Calgary, Alberta

A. MACDONALD & CO., Vancouver, Nelson and Fernie, B.C., Fort William, Ont.



THE DISH THAT CARRIES DISTINCTION

Are you spending too much money and time on wrappings? Food containers are getting some specialized consideration these days.

The **Riteshape** dish is a fine example of high-powered efficiency. When you use a **Riteshape** forget the string altogether—you don't need any string.

The dish is strong and durable, you need only paper enough to cover it, about seventy-five per cent. less paper than you would use if you did not use the dish.

Do not put any waxed or parchment paper into the bottom of the dish. You don't need to. The dish doesn't need any paper lining. Furthermore, the paper lining is always saturated with food which is wasted.

With the **Riteshape** in your store you can put up packages of many foods in advance of demand and thus utilize time that otherwise would be spent in less profitable occupations. Such packages ready when your rush trade comes in will save your time and the time of innumerable customers. And time is valuable in many cases more so than materials.

Ask Your Jobber, or

The Oval Wood Dish Co., Inc. Victoria Paper & Twine Co.

Manufacturers
TUPPER LAKE, N.Y.

Distributors
TORONTO MONTREAL HALIFAX



Happy New Year!



Standing on the threshold of the New Year we take much pleasure in tendering you our warmest wishes for an unbroken record of business prosperity and happiness throughout 1919. May your sales of

Borden's

Milk Products increase in volume proving still more conclusively that it pays to sell **FIRST QUALITY PRODUCTS** always.

Borden's



Borden's



Borden's



Borden Milk Company, LIMITED

"LEADERS OF QUALITY"

MONTREAL

Branch Office, No. 2 Arcade Building, Vancouver

License No. 14-213

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

BOWES PRODUCTS FOR 1919

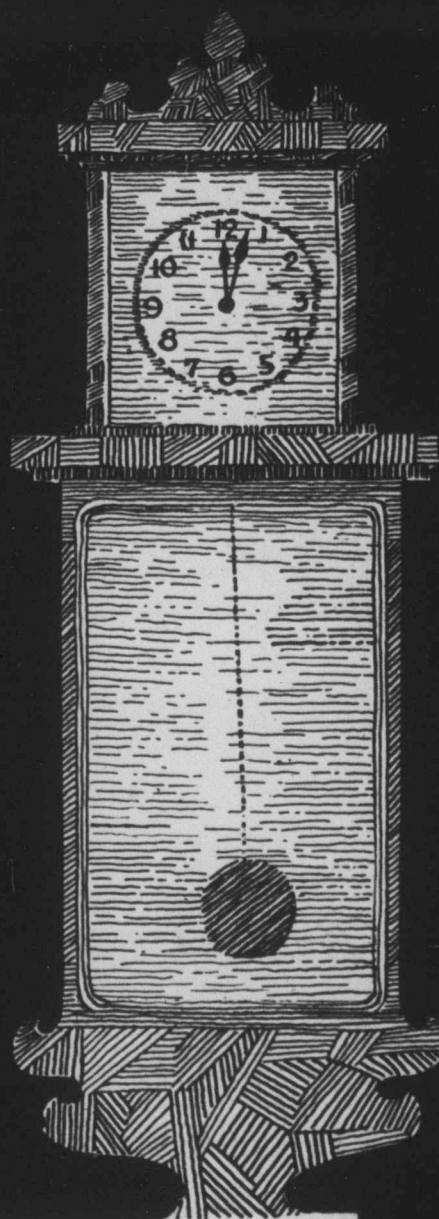
You who have sold Bowes' Products throughout 1918 will need to make no new resolution to handle them during 1919; you will continue to sell them because they have already convinced you of their worthiness.

But you who have yet to become acquainted with these popular products could make no better business resolution than to determine that you will handle them during 1919.

Such a resolution will do much to insure for you

A MOST PROSPEROUS NEW YEAR

You can get Bowes Products through your wholesaler. Ask him.



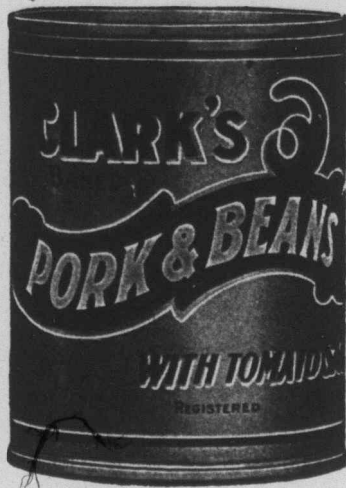
*Bowes Peanut Butter
Bowes Worcestershire Sauce
Bowes Pure Maple Syrup*

1919

1918



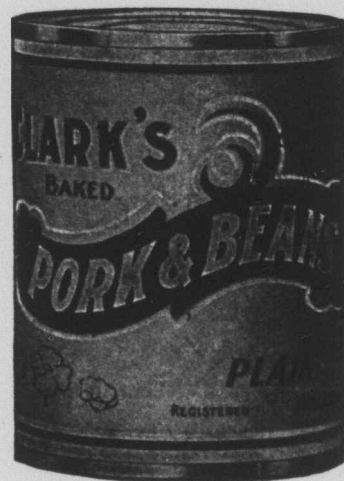
CLARK'S



THE
REAL
THING
IN

PORK and BEANS

THE BRAND
YOUR
CUSTOMER
WANTS



CLARK'S

W. CLARK
LIMITED



MONTREAL

Mr. Grocer!

Here are the goods you are looking for

Pure Spanish Olive Oil, put up in cans of all sizes.

Olives, Queens and Manzanillas, put up in pails of 7½ gals., 15 gals., barrels—49 gals.

Salad Oil in gallons, ½ gals., 1 qt. cans.

Romano Cheese

Macaroni

Tomato Paste

Peas and Beans, Imported and Domestic

French Peas, in cans, Petit Pois.



Write us for quotations.

Watch this advertisement each week.

ABOOSAMRA KOURI

Wholesale Importer of European Groceries

31-33 BONSECOURS ST.

MONTREAL



A Superior Sweetening Medium

that has won the confidence of particular people on account of its excellent quality.

Royal Acadia is the safest sugar for you to sell. It will satisfy your customers thoroughly.

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

The Acadia Sugar Refining Co., Limited
HALIFAX, CANADA



Story for Week Dated Dec. 27, 1918.

Being No. 14 in the Serie

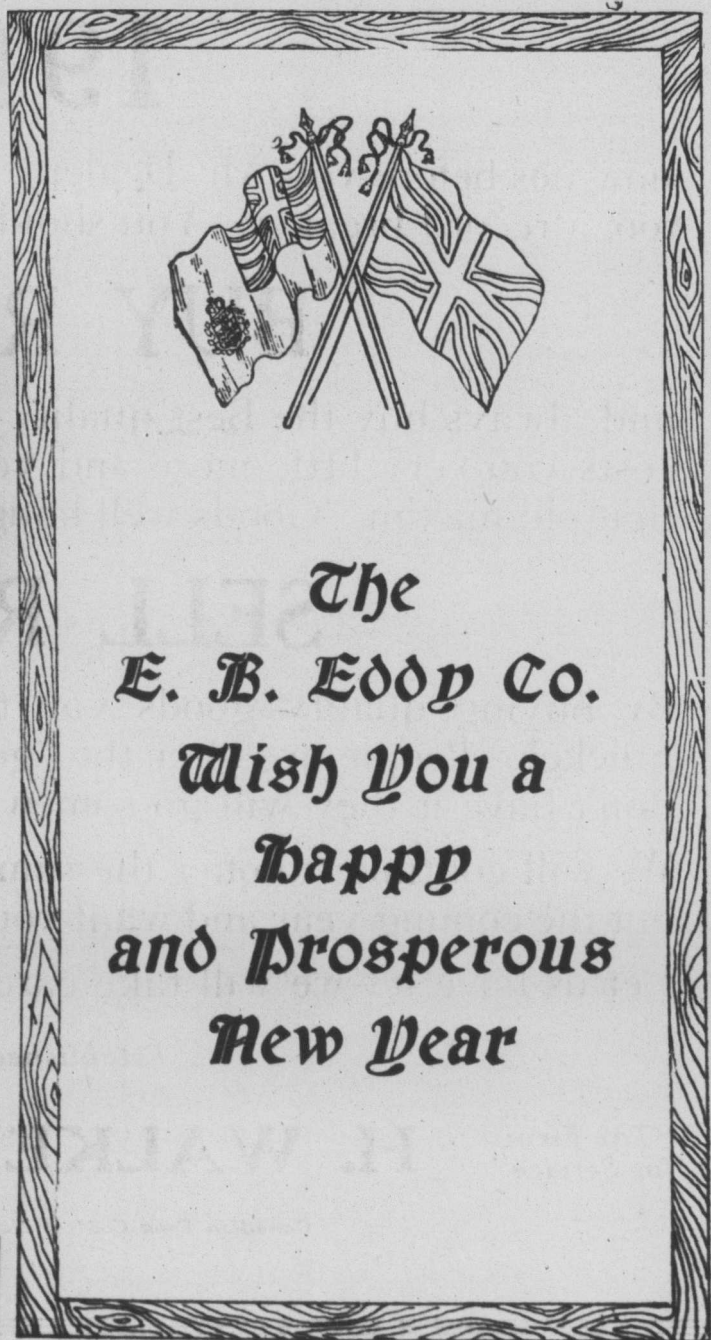
An E. B. Eddy Company Lumber Camp in the Bush



INDUSTRIAL operations of the E. B. Eddy Company at Hull are housed in the most modern factory buildings, with every mechanical device to ensure perfection of product, as you have seen to some extent, and will see still further in this series. But the little old log cabin has still a place in Canadian industry, as the picture reveals.

This is a typical Eddy Company lumber camp, built of the sort of logs that can be made into matches, paper or indurated ware by the Eddy processes. But these logs instead of being rafted down the river to Hull, remain in the bush furnishing shelter for the lumbermen. They are the outposts of Eddy Company enterprise away out in the timber limits.

Eddy matches; Eddy paper bags, and tissue papers; Eddy indurated ware, are by their wide distribution through the clear channels of the Canadian retail trade so familiar to so many people that one is apt to forget their origin in the timber that is one of Canada's most valuable natural resources. The picture of the little old log cabin near where saw and axe are plied constantly to supply raw material for the busy Eddy plant, will remind you.



The
E. B. Eddy Co.
Wish You a
Happy
and Prosperous
New Year

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

1918

will always be remembered by all peoples as

VICTORY YEAR.

1919

now lies before you, Mr. Dealer. Are you ready for it? Make it, too, a record-breaker. You should and can if you

BUY RIGHT

and always buy the Best quality and from reliable people. It costs you very little more and you get satisfaction. You know that old maxim, "Goods well bought are half sold."

SELL RIGHT

By buying quality goods you turn over your stock much quicker. People are after the "good stuff" and want it. If you don't have it they will go somewhere else.

We will continue to offer the same high quality goods throughout the coming year and want your business.

Let us have it—we will take care of it.

Established 1861

*"The Firm
for Service"*

H. WALKER & SON

*"The House
of Quality"*

Canadian Food Control License Nos. 3-090, 3-204

War Changed The Map

but did not change the process of manufacture or the purity, wholesomeness or nutritive value of

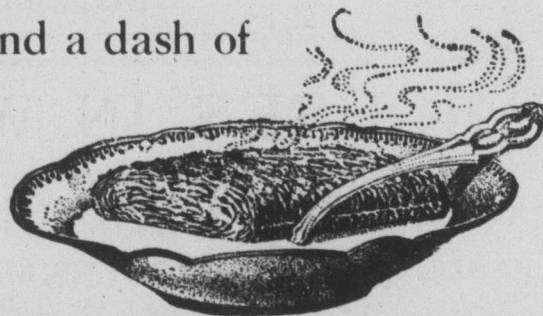
SHREDDED WHEAT

It is the same cereal you have always sold, made of the Whole Wheat, nothing wasted, nothing thrown away.



Shredded Wheat gives the greatest amount of real digestible nutriment for the least money. It is ready-cooked, ready to eat. Saves fuel, saves food, saves health. It re-

quires no sugar—just milk and a dash of salt.



MADE IN CANADA

The Canadian Shredded Wheat Company, Limited
Niagara Falls, Canada

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission
Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

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

"Always On The Job"

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

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

STORAGE

DISTRIBUTING

FORWARDING

SIX HOUSES IN WESTERN CANADA

W. H. ESCOTT CO., LIMITED

Winnipeg, Man.

W. H. ESCOTT CO., LIMITED

Calgary, Alta.

W. H. ESCOTT CO., LIMITED

Saskatoon, Sask.

W. H. ESCOTT CO., LIMITED, Fort William, Ont.

W. H. ESCOTT CO., LIMITED

Regina, Sask.

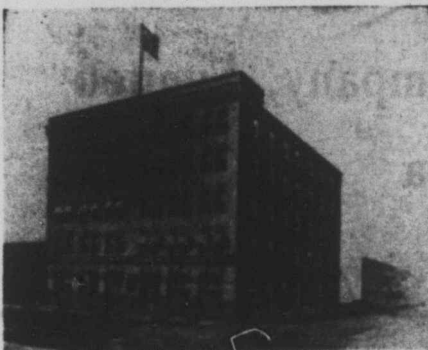
W. H. ESCOTT CO., LIMITED, Edmonton, Alta.

WHOLESALE GROCERY BROKERS, MANUFACTURERS AGENTS, IMPORTERS

Consignments Solicited

HEAD OFFICE: 181-183 Bannatyne Ave. East, WINNIPEG

Write Us



Connect with the Western Market Through This House

Here is an organization fully equipped in every way to introduce your product and push it in a way that spells quick, profitable returns. Some of our salesmen do retail selling exclusively.

We are agents for Christie's Biscuits and Robertson's Confectionery.

SCOTT-BATHGATE CO., LTD.

149 Notre Dame Ave. E., WINNIPEG

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

PUGSLEY, DINGMAN CO., LIMITED
JOHN TAYLOR & CO., LIMITED
 ETC., ETC., ETC.
 We represent some of the best manufacturers, of whom the above are examples. We will give your line the same attention.
F. D. COCKBURN CO.
 WINNIPEG

A. M. Maclure & Co.
 MALTESE CROSS BUILDING
 WINNIPEG
 IMPORTERS, BROKERS
 MAN'F'S. AGENTS
 GROCERY, DRUG AND
 CONFECTIONERY
 SPECIALTIES

Winnipeg Warehousing Co.
 Winnipeg
 Prompt and Efficient
 SERVICE
 Ship your consignments in our care. We have adequate trade facilities to handle any amount of business promptly. Goods distributed in Winnipeg or re-shipped to points west.
**WAREHOUSING
 DISTRIBUTING
 STORAGE**

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

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

D. J. MacLeod & Co.
 Manufacturers' Agents
 and Grocery Brokers
 EDMONTON, ALTA.
 Open to negotiate for new lines in Alberta. Our staff calls on wholesale trade and does detail work.

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

Trackage
 Storage
 Distri-
 bution

Donald H. Bain Co.

Wholesale Grocery Commission Agents

- A sales force of competent men.
- Ample capital—and the reliability that goes with it.
- A record of results—and the prestige that follows it.
- An energetic, result-getting organization—with satisfied clients to prove it.
- Are all at your disposal if WE represent you.
- Every branch a business in itself, directed by capable, experienced managers.
- All varieties of Food Products.
- If you want results get in touch with us.

Head Office: WINNIPEG

Branches—REGINA, SASKATOON, EDMONTON, CALGARY, VANCOUVER

Canada Food Board License No. 6-450

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

ONTARIO

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

MACLURE & LANGLEY
Limited
Manufacturers' Agents
Grocers, Confectioners and Drug
Specialists
12 Front Street East Toronto

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

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

**Use Our Condensed
Advertisement Page
for Your Wants**

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

The Megantic Broom Mfg. Co., Ltd.
Manufacturers of Brooms and Clothes Pins



Lake Megantic, Que.

Represented by

- Boivin & Grenier, Québec.
- Delorme Frère, Montréal.
- J. Hunter White, St. John. N.B.
- H. D. Marshall, Ottawa.
- Harry Horne Co., Toronto.
- Tomlinson & O'Brien, Winnipeg.
- Oppenheimer Bros., Vancouver.

These agents have always a stock on hand sufficient to satisfy the demands of clients in their territory.

Satisfaction on these three lines guaranteed.

It is the superior quality that continually brings new buyers, and holds the trade of old customers if you stock

OCEAN BLUE

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED
The Gray Bldg., 24-26 Wellington St. W., Toronto.
WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton.
For British Columbia and Yukon—Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



"Golden Nut" PEANUT BUTTER

J. JONES, WINNIPEG

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QUEBEC

ROSE & LAFLAMME LIMITED
Commission Merchants
Grocers' Specialties
MONTREAL TORONTO
Canadian Food Control License Nos. 6-226/1/3

THE S. G. BENDON UTILITY CO.
Brokers and Commission Agents
87 Notre Dame St. W. - Montreal.
License No. 6-933
Try our Utility Service. Don't wait, do it now.
Agencies Wanted.

JOHN E TURTON
Wholesale Grocery Broker
BOARD OF TRADE BUILDING
MONTREAL

C. B. HART, Reg.
Montreal, P.Q.
Grocery and Chemical Brokers
Commission Agents

Paul F. Gauvreau
Wholesale Broker. Flour, Feed, Provisions
84 St. Peter Street, Quebec
On demand will quote Salted Cod Fish, Salted Salmon. Buyer of all kinds of feeds and grains.

J. L. FREEMAN & CO.
Wholesale Grocery Brokers
St. Nicholas Bld. - Montreal

MARITIME PROVINCES

GENEST & GENEST, LTD.
COURTIERS—BROKERS
CORN and CORN PRODUCTS—PEAS
Grain, Flour and Feed—Wholesale Only
Grocers Specialties
BOARD OF TRADE BLDG., MONTREAL

Schofield & Beer, St. John, N.B.
Manufacturers Agents
Agents for: Acadia Sugar Refining Co., Ltd., of Halifax, N.S.; W. C. Macdonald, Regd., Montreal, P.Q.; F. W. Berk & Co., London, Eng.; The T. Upton Co., Ltd., Hamilton, Ont.

GAETZ & CO.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
47-49 Upper Water St., Halifax, N.S.

Mention This Paper When Writing Advertisers.

The Colwell Brokerage Co., Ltd.
St. John, N.B.
Mdse. Brokers and Wholesalers
Custom Brokers and Forwarding Agents.
We are open for two sole agencies for New Brunswick or Maritime Provinces.

Man Left You, Did He ?

And for the life of you you don't know where to find another to replace him. Well, our advice to you—and it's good advice—is: Find him by advertising—a small condensed advertisement in CANADIAN GROCER.

If you wanted a blacksmith, we wouldn't recommend CANADIAN GROCER, but when it comes to finding a man for the grocery business, honestly we don't know of a better or cheaper way of finding him than the use of CANADIAN GROCER.

The way to find the man you want is to look for him where he is likely to be found—in the grocery business.

Rate is 2 cents a word first insertion and 1 cent per word each subsequent insertion. Five cents additional per insertion when replies are to be sent to Box Number in our care. Send your advertisement and remittance to

Canadian Grocer Want Ads.

143-153 University Avenue
TORONTO

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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BRITISH COLUMBIA

Squirrel Brand PEANUT BUTTER

C. T. NELSON GROCERY BROKER

106 Hibben-Bone Bldg., Victoria, B.C.
In touch with all British Columbia wholesalers and jobbers, and can place your line to best advantage. Live men calling on retail trade.
Victoria Vancouver

SAY YOU SAW IT
IN CANADIAN GROCER
WHEN WRITING TO
ADVERTISERS

The Robert Gillespie Co. Importers and Exporters

323 Homer St., Vancouver
Live Salesmen covering Alberta and B.C.

LITTLE BROS. LTD., VANCOUVER, B.C.

Established 15 Years. Live Staff of Salesmen. First-Class Storage and Warehouse Facilities.
We can place one or two good specialty lines on the B.C. market. If you want live representation, write us to-day.

Wantmore PEANUT BUTTER The Finest Spread for Bread



A delicious line. Made from selected hand-picked, blanched peanuts. Healthful, nutritious and palatable. Physicians recommend it for children. When you sell a customer one can of WANTMORE Peanut Butter you will sell her many more. Its goodness will keep it repeating and you make a good profit on every sale. Ask your jobber for it, or write direct to us.

R. L. Fowler & Co., Ltd.
Manufacturers

CALGARY

SASKATOON

REGINA

License No. 15-241

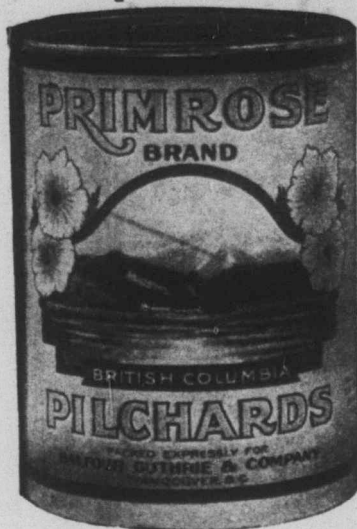
Imperial Rice Milling Co., Ltd. VANCOUVER, B.C.



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

Canada Food Board License No. 4-517

"PRIMROSE" PILCHARDS



Strictly Prime Quality

Ocean Caught

Packed Only By Hand

Rich in flavor and high in food value

Defiance Packing Co., Ltd.
Head Office: VANCOUVER B.C.

Canneries at West Vancouver and Port Renfrew, B.C.

Sales Agents: Balfour, Guthrie & Co. Vancouver, B.C.

Salmon Commandeered



SNOW CAP BRAND PILCHARDS

are more delicious than SOCKEYE and are less than half the price.

For Salads and Sandwiches

They are More of a Dainty Than Tuna Fish

"Snow Cap"

is Hand Packed by

Packed in 1 lb. Talls and 1-2 lb. Flats Sold by Your Jobber

The Nootka Packing Co., Ltd.
NOOTKA, B.C.



DIRECTIONS.
WHEN REQUIRED
PUT PLACE THE
CANNERS BEING
OPENED INTO
COLD WATER
FOR TEN
MINUTES.

**FRESH
BRITISH COLUMBIA**



Your Customers Will Like
**ALBATROSS
BRAND
PILCHARD**

It is a wholesome and delicious Sea Food and with the prevailing big demand for fish dealers will find Albatross Brand Pilchards a quick-mover and a good money-maker, too.

Clayoquot-Sound Canning Co., Ltd.
J. L. BECKWITH, Agent
VICTORIA - B.C.

Watson's **KIPPERED HERRING**

Smoked: Kippers, Bloaters, Boneless Herring, Herring Chicks. Pickled: Scotch-cured Herring (barrels and half-barrels and pails); Frozen Herring, Fish Paste in glass jars.

Watson Bros. Fishing & Packing Co., Ltd., Vancouver

**Need Any
Oriental Products?**

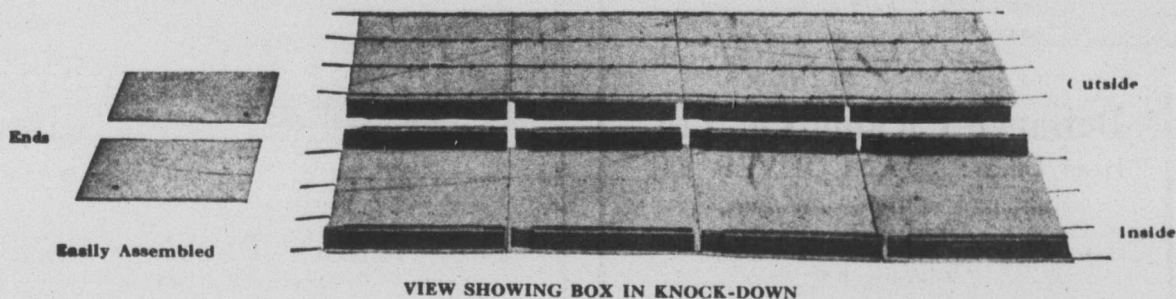
We are importers and can quote you to advantage. Interested in the Japanese Markets? We can place your product there successfully.

R. G. BEDLINGTON & CO., LIMITED, VANCOUVER

Resolve now to safeguard your
1919 shipments by packing them in

4-One Wirebound Boxes

(Famous for Economy)



VIEW SHOWING BOX IN KNOCK-DOWN

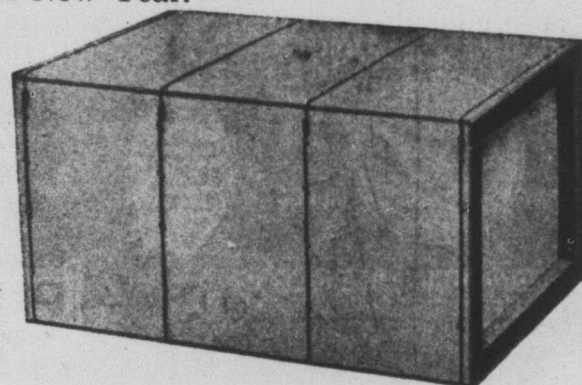
By including this in your New Year Resolutions you will be laying the foundations of a Prosperous New Year.

Just consider the advantages of shipping in 4-ONE WIRE-BOUND BOXES:

Their **Lightness** means less freight charges.

Their **Security** means safe arrival of goods at destination without risk of pilfering in transit.

The "Knock Down" feature saves storage space.



VIEW SHOWING BOX READY FOR SHIPMENT

Make it a Prosperous Business Year by using 4-One Wirebound Boxes in your shipping department.

Would you like us to send you samples and prices? State what size (inside measurements) length, width, depth and weight of contents.

CANADIAN WOOD PRODUCTS
TORONTO LIMITED



**They're Bound
To Buy It
Elsewhere**

if you don't keep it in stock. Marsh's Grape Juice is a very popular beverage.

**The Marsh Grape
Juice Company**
NIAGARA FALLS - ONT.

**The MacLaren Imperial
Cheese Co., Limited**
Toronto, Ont.

Ontario Agents:
ROSE & LAFLAMME
Limited, Montreal, Que.



The Housewife's Favorite!

Always in good demand

CANADIAN HEADQUARTERS:
180 St. Paul St. W., Montreal

Canadian Selling Representatives:
Eastern Canada: Wm. H. Dunn, Ltd., Montreal
Ontario: Dunn-Hortop, Ltd., Toronto
Man., Sask. Alta.: Watson & Truesdale, Winnipeg

**A Widely Advertised
Baking Powder**

EGG-O BAKING POWDER and Baker's Special is being widely advertised throughout the Dominion. Continuous newspaper and magazine advertising of special interest to women is creating a bigger demand for Egg-O.

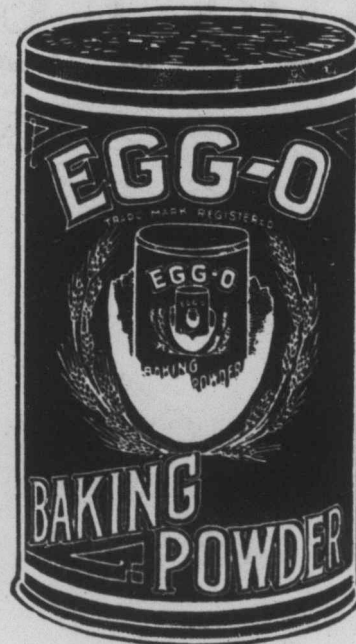
Every dealer should, therefore, have a good stock on hand to meet the demand.

You have had many inquiries for Egg-O—you will have more. Your customers will ask for Egg-O. Do not disappoint them.

A good Baking Powder is imperative with heavy war flours, so you need have no hesitation in recommending Egg-O.

Sell the larger tins. It saves tin and cinches your customer's trade. Once, always, with Egg-O.

EGG-O BAKING POWDER CO.
HAMILTON, CANADA LIMITED



Branches:
TORONTO, KINGSTON
and MONTREAL

Mr. Grocer—Here's a Profitable Line

**PREDIGEST
DOG
BISCUITS**



They are palatable, clean and wholesome, a Predigest food.

There are customers in your vicinity who buy Dog Biscuits regularly. Plan to get your share of the business. Order a supply to-day, through your jobber or direct.

Put up in 5 lb. and 25 lb. cartons and
100 lb. bags.

PREDIGEST FOOD COMPANY, LIMITED
TORONTO, CANADA

**KING GEORGE'S
NAVY** CHEWING TOBACCO

Is Always a Dependable Repeater

First sales of King George's Navy are always the beginning of regular "repeats." The quality of this delicious chew, coupled with the aggressive consumer advertising consistently maintained keeps the dealer's stock moving rapidly.

Ask your wholesaler
to ship you.

Rock City Tobacco Co., Ltd.

SELECTED and blended by experts who have had long years of experience in the tea business---that's why Red Rose is ALWAYS "good" tea.

T. H. Estabrooks Co., Limited

St. John Toronto Winnipeg Calgary

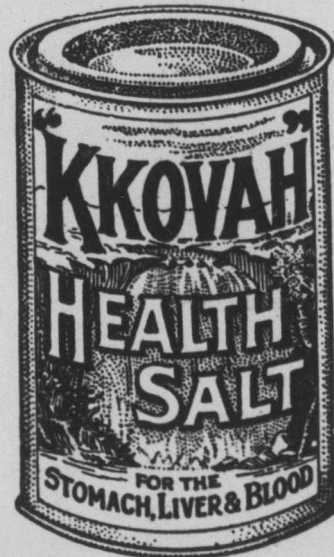
Canada Food Board License No. 6-276



Reliability

That is the big feature about these two Kkovah products.

“K KOVAH”
CUSTARD
and
“K KOVAH”
HEALTH SALT



are thoroughly reliable, giving the customer full value and satisfaction. They give the dealer a good profit. Are you well supplied?

Sole Agents for Canada:

MACLURE & LANGLEY, LIMITED

WINNIPEG

::

TORONTO

::

MONTREAL

She's Sure to Like KEEN'S

The popularity of Keen's Oxford Blue is your guarantee of pleased customers.

Good housewives everywhere know Keen's Oxford Blue. A little window or counter display will prove what a seller it is.



Magor, Son & Co., Limited

191 St. Paul Street W., Montreal

30 Church St., Toronto

One of these good looking display cards will keep your stock of Keen's moving.



These are the Milk Products of unquestioned quality



They are Malcolm Milk Products—the All-Canadian lines that have won the public's approval on account of their unusual richness and all-round good quality.

Try them in your next window trim. Suggest them with every order.

We'll send you a 5-case lot and prepay freight up to 50c per 100 lbs., provided your store is situated in either Ontario, Quebec or the Maritime Provinces.

This is a Bona-fide Canadian Company

THE MALCOLM CONDENSING CO., LTD.

ST. GEORGE, ONTARIO

The All-Canadian Condensed Milk Company

CANADIAN GROCER

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City and Country Help One Another

A. F. Higgins, Head of a Chain of Six Stores, Three in Winnipeg, and Three in Smaller Towns, Tells of His System of Co-ordinating Their Interests—
A Strong Case For the Cash System

OUR country stores are in some ways supply stations for our city stores. The produce received at the country stores is sent to the city for distribution and selling. In doing this, we have fresh country supplies on hand all the time.

"This itself is an important feature of our business as we are able to purchase and sell cheaper than we could if we were buying our produce through any other source. We are really country-men you see," said A. F. Higgins, of 600 Main street, Winnipeg, to a CANADIAN GROCER representative.

Keeping Track of Many Stores

"You have come to me about my system of knowing just what each of my stores sell, purchase and have on hand. It is an easy one. In fact it is one we made ourselves, improving on it as we went along, year after year.

"We have found our system very satisfactory and correct, never out very much and even when we are, we can check it up in a very few minutes. I have quite lately thought that I would at some time in the future give others a chance to try it.



groceries (d), flour, which is separate (e). Each page of my little book is for a certain store.

"The first space is for total amount of sales for a month of last year. The second is for total amount of sales for the same month this year. The third is for costs, and so on across the page. At the end of each day, week or month, I can find the total cost of each depart-

store, except of course in one or two instances such as when I can buy goods in large quantities and get them cheaper. In that case a certain amount of the goods are shipped to the other stores.

"Every morning I receive a statement from them giving their sales and costs for the day before in my department form and these are duly entered in my book. In that way I know just how much of every article or department each store has on hand.

Believe in Cash Business

"I believe in cash business for, not only do I get better satisfaction, but I am able to give my customer better service and quality, which is certainly welcomed by them. You can do a much larger business in cash than in credit, owing I think to this, a man who is able to pay cash will go to a cash store to buy because he knows he is getting better service and quality for his money.

Six Stores on a Cash Basis

"I have six stores, each doing a cash business. We made the change from credit to cash at our Morris store eight years ago. In the spring of 1914 we opened cash at Carman, the following spring at Roland. Then in the fall of 1915 we moved to Winnipeg to live, later buying the Fort Rouge store.

"In February of 1917, I purchased the Portage avenue store and carried on with these two until August, 1918, at which time I took over the store at 600 Main street, making it my headquarters. In each case where I made the change, from credit to cash, I gave my customers two month's notice and found that the customers welcomed the change."

"What do you estimate your business turnover for this year?" Mr. Higgins was asked. "At the present rate of business I expect to have a turnover of over one-half-million," he replied. "What few accounts I have, and they are very few, are monthly ones for which I use a loose leaf ledger. We cater to every class of people here and expect to have a few accounts."

CARMAN STORE

Monthly Statement

Dept.		Last Year		This Year		Costs	Cartage	Other items here
		(a)	(b)	(c)	(d)			
Clothing	(a)	3,240	3,568	1,155	10.00			
Shoes	(b)	238	310	250	6.50			
Meats	(c)	728	940	720				
Groceries	(d)	4,268	4,475	3,325	15.00			
*Flour	(e)	1,268	672	595				

*The reductions in the sales of E or Flour is accounted for by the War measures which came into effect this year.

Can Tell Conditions at a Glance

"By my system I can tell exactly what each store bought and sold, the cost price and selling price for every month. Each article is classed as a department itself. First we will take clothing. We will call clothing (a), shoes (b), meats (c),

ment or class of goods, the amount of sales, and the profit, even whether more was sold in the month for the previous year.

"We have thirteen departments in all, the bookkeeping of each being done with pencil. We are seldom out more than \$50 to \$100 for the year.

Each Manager Responsible for His Store

"Now as to stocking these other stores. Each manager is responsible for his

World's Sugar Supply in 1919 Will Show Decline

Production in the Americas Will Show Material Increase, but Other Sources of Supply Will be Curtailed, and Will Increase Demands Upon the Production of Western Hemisphere

ACCORDING to the latest bulletin on crop prospects in sugar issued by Willett & Gray there will be a falling off in the world's production of sugar of some 74,158 long tons. On the American continent and the Islands of the West Indies there will be a marked improvement in production that should materially ease the situation in this country. The Cuban crop, for instance, is estimated at 3,600,000 tons against 3,446,083 for the season 1917-18. This crop is already beginning to move. The West Indian crops that will follow somewhat later on the market, all show substantial increases according to the latest estimates. The British West Indian Islands show an improvement of from 20 to 30 per cent., while San Domingo, a source from which Canada draws heavily for raw sugars, shows an increase of from 145,000 to 160,000.

The Louisiana cane crop will show a marked improvement, and there will be some improvement also noted in the Hawaiian crop. In the whole American group of producing sources there will, it

is estimated, be an improvement of from 5,675,842 to 6,202,635.

Asia Shows Falling Off

On the other hand all producing sections in Asia except the Philippine Islands will show a falling off from last year's record for a total decline of 318,882 tons. Australia will be behind almost a hundred thousand tons, and Fiji about 25 per cent. of last year's output.

Africa will show a slight increase in production and Spain will be about the same. In the beet sugar crop the falling off is pronounced. The European production will decline roughly 100,000 tons, and the American production about 50,000 tons. Only in Canada is there any increase in beet sugar noted, and Canada will be ahead about 6,000 tons.

While the general falling off in world's production is offset to a large extent by the improvement of 526,793 tons in the Americas there is yet a marked deficit, that will be mainly felt in Europe, so the need will in all probability still be felt for some measure of conservation to meet these conditions.

U.S. Removes Many Food Stuff Embargoes

Only a Small List Yet Strictly Prohibited—Other Commodities Will be Readily Licensed For Export—Will Effect Great Improvement in the Grocery Business

IT would appear that many of the difficulties that have arisen in the matter of getting supplies in Canada, through the prohibition against importation imposed by the United States War Trade Board, may now be considered a thing of the past. According to a statement given on Monday of this week by Chairman McCormick of the War Trade Board, most of the restrictions imposed on exportation of food products to Canada, Cuba, the West Indian Republics, and the Pan American Republics have been practically withdrawn.

From now on application for import of all but a few articles will be received by the Board and will be favorably considered.

The only food commodities against which a hard and fast prohibition remains in force are wheat and wheat flour, coffee, sugar, corn, butter, cheese, eggs, linseed meal and cake and cottonseed meals and cake, the latter items being used in the manufacture of fodder. Even these restricted commodities may be obtained in stated quantities through Government channels.

The modification of these prohibitions will go a long way toward improving the food situation in Canada.

THE RESALE PRICE QUESTION

U.S. Federal Trade Commission Discusses Question Pointing Out That Unlimited Price Cutting is a Bane Not a Blessing

In a special report to Congress on the subject of control of resale prices, the Federal Trade Commission says in part:

"The Supreme Court has made it clear that, in the present state of the law the maintenance of a resale price by the producer is a restraint of trade and is unlawful.

"Such being the judgment of the Supreme Court, the Federal Trade Commission has enforced the law, even though it may have appeared to operate inequitably in some cases. In its enforcement of this rule, the commission has been mindful that the cutting of a recognized resale price on well established and identified articles has been at times indulged

in for unfair trade purposes. When so unfairly used, price cutting is attempted to be cloaked as lawful competition and justified by the Supreme Court decisions.

"There must be a common ground whereon the rights of producer, purveyor and consumer may each be fully secured and equity done to all. The search for such a ground has been a task of the commission and results in the following conclusions:

"(1) That producers of identified goods should be protected in their intangible property right or goodwill.

"(2) That the unlimited power both to fix and to enforce and maintain a resale price may not be made lawful with safety.

"(3) That unrestrained price cutting is not in the public interest.

"Bills now pending before Congress may well be made to meet the difficulties of the situation if amended to provide for a review of the terms of resale contracts and revision of resale prices, by a disinterested agency.

"Therefore, it is recommended that it be provided by law that if the manufacturer of an article produced and sold under competitive conditions, desires to fix and maintain resale prices, he shall file with an agency designated by the Congress a description of such article, the contract of sale and the price schedule which he proposes to maintain and that the agency designated by the Congress be charged with the duty, either upon its own initiative or upon complaint of any dealer or consumer or any other party in interest, to review the terms of such contract and to revise such prices and that any date and information needful for a determination be made available to such agency."

UNIVERSITY OF MANITOBA MAY HAVE COURSE OF BUSINESS EDUCATION

Acting upon the reports of W. J. Keyes and J. H. Curle, who made a survey of a number of towns in August with a view to determining the possibilities for business education, the Advisory Committee on Commercial Education of the University of Manitoba just recently submitted a recommendation to the Board of Governors of the University suggesting:

The immediate appointment of a Director of Commercial Courses, whose duty it will be under the direction of the Advisory Committee of Commercial Education and the University Council to conduct instruction to be offered in Winnipeg during the winter months, and to organize classes in business and deliver lectures in the more important towns throughout the province.

U.S. ALMOST DOUBLES PRODUCTION

The United States in many lines has almost doubled its production during the past year. The total production of important products this year compared with last estimated as follows: White potatoes, 88.4 per cent.; sweets, 98.10 per cent.; apples, 113.6; peaches, 89.2; beans, 112.2; peanuts, 120.7 per cent.

Fostering Christmas Spirit by Display

Early Use of Windows Sets Customers Thinking—Using Both Windows and Interior to Impress Customer With Coming of the Gift Season—Catering to the Men's Trade—Selling 1,500 Xmas Stockings

WINDOW displays are the most fruitful source of business with Fraser, Viger & Co., Ltd., 211 St. James Street, Montreal. "We consider them the best means we have of getting direct results," said Chas. P. Macklaier, the manager, to CANADIAN GROCER.

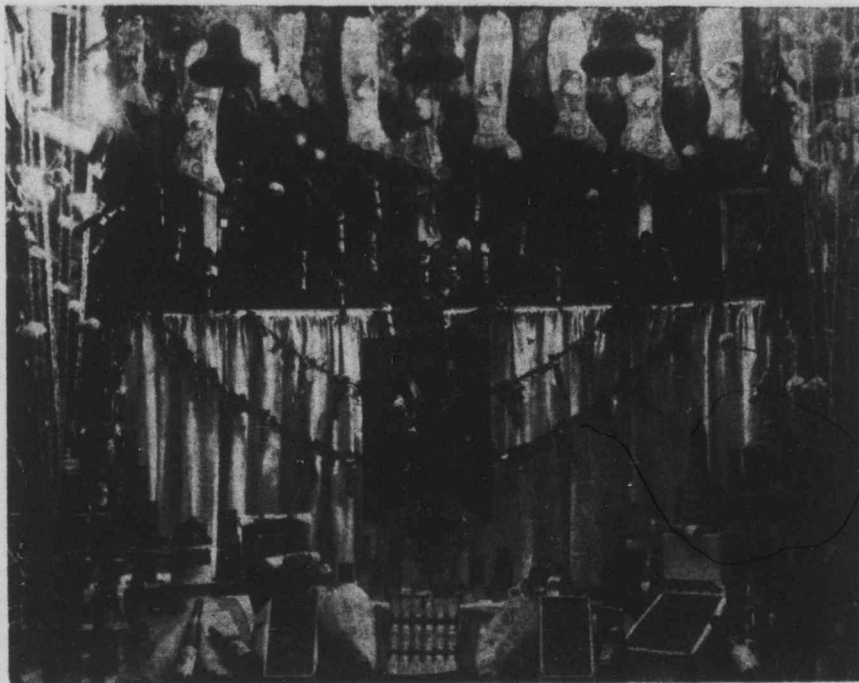
That this should be the case was no surprise to the representative of CANADIAN GROCER. He had himself been drawn from the opposite side of the street by a unique and striking display that was specially made two weeks before Christmas. And to show the importance which Mr. Macklaier attaches to the arrangement of goods, this window was dressed by himself, notwithstanding the fact that his work naturally requires close and constant application in the management of so large a business.

This Particular Display

That the display in question was effective will be readily admitted. That it was worth the trouble and small expense entailed no one will deny. That it should and did bring definite and direct results is the best proof of Mr. Macklaier's assertion that their windows are the best selling medium at their disposal, and this speaks volumes in support of the argument that windows should be at their best always.

The window is a large one. The single plate of glass is kept free from dirt and dust, and through this the display is as attractive as it would be were there no glass at all. The back is closed in with glass also and this permits of plenty of light reaching the interior.

Festoons of evergreen and silver rope were neatly arranged from the sides of the back and drooped slightly toward the centre. These were timely, and lent a holiday effect to the display that was excellent. An array of vari-colored Christmas stockings was used to splen-



The Christmas window display of the Fraser, Viger Co., Montreal. Proved a strong selling argument

did advantage and these served to attract parents as well as children.

The Foreground

The use of some small boxes and stands was made and plate glass shelving placed on these in some instances. Over the case clean, spotless paper was spread and on this the various goods. Having such a wide assortment, the best lines were brought forward and arranged to advantage so that they would attract. Of prime interest and strong appeal are the nuts and dried fruits, while preserved fruit of the best varieties in glass and pack were very prominent. Of the latter the Fraser-Viger store carries a splendid and extensive line. They are bought by the best trade and carry a good margin of profit.

Wholesome-looking are the choice hams displayed well toward the front, and these sell freely at the Christmas season. Mr. Macklaier stated that they had experienced almost as good demand or even better than that obtaining at the Easter seasons.

A Peep Within

It would be very unwise to make a neat and strong appeal through the window without taking advantage of this by improving the inside display. This is specially brought out in the Fraser-Viger interior displays, and its

value cannot be too strongly emphasized. It is with the prime idea of interesting a prospect that the window display was made. An impression was there created, the moment a passerby paused to view this display, that would be largely wasted if the interior arrangement did not carry the mind of the prospective customer along in the same groove, once he has directed his steps to your doorway. This fact is recognized in this store's sales policy, for the moment the store door is opened an array alike pleasing and possessing selling value, greets the customer. Constant vigilance has served to keep the inside arrangement of the store all that could be desired and this is a force in the selling plan that cannot be ignored, by the grocer in particular.

Sold 1,500 Xmas Stockings

It has not been the easiest thing this year to procure Christmas stockings. Anticipating the probability of delays, Mr. Macklaier ordered his far in advance and some shipments came in many months ago. They had previously secured these from German makers, but the British manufacturer had taken up the art of making these and had turned out a very good variety of stockings.

A large trade is done in these. They are popular with many, and have a strong appeal to children. It is one of their delights, Mr. Macklaier observed, to get them out on the floor and dig down for some new surprise. The more toys a growing child can get strewn about the floor the better he likes it. Dolls and toys in rich profusion regardless of muss and mixture are the chief delight of most youngsters.

As many as 1,500 stockings have been disposed of at the Christmas season. Some of these are bought for the kiddies in the juvenile hospitals, but many parents are attracted and purchase for their own children. It has been necessary sometimes to go out and buy the surplus stock of other large stores at the

eleventh hour. Mr. Macklaier believed that they would have an insufficient supply even this year, although they had bought heavily. A splendid variety is carried, and these are displayed early.

Big Men's Trade

The location of the Fraser-Viger store places them ideally to reach the men shoppers of a wealthy financial district. The store is an attraction in itself because of the well-packed shelves. These are ever filled to capacity with an un-

usually high-grade of packed fruits, vegetables and groceries, package goods being a big feature. But the strongest appeal to the "man of the house" is probably through the big stock, affording a selection that is decidedly complete. A man does not want to "shop" as does a woman, to whom this is usually a delight, even though she may have the wherewithal to buy just what she needs. "Shopping" is one of her inherent proclivities.

It is an unusual thing to find men

buyers predominant in a grocery store. This is often the case, however, with the Fraser-Viger store. Located in the very heart of the financial and wholesale district of Montreal, the cream of men buyers may be reached and are excellent prospective buyers. Wholesome and palatable foods, displayed in the window, find response within a hungry man and he is unconsciously won over as a customer. It has been a big factor here in winning his interest and eventual trade.

Prepare Now for Inventory

Arrange Stocks to Permit Easy Listing—Value of Dating Stock—Time to Take Listing Pricing—Two-Column Depreciation of Accounts

THE inventory always is very important—nothing more so—but the coming year-end is going to be a time of stock taking more vital, perhaps, than ever before. For we are ending a time of abnormal business conditions and are about to enter on a period which may be supernormal or subnormal—and we cannot tell which it is to be. So it is of supreme importance that we should know to the last fraction what we have accomplished, what we have and what we owe, and that we trim sails for probable squalls ahead.

Therefore, during the next few weeks, the thing to do is curtail all buying to a minimum; keep after stock arrangement, to see that it is properly assorted and segregated for ready counting; and in general set our houses in order for the listing at inventory time.

This job in a grocery store is comparatively simple. The stock is complete runs into moderate detail, and can be listed in any well organized store within a few hours. I have always held that there is one Sunday in the year when all should work—the Sunday which comes between Christmas and New Year's day. On that day everything has stopped, so goods may be listed without the need of keeping track of moving stocks. If the work is started at 8 in the morning, the entire open stock can be taken by 2 or 3 in the afternoon. Then the reserve in the stock rooms and basements can be listed rapidly in the two hours following. If the work has been prepared for this is very simple.

General Store Inventory

In the case of general merchandise, where the detail is very much greater, the inventory can be handled somewhat differently. There certain departments have a dead lull after Christmas, so the goods may be counted and tagged beginning December 26. Sales can be marked on the tags for deduction, and the listing done on the Sunday with the groceries. Of course, the reason for taking that Sunday is not only that it enables the taking to be done when business is at a standstill, but it comes between two holidays, so to work then is no hardship for anybody.

There are all kinds of "forms" designed by different people for inventory taking; but what form is used is of the slightest importance. The one vital thing is to get the goods listed with absolute accuracy; get every count, gauge, lot-number, and other identification down fine, and have all your best judgment about you when estimating—as you must in a few cases—open bulk stock. Let your estimates be inside the mark always. Let your records show less than they should, rather than more. Then you may feel that your accounts really account.

One splendid plan for every merchant is to have date-marks for his stock. That is, every lot received should be marked with the month, or season, when it came in. In coats, suits and other garments—if you have no groceries—you may use A, B, C, D, to indicate the seasons. A will stand for August, '18 to Feb., '19—present season; B for Feb. to August, 1918—thus six months old; C for Aug.-Feb. of last year; D for Feb.-Aug. of 1917, or 18 months' old stock. Under D may be listed all three seasons old and over.

In groceries, or general merchandise, it is best to have a letter for each month running back 12 months; but in this case you will not try to list further back than four months. The marks will be just a constant guide and prod to you to get rid of old stock.

Listing the Periods

So whatever paper you use—ordinary, plain legal cap is the best—have four columns, and as the items are called off, write them and the designating letter or number. When you are extending the pricings, you will then carry the totals into the column headed by the correct letter or number. The use of this system is obvious. Not only does it enable you to price with some regard to seasonable value so that old stock is not put in at the same value as new, but so that you may have before you exact figures showing just how much old stock you have and how old it is. This will help any merchant to realize what a drag on his earnings is any dead stock.

When the lists are completed they may

be put into the safe and all the rest of the work may be done at odd moments until it is completed; but the time to get it done is before January 1, if possible; so that you may have it out of the way, may know where you stand, and may be prepared to shape up for 1919 before the first of the year is upon you.

Pricing is a mighty particular business. Nothing should be done more conservatively. This is recognized by big, successful houses so keenly that in every particular they work against their stocks. For example, it has long been the practice of the best of them to price this way: Goods on which the market has advanced since they were bought are priced at original cost, regardless of the advance; goods on which the market has declined take the new replacement value. There is no room to fool yourself in such a system.

To-day, the government tells us to price inventory at cost, regardless of present market. Therefore, I should do it both ways. I should put my figures into two sets of columns; those representing actual cost and those which contain what I now regard as a correct, conservative value. In addition to this, all merchandise should also be taken at your own selling prices. This last is very valuable since it will show you the average gross spread throughout your business, either as a whole or by departments; and nothing you can do will prove more interesting or instructive to you, believe me.

In these days of adding machines, many things are easy which formerly were so difficult as hardly to be practicable; and no merchant of any fair size should be without an adding machine. The small merchant can do all I say he should do without any machine; and it should be done because one of the first essentials for growth out of the small to the large merchant class is an accurate knowledge of your business.

Depreciation and Discount

Inventory everything else—fixtures, equipment, bills, unexpired insurance—being careful to estimate all you have and all that is owing to you with the greatest conservatism, and being sure to

make what you owe as liberal in total as possible.

Fixtures should first be listed at about what you might expect to get for them; or else the account you carry with fixtures should be depreciated 10 per cent. each year. Delivery equipment may be handled the same way, except that if it is depreciated, the percentage should be 20 instead of 10.

Book accounts may be handled with this idea in mind: "I cannot be too careful or conservative about this." So all bills should be estimated first individually, on the basis you feel they are actually worth—what you would feel safe in paying for them. Then, after they are listed and added up on that basis, 10 per cent. should be deducted from the total. Don't get the idea that this is too conservative. I know it is NOT from

over twenty years' consecutive experience with it.

Unexpired insurance and any other items you have paid in advance should be credited to expense before that is put into loss and gain; although this usually is a matter so small that it may well be overlooked, and used as a buffer for items which may escape attention among what you owe.

As to what you owe—be diligent in digging into that. Gather together every unpaid invoice. Search out and try to remember every bill, small or large, due or contingent. Get in all wages not paid—though those should be paid up to the minute always, except what may have accrued since the last Saturday.

Now, if you do not know how to handle these items through your books, write me and I'll try hard to help you.

Bright Prospects For California Citrus Crop Will Probably Represent 90 Per Cent. of the Record Output of 1916-17—Lemons Will Set a New Standard

SOME gratifying figures are revealed in the preliminary estimate of the coming year's citrus crop taken by citrus fruit shippers early in November. While too early in the season to announce the exact figures as authoritative a comparison of the prospective crop of the different varieties with the shipment of 1916-17, California's largest year, is interesting.

Reduced to a percentage basis, the estimate indicates approximately a 67 per cent. crop of navel oranges for the citrus exchange shippers, as compared with the crop of 1916-17; 106 per cent. of the Valencia crop of that year which was a bumper one and about the same quantity of seedlings. All varieties show a substantial increase, with similar conditions prevailing in grape fruit.

Lemon Crop Will Reach Record

Of all varieties of oranges, including grape fruit, the prospective crop will be, according to this estimate, about 80 per cent. of the crop of 1916-17. On lemons the increase is marked, as is to be expected, with the new acreage constantly coming into bearing. Indications are that the lemon crop of this year will be 25 per cent. greater than the crop of 1916-17, which was a large crop.

90 Per Cent. of Record Year

So, altogether, the citrus crop promises to average nearly 90 per cent. of California's bumper crop year, which will be pretty evenly distributed throughout the year on account of the good Valencia crop and the relative shortage in navels. In this connection a few figures will enable our readers, perhaps, to a little more clearly understand the situation. In the year 1915-16, California shipped 37,100 car loads of oranges; in 1916 shipments totaled 46,591 cars; this season approximately 17,000 car loads have been harvested to date of advices. Because of the destructive heat wave in June, 1917, California, for the season just closed, had

only about 20 per cent. of a normal crop of navels, 40 per cent. of the normal crop of Valencias and 75 per cent. of a normal crop of lemons.

Who Pays for the Advertising?

WHO pays for the advertising?"

The consumer, of course. He pays for every expense of putting the goods into his hands—including selling cost. This and production cost are both so reduced by successful advertising that he pays LESS for the same goods, just because they are well advertised. You ride cheaper on an excursion train than if you hired a private car—even a cattle car. And you don't ask "Who pays the fare?"

—THE OPTIMIST

DEFINING BUSINESS TERMS

The recent early closing by-law passed in Winnipeg, has caused some uncertainty as to just what the interpretation of some of the terms used might be.

"Fruiterer," "confectioner," and "tobacconist" as defined by joint committee of wholesalers and retailers at meetings held in the office of the Manitoba Board of the Retail Merchants' Association of Canada, at Winnipeg, during December. These definitions were made so that the questions which were constantly being asked could be answered by the office, and so that the Association would be prepared in case the Police Department required assistance in examining the stocks of those affected by the by-law as amended.

"Fruiterer" a person or firm who sells

by retail all fresh fruits, all fresh vegetables, cluster raisins, fancy dates, fancy figs, nuts and oysters.

"Confectioner" a person or firm who sells by retail candies, sweet chocolates, candied corn, gum, ice cream, soft drinks, biscuits, pastry, and special provision is made for the sale by such confectioners of bread, butter and milk.

"Tobacconist" a person or firm who sells by retail tobaccos, cigars, cigarettes and tobacco sundries, including matches.

The chief objection to the amendment as offered by its opponents is that it will affect the business of the store that has carried mixed stocks to such an extent that they will be driven out of business. We contend that this view of the by-law's operations is not correct, but that it will have a good effect. It is true that a man will have to decide whether he is going to be an exclusive fruiterer and confectioner and remain open, or be a grocer and close at six o'clock. In either event, the chance for his success will be increased as he will develop into a better merchant and be able to give better service to the public.

BRAZIL COFFEE CROP DECLINING

Of the eight leading vegetable food-stuff products of Brazil, coffee is the only one that has shown decreased production in the 1913-1917 period, according to the Latin American Division of the Bureau of Foreign and Domestic Commerce in a recent review. The review states that "at the present high prices the Brazilian farmer is finding his new crops more profitable than coffee. But will this continue to be the case after the war when normal conditions once more prevail?"

The products with which coffee is compared are sugar, rice, beans, corn, potatoes, cacao and fruits. Sugar has shown the greatest increase in volume of output in the period stated, beans are next in rank, rice third and cacao fourth.

FORECAST OF GREEK OLIVE OIL PRODUCTION FOR 1918

Estimates of the olive oil production in Greece for the season just ending place the quantity at 31,702,800 gallons, or approximately 30 per cent. more than the output last year. The yield is made up from the following districts in the amounts given:

Ionian Islands, 1,675,500 gallons; Crete, 12,495,500 gallons; Mitylene and Sporades Islands, 7,833,000 gallons; Epirus, 1,305,500 gallons; Peloponnesus and Pelion, 6,714,800 gallons; mainland of Greece, 1,678,500 gallons.

Present prices range from \$2.51 to \$2.64 a gallon.

PECANS ARE SCARCE THIS YEAR

The production of pecan nuts in 1918 is only 27 per cent. of the full crop, according to the United States Government crop reports. This compares with the crop of 65 per cent. in 1917. There will be a decided shortage in pecans this year, according to word from the south.

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THAT CHRISTMAS WINDOW

THIS is the last occasion in which CANADIAN GROCER will have the opportunity to call attention to the Christmas window contest. The contest closes Jan. 3, so that there will yet be time for any merchant who has neglected to have his window photographed to do so and to get it entered in this contest. It is to be hoped that everyone who has dressed an attractive and forceful selling window will be sure to enter it in this contest.

A RECONSTRUCTION NUMBER

THERE are very many problems arising out of the change in world conditions that have resulted from the signing of the armistice, and the very evident probability of an early peace. There are situations arising that the world has not faced before; there are developments of trade that have exhibited entirely unforeseen phases. Nothing is quite as it was a few months ago, there is the stirring of a new life in almost every industry, and it is hoped and believed that it foretokens a forward movement.

There are so many interesting developments of this period that is now upon us, so many changes from old accepted standards and methods, so many unforeseen developments, that it has been decided

to devote a whole issue to considering some of the changes, and some of the possibilities of this new period, as they apply to the grocery trade. This issue should, we believe, be one of unusual interest to the grocer and general merchant. Not only will the editorial articles deal with the questions of price probabilities, of opening markets, of changing methods of manufacture and give a general forecast of the possibilities that the future holds, but the advertising pages as well will be of very unusual interest. Many manufacturers are using them to make announcements of market conditions, of changing systems and of their confident belief in the prosperity and stability of the era that has dawned upon us. It will be an issue well worth special attention.

THE END MUST COME

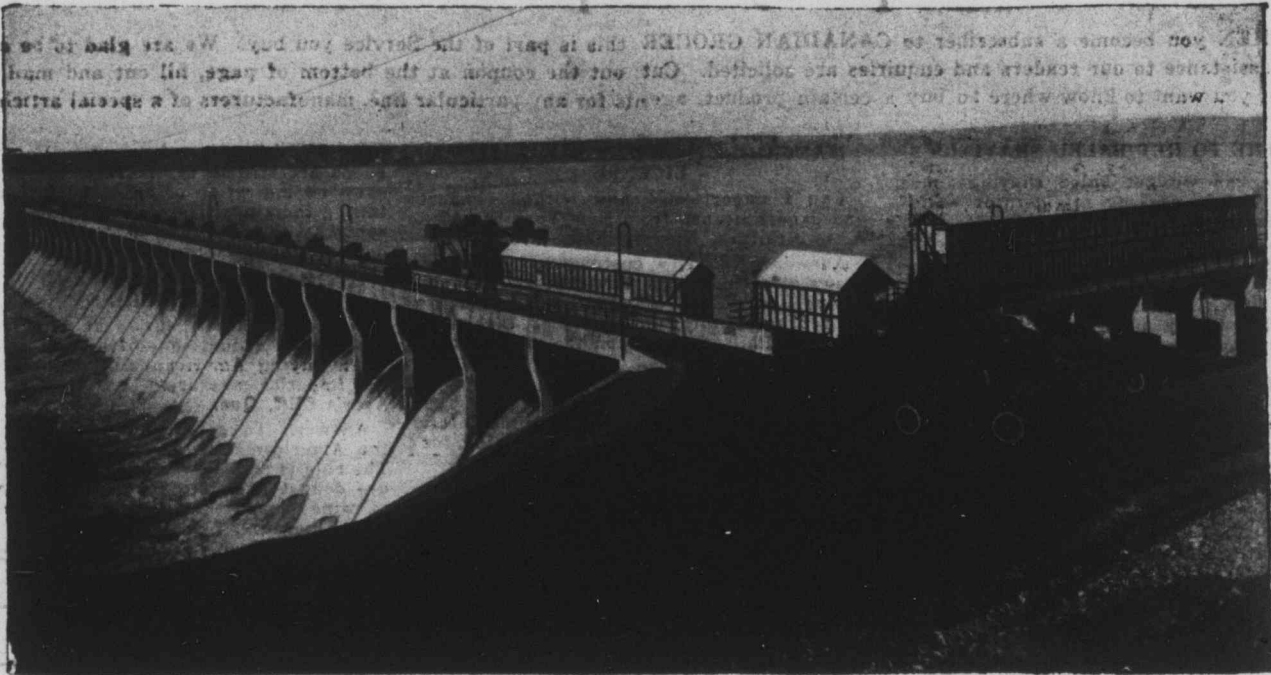
DIVIDED or misplaced authority has worked many hardships on the grocery trade. And grocers will welcome the day when the necessity for Food Control Boards and War Trade Boards shall cease to exist. The case of dates is illustrative of what, unfortunately, seems to arise—and too often—when the Governments step in to make business follow theoretically well-charted channels.

The signing of the armistice resulted in the removal of the embargo on the export of dates, but licenses to export had to be secured from the Food Administration at Washington. The Canadian importers rushed to get these so that the holiday trade might be met—the Food Administration responded promptly and everything looked as though the Canadian housewife would have access to all the dates she would want to buy.

The applications for licenses were referred to the War Trade Board in the United States, a matter of form, it was thought, to secure a further O.K. The War Trade Board, however, evidently felt the Food Administration was overlapping on their department and refused to sanction shipment. The result was that it took the two Boards about ten days to get together and there will be no Christmas trade on dates—a season when the opportunity for selling is better than practically any other time of the year.

Similar conditions have had to be met with the Canada Food Board and War Trade Board—the former granting licenses and encouraging the trade so that goods would come, only to have the War Trade Board veto the whole thing. Now the war is won, the trade as a whole will welcome the removal of the licensing, embargoing and rationing which has attended the securing of foodstuffs. Hasn't the usefulness of the Food Control Board expired? May the trade not look forward to 1919 without the bogey of Governmental interference hanging darkly over them? The grocery trade may be expected to carry on fairly in peace as they have done in war.

Current Events in Photograph



THE GREAT DAM AT BASSANO, ALBERTA

Water sufficient to irrigate 440,000 acres is diverted by the dam, which is one of the largest of its kind in the world. The concrete structure is 720 feet long and it raises the level of the Bow River by 46 feet. The dam is part of the system which supplies water for what is known as the eastern section of the territory to be irrigated. The outlay in connection with this has totalled about \$8,000,000, and there are about 2,500 miles of distributing ditches which take the water to all parts of the country.

TO DEVELOP TRADE WITH NEWFOUNDLAND

THE importance attached to the possible trade development between Montreal and Newfoundland is taking a hold on the business interests of Montreal. The Board of Trade will urge the Federal Department of Trade and Commerce to provide a suitable service between Montreal and the ports of Newfoundland, and steps have already been taken to secure the Government's assistance in making definite plans. The time is considered ripe for a consideration of this big possibility and from the expressions of the jobbers in Montreal made to CANADIAN GROCER, there will be a ready interest on all sides. Every assistance will be given the proposal and with adequate transportation provided, there is little question of the development of trade relations that will bring to Canada a portion of splendid trade that has heretofore gone elsewhere.

METRIC SYSTEM MAY BE ADOPTED BY CANADIANS

THE adoption of a uniform standard of weights and measures for Canada, the United Kingdom and the United States, with a view of facilitating trade in all departments, is under consideration. The movement has made considerable headway in England and the United States and is now being taken

up by the Montreal Board of Trade which is urging the general adoption in Canada, the United Kingdom and the United States of the metric system. This is the standard used by France for a great many years. It runs in tens and is extremely simple. Other boards of trade throughout the country, it is stated, are considering the question and may join in the move and the matter will also be discussed by various business organizations, both retail and manufacturers.

TRADE COMMISSION TO BOOST EXPORT BUSINESS

A CANADIAN Trade Commission, consisting of three members, Sir Charles Gordon, of Montreal, chairman; Charles B. McNaught, of Toronto, and H. B. Thomson, of Victoria, has been appointed by the Dominion Government. The board will have its headquarters at Ottawa, and will co-operate closely with the Canadian Mission in London with a view to securing export trade for Canadian firms and also a share of the business arising out of the reconstruction work in France and Belgium and other war-devastated parts of Europe.

Authority is given to the commission to select and appoint advisory or associate members with a view to associating with itself any industry or class of industry considered advisable.

Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

WHERE TO GET BALED SHAVINGS

Where can we get baled shavings such as they use in packing refrigerator walls?—Hayman Bros., Westville, N.S.

Ans.—R. Laidlaw and Co., Mr. Pratt, 65 Yonge Street, Toronto; Rankin & Co., Delaney & Pettit, Eureka Mineral Wool and Asbestos Co., all of Toronto. Probably, however, almost any planing mill would be able to supply you with baled shavings.

MARKET FOR BALED PAPER

How will the market for baled paper be in the future? Will the price be worth the trouble of saving it?—M. W. Ortwein, Hensall, Ont.

Ans.—The market is a fluctuating one, and it is impossible to foretell what the future will be. It is a usual condition, however, that prices are better in the Spring. It is certainly worth saving. See article dealing with this question in last issue.

CONVICTIONS UNDER FOOD BOARD

Can you give any figures as to the number and nature of the convictions against retail merchants in Canada for disobeying the regulations of the Canada Food Board?—R. I. Duff, Anglia, Sask.

Ans.—The solicitor of the Canada Food Board advises us that they are unable to supply the figures requested, but that a report is being prepared that will give particulars. This report will appear soon and will be reprinted in CANADIAN GROCER.

LOBSTER PACKER'S ADDRESS

Please give us the address of Fred Magee, lobster packer, somewhere in the Maritime section.—, Toronto.

Ans.—Fred Magee, Ltd., Port Elgin, N.B.

RETAILERS AND SUBSTITUTES

Would you kindly advise me as to how the retail merchants are going to have the flour substitutes taken off their hands as I have quite a stock on hand and don't know where to dispose of it.—H. A. Shearer, Lakefield, R. R. No. 1, Ont.

Ans.—We regret to state that we cannot suggest any remedy. The Canada Food Board has refused to deal with the matter. That leaves it to the merchant to dispose of his stock of substitutes as best he can.

MARGARINE IMPORTS MUST HAVE LICENSE

Can I import oleo now without import and export license from New York State?—A. L. Kreitner, Niagara Falls.

Answer.—No. New customs memorandum draws attention to the fact that old licenses expire Dec. 31 and that margarine presented for entry into Canada after that date may be admitted only upon the presentation of a new license.

GENERAL STORE ACCOUNTING

Where can I get a book giving me information in simple terms on bookkeeping for a general store?—Subscriber.

Answer.—The best simple system we know that is at the same time comprehensive is a book entitled "Department Store Accounts," by Sweetland. It costs \$1.50 and can be obtained from the Technical Book Department of the MacLean Publishing Co., 153 University Avenue, Toronto.

BUSINESS PROFITS TAX

Owing to help going overseas to fight the Huns many merchants didn't take stock. Now the Finance Dept. demand a drastic statement for 1916-17-18 on Business Profits War Tax, under penalty of \$100 a day since 1916.—Grocer, Frontenac County.

Answer.—The only thing to do in this case is to supply the best information possible and to give your reasons for not being able to supply more definite information.

CO-OPERATIVE DELIVERY

Kindly give us the best information you have regarding co-operative delivery.—A. E. Ware, Huntsville, Ont.

Answer.—This information has been sent direct, being too expensive to publish here.

SELLING AGENTS FOR PEANUT ROASTERS

Will you kindly give us the address of a selling agency for peanut roasters.—Nelson Jobbers, Ltd., Nelson, B.C.

Answer.—Holcomb & Hake, Indianapolis, Ind., are manufacturers of peanut roasters.

MARKET FOR HOME-MADE MITTENS

Do you think there will be a continuance of the demand for home-made mittens or will it decline immediately?—Antoine Albert, Pelletier Mills, N.B.

Answer.—Toronto firms handling these goods are still in the market for them and show no indication of any intention of curtailing their purchases. We can see no reason why there should be a decline in the demand for these goods.

ESTIMATING IMPERIAL AND WINE MEASURE

Would you kindly advise us whether it is proper to deduct one-fifth or one-sixth, when buying American oil, to get same to the Imperial measure.—Leavitt & Chadsey, Ayer's Cliff, Que.

Answer.—To get Imperial measure from the American wine measure, add one-fifth. The rule is as follows: From Imperial measure deduct one-sixth to get wine measure; to wine measure add one-fifth to get Imperial measure.

EQUIPMENT FOR GASOLINE LAMPS

Where can I get the address of a firm supplying equipment for gasoline lamps?—Spadoni Bros., White River, Ont.

Answer.—Not knowing the make of lamp it is impossible to say definitely, but in all probability H. W. Knight & Bro., 86 Richmond St. E., Toronto, would be able to provide what you require.

A RECORD PACK OF CRANBERRIES

Production of cranberries, according to the preliminary estimate of the Department of Agriculture, will be 374,100 barrels, as compared to the final estimate last year of 255,000 barrels. The acreage was increased over 1917 by nearly 50 per cent.

SEEDLESS PRUNES A PROBABILITY

It is reported that the seedless prune is to soon become a reality. The great demand for prune seeds or pits to make charcoal for the gas masks of United States soldiers caused the fruit to be seeded in California and the pits sacked and shipped east.

Seedless prunes will be sold in packages like raisins in the future, so grocers say.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers
INFORMATION WANTED

Date.....191..

Please give me information on the following:Name

Address

.....

.....

.....

CURRENT NEWS OF THE WEEK

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

Maritime

McPherson Brothers, grocery, St. John, has been entered by burglars three times recently.

Hazen J. Burton, one of the leading merchants of St. Andrews, N.B., died this week as the result of an attack of pneumonia.

Armour & Company have opened a branch in St. John as the headquarters for their trade in meats and packing house products for the Maritime Provinces. E. E. King, formerly of St. John, is the manager.

The wholesale grocery premises of King & McDonald, St. John, were entered this week by burglars, who stole what cash there was in the register and also carried off a considerable quantity of stock.

Harry McBeath, retail grocer, St. John, lost a valuable horse recently through a peculiar accident; the horse was standing on a wharf attached to a delivery wagon when it was frightened by a steamboat whistle and backed over the wharf. The tide was out and injuries sustained in the fall proved fatal.

The Patriotic Club formed by members of the N. B. branch of the Maritime Commercial Travelers' Association will be continued for at least another year. The annual meeting was held this week and reports showed a substantial amount of money raised during the year through the efforts of the club, in addition to the assistance lent by the members to other organizations. Officers elected for the coming year were: W. A. Stewart, president; D. McKinney, vice-president, and G. B. Ellis, secretary.

The reconstruction conference attended by more than one hundred business men of the Maritime Provinces in Amherst a week ago has borne fruit in the decision on the part of the Maritime Province Cannery Association to form a research guild, under federal incorporation, for the purpose of carrying on research work to aid in perfecting the preparation and packing of their products. This is the first research guild for scientific and industrial research formed in Canada and will work in cooperation with the Dominion Research Council in Ottawa. Among the matters which will be investigated are the reasons for discoloration of products when canned, the bacteriology of spoiled products, etc.

The new Cuban consul at the Port of St. John, Adriano Rubio, expresses strong hopes of increasing the trade between his country and Canada, and especially the Eastern provinces. The sugar crop, in which Canada is especially interested, has been satisfactory this year, with a crop of 3,500,000 tons, and

this furnished a substantial basis for the trade. He also hopes to introduce Cuban fruits, jellies, coffee and tobacco in larger volume and sees in Canada many products, particularly in food lines, which he believes would find ready markets in Cuba.

Quebec

E. McEwan, grocer, Hull, is dead.

J. Leopold Roberge, general store, Black Lake, has sold his assets.

G. Dupont's general store, St. Simon Bagot, has been sold to Armand Peloquin.

The estate of Z. Chenier, Dalhousie Station, has sold the general store stock of the estate to Chenier & Frere.

J. B. Coffey has arrived in Montreal from B. C. to assume his new office as sales manager for Chase and Sanborn. Mr. Coffey represented this firm in that territory for several years.

C. H. Sirois, late with N. K. Fairbank Co., Ltd., is opening an office at 207 St. Nicholas Building, Montreal. It is the intention of Mr. Sirois to conduct a general business as grocery broker.

The N. K. Fairbank Co. held a sales convention this week in Montreal. The salesmen from the eastern district convened and discussed matters relative to the work in this territory and made plans for the coming season.

W. J. Sheely, Montreal, has been appointed the Quebec agent for the Canadian Feed Manufacturing Co., Ltd., Fort William. He also has accepted the selling agency for Montreal and district for Vol-Peek.

Jno. S. Gibb, manager of G. B. MacCallum and Co., Montreal, has succeeded G. B. MacCallum as manager of the Montreal office of Thos. J. Lipton, Mr. MacCallum having gone to the Toronto office.

Ontario

A. A. Eastman, Ottawa, is selling out. A. Bert T. Smith, Toronto, has sold out to C. O. Simpson.

Wm. Foster, general store, Fort William, has sold out.

J. M. McDonough has sold out to Wilson & Knapender.

G. P. Smith, grocer, St. Thomas, has sold to J. A. Durnan.

E. E. Hallett, grocer, Toronto, has sold out to Mrs. E. Levick.

Jas. H. Connor has opened a new general store at Glen Huron.

John Preeter, general merchant, Zurich, has sold to Stade & Weido.

Closson Haines, grocer, Hamilton, has sold out to English & Nicholson.

Neill Patterson, butcher, Acton, Ont., has sold out to McEnery & Evans.

Fred Hoehn, late of H. A. Ross's grocery store, Oshawa, who was also five years with J. S. Kvie, has bought out W. E. Souch's grocery store in Albert St.

The large bakery-shop, confectionery store and stables of the William H. Snell Co., corner Gerrard and Main streets, East Toronto, were damaged by fire recently to the extent of more than \$30,000.

E. W. Jeffress, of E. W. Jeffress & Co., Walkerville, Ont., is in South America on a business trip. Mr. Jeffress will return about Jan. 10th.

C. H. Pugh, who has conducted the City Grocery at 145 Front Street, Sarnia, for the past four years, has disposed of the business to L. A. Martin, formerly of Chatham, and S. N. Grass, of the Imperial Oil Company of this city. The new management took possession on Dec. 19.

A new company has been incorporated under the Companies Act for the purpose of manufacturing, buying, selling or otherwise dealing in general merchandise of all kinds and descriptions, both wholesale and retail, by the name of The Manufacturers and Distributors, Limited, with a total capital stock of fifty thousand dollars.

A new company has been incorporated under the Ontario Companies Act to carry on the business of making, manufacturing, refining, trading in, importing and exporting salt and salt products and all like substances. The corporate name of the company will be Goderich Salt Company, Limited; the capital of the company to be one hundred thousand dollars. The head office of the company will be situated at the Town of Goderich.

An extremely sad death occurred recently in St. Catharines when William Henry Hartley, one of the well known and popular young business men of this city passed away at his home on Haynes Avenue after a brief illness from influenza. Deceased was born in Merriton thirty-two years ago. He was employed for many years in the grocery department of the American Bazaar and held that position until the business was given up when he entered the grocery business at the corner of St. Paul and Geneva Street, which he bought out and conducted in partnership with his brother-in-law, Gordon Cameron.

Western

W. B. Scanlon, St. James, Man., is discontinuing business.

C. P. Ballantine and J. E. Lindgren have joined the staff of Pioneer Coffee and Spice Mills, Ltd., Vancouver.

Caverley-Plumer Co., Lynn, Mass., makers of Circle R. compound of tartar, have appointed the Robt. Gillespie Co. their agents in British Columbia.

Geo. Easterbrook, who for 12 years past has resided at Eburne, B.C., where he managed a flour milling business, passed away after a long illness on Nov. 24. He had been associated with

the milling business ever since he came to this country from Devonshire, England, in 1846. He managed the Corby mills at Belleville and later operated mills of his own at Tweed. He was 77 years of age at the time of his death.

TWO STORES ROBBED

Arthur Smith's store at Wyecombe, Ont., was entered recently by forcing the door. The safe was blown open and contents rifled. The robbers, after securing their booty, escaped unnoticed. The robbers secured a considerable amount of money, cheques and \$7,100 in Victory bonds. Later the two robbers, both heavily armed, were located and arrested near Woodstock by Chief Moore and Constable Hill, of Woodstock.

On Dec. 19 two men entered the store of the Diadem Flour Co., Toronto, and claimed that they represented a firm of retailers, and wished to purchase 100 sacks of flour. When the cashier turned her back one of the men held her up at the point of the revolver, and the other went through the "till" and secured a large sum of money. Detectives were on the scene shortly after, but the men had managed to make their getaway.

TRAVELLERS MEET

Members of the Dominion Commercial Travellers' Association gathered at the Windsor Hotel, Montreal, for their annual meeting on Saturday night, Dec. 21, under the presidency of Romeo Brosseau. The reports submitted showed an increase in membership, the number at the end of the fiscal year being 8,536, the highest figure in the history of the organization. Against this, however, there was a record list of deaths, which was attributed to the recent epidemic of influenza. This had resulted in death claims amounting to \$96,575.

It was stated by the president in his address that 268 of their members had joined the colors, of whom thirty had been killed or died in action. A sum of \$3,000 was voted to cover the annual dues of all members who were serving with the forces.

HANDLE WESTERN ONTARIO BUSINESS FROM TORONTO

The Canada Starch Co., Ltd., 45 Front St. E., Toronto, announce that arrangements have been completed whereby the Western Ontario business formerly handled from Brantford will now be taken care of from the Toronto office. D. T. Williamson will be the local sales manager. Mr. Rowantree, who formerly handled the Toronto sales, has moved to Vancouver, B.C., where he will look after the interests of the company at that point.

TRAVELLERS ON HOLIDAYS

Beginning Monday of this week, December 22, and continuing until January 4, travellers have been withdrawn from the road. Business mailed, telephoned or telegraphed in, will, it is intimated, be taken care of by the wholesalers. Starting Monday, January 6, the travellers will resume their regular routes.

BRANTFORD CHAMBER OF COMMERCE

The Brantford, Ont., Board of Trade last night decided to have a general re-organization immediately after the close of the municipal elections. A request will be sent to the American civic bureau to send an organizer to help the work. The board will become a Chamber of Commerce.

SHELBURNE, ONT., HAS BOARD OF TRADE

At a recent meeting held in the Town Hall at Shelburne a Board of Trade was inaugurated and the following officers elected: President, W. C. MacKay; vice-president, R. M. Bower; secretary-treasurer, Garnet W. Hogg; Council, J. A. Weingart, J. E. Holden, R. A. Bruce, A. N. Swanburg, C. S. McGill, Dr. Fuller. N. C. Ralston and W. H. Currie were appointed a committee to solicit new members.

SALESMEN MEET

Sales Staff of W. Clark, Limited in Convention at Montreal

During the past week the sales staff of W. Clark, Limited held their annual

convention at the Place Viger Hotel, at which matters were discussed relative to the advancement of the firm's interests. Each day a unique luncheon was served, the menu of which consisted of "Clark's" products, which were enjoyed by all present.

Those present at the conference and luncheons and the territory they represent are as follows: A. P. Rose, Ottawa; W. G. Burton, St. John, N. B.; A. J. Begin, Sherbrooke; S. F. Pearson, Toronto; C. P. Stark, Vancouver; A. S. Bisset, Quebec; W. G. McArthur, Kingston; S. Dear, London; J. Owen, Montreal; A. Marcotte, Montreal; J. Risdon, Montreal; J. E. Taylor, Montreal; T. B. Adams, Harrow, Ont.; H. Hurst, sales manager; Leonard J. Marcou, assistant sales manager.

SPICES FROM NETHERLANDS INDIA

During the first three months of 1918 Java and Madura exported to the United States 77 metric tons of cinnamon, 2,900 tons of mace, 22 tons of nutmegs, 532 tons of black and white pepper.

New Goods Department

R. L. Fowler & Co., Ltd., Calgary, Alta., have recently placed on the market a new line of peanut butter, which they are selling under the name of "Wantmore." It is being put up in 1 lb. tins, 5 lb. tins, 50 lb. tubs and 300 lb. barrels. The color of the tins, viz., red on a yellow ground, is a standard one, being used by the firm for other lines manufactured by them. The manufac-

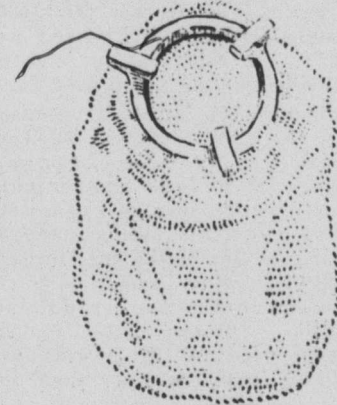


ture of peanut butter is a new departure for this firm, but follows naturally on their extensive peanut business. Besides Calgary this line will be handled at Saskatoon and Regina, where the firm have distributing warehouses. It is also being sold through the jobbers.

R. M. FLEXIBLE MANTLES

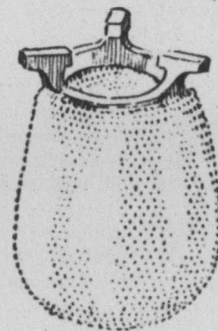
R. M. Moore Co., Ltd., Vancouver, have come on the market with the R. M. Flexible Gas Mantle, for which they make the following claims: Greater

candle power and longer life, and cannot be damaged in shipment. As the name implies, it is flexible and can be tied in



Before Burning.

a knot without being damaged. This allows it to be shipped easily. When put on a burner it shapes itself to suit the amount of gas supplied, thus it is



After Shaping on Burner.

pointed out, it is not necessary to regulate the gas to suit the mantle. This gas mantle has already been used by some cities illuminated with natural gas, and is being adopted by a number of city gas companies.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

NEW hope has been given the trade in regard to securing prunes and peaches. A rather indefinite announcement has reached this market that a marked relaxation of restrictions on the exports of foodstuffs has been effected in the United States. The list of exceptions does not include any items of dried fruits, so it may be possible that some supplies will reach the trade in Canada. Some packers have been cancelling Canadian orders, and it would appear that new licenses to import will have to be secured.

There is no opportunity of a heavy allotment to Canada, however. Domestic needs are great and the amount released by the Government is so small that there is no probability of enough peaches and prunes reaching the Canadian trade. Even some, however, will be welcome.

MONTREAL—A limited number of price changes have been made this week. Advances are announced for camphor and mineral water, and a line of package goods is reported firmer. A firm market also obtains for imported nuts, supplies being pretty well cleaned up. Coffee and cocoa are steadily firm, and the tendencies point to an advance being made soon. Maple sugar and syrup are likewise high, and cranberries are up. Apples by the barrel scored a fifty cent advance, while holly and evergreen went much higher over the week-end.

Peanuts are still ruling easy and cornmeal and rolled oats also are easier, with an actual reduction in the price of cornmeal, but none for oatmeal or rolled oats. Feeds are easier, and the flour situation is somewhat easy, without quotable change. The conditions are on the quiet side.

As is always to be expected at this season grocery markets are quiet in staple lines. There

has been an excellent demand for the strictly holiday specials that are available, and many report being sold up on these lines. Price changes are limited.

TORONTO—New prices have been named by some manufacturers of grape juice which provide for an advance over former quotations.

A reduction in the price of rolled oats has been made, 90-lb. bags coming down from 35c to 45c. The weaker feeling in the grain has been the main factor contributing to this lower price. Pot barley and pearl barley are also somewhat easier, a decline of 25c per 98-lb. bag being recorded in some quarters. Cooker package peas are 5c per dozen lower.

It now seems probable that threatened curtailment of cocoa will not be effected and the market has steadied down somewhat in view of probable arrival of normal supplies. Coffee remains very firm at primary points, cost to import to-day being above local selling prices.

Fresh fruits have enjoyed a very good movement the past few days. California navel oranges are slightly easier at primary points, but light supply locally has curtailed downward movement here. Grape fruit have firmed up slightly.

Lard has declined from $\frac{1}{2}$ c to 1c per pound this week. Live hogs rule at unchanged levels, with light run reported. Butter, eggs and cheese are firm and unchanged.

Wholesalers report that never in their history has such a satisfactory clean-up of Christmas goods been made. It is true stocks were lighter than usual, but urgent demands for table raisins, brown sugar and nuts have in many cases had to be cancelled owing to lack of supplies.

QUEBEC MARKETS

*Rope Quoted Lower;
Decline of $3\frac{1}{2}$ c*

Montreal.

ROPE.—Lower prices on rope have been named and the jobbing trade are selling these as much as $3\frac{1}{2}$ c per pound lower. On sisal grade one large jobber's prices are as follows: 3-16 in., $28\frac{1}{2}$ c;

$\frac{1}{4}$ in., 28c; 5-16 in., 28c; $\frac{3}{8}$ in., 31c; $\frac{7}{8}$ in. and larger, 27c per pound. In a general way the decline from former prices set by the makers is 2c, but additions are made by the jobbers in some cases owing to the small quantities ordered by the trade. The base price on pure manila is now 37c; on sisal $25\frac{1}{2}$ c and on British manila 31c.

*Mineral Water Up;
Camphor is, Too*

Montreal.

MINERAL WATER, CAMPHOR.—A considerable advance has been made in the price of Radnor mineral water, a local product. This, in cases of 100 "splits" has advanced from \$7.75 per case to \$9.50; 100 pints per case from \$8.75 to \$11, and cases of 50 quarts from \$6.75 to \$10 per case. Camphor is again

available after considerable shortage, and the price is higher, \$3.60 per pound being quoted. Formerly it sold at about \$2 per pound.

Sugar Supplies Improve; Quotations Unchanged

Montreal.
SUGAR.—Refined sugar has held this week on a steady and unchanged basis. That supplies will soon improve is the confident expectation of the refiners, although they point out that some of the reports are a bit too optimistic. A large jobber stated to CANADIAN GROCER that a noticeable improvement in the matter of delivery was now manifest.

Atlantic Sugar Company, extra granulated sugars, 100 lbs.	10 05
Acadia Sugar Refinery, extra granulated	10 05
St. Lawrence Sugar Refinery	10 00
Canada Sugar Refinery	9 95
Dominion Sugar Co., Ltd., crystal granulated	10 05
Iceing, barrels	10 15-10 30
Iceing (25-lb. boxes)	10 55-10 70
Iceing (50-lb. boxes)	10 35-10 50
Do., 1-lb.	11 05
Yellow, No. 1	9 70-9 75
Yellow, No. 2 (Golden)	9 55-9 60
Yellow, No. 3	9 45-9 50
Powdered, barrels	10 05-10 20
Powdered, 50s	10 15-10 50
Powdered, 25s	10 35-10 60
Cubes (assorted tea), 100-lb. boxes	10 55
Do., 50-lb. boxes	10 65
Do., 25-lb. boxes	10 85
Do., 2-lb. pack	11 95
Paris lumps, barrels	10 55
Paris lumps (100 lbs.)	10 65
Paris lumps (50-lb. boxes)	10 75
Paris lumps (25-lb. boxes)	10 85
Paris lumps (cartons, 5-lb.)	11 70
Do., (cartons, 2-lb.)	12 45
Crystal diamonds, barrels	10 75
Crystal diamonds (boxes 100 lbs.)	11 00
Crystal diamonds (50-lb. boxes)	11 10
Crystal diamonds (25-lb. boxes)	11 30

Export Demand Still For Canned Goods

Montreal.
CANNED GOODS.—Local demand for canned goods is light and a quiet condition prevails. Prices are steady and quite firm on canned fruit but the vegetable list, aside from canned corn, is on an easy basis. Export enquiries are still being made for quantities. The only difficulty reported is that of securing shipping space, this being scarce thus far.

Clams, No. 1	2 25
Clam Chowder (1 lb.), doz.	3 00

"Clover Leaf," 1/2-lb. flats	2 45
Sovereign, 1-lb. flats	4 62 1/2
Do., 1/2-lb. flats	2 30
1 lb. talls, cases 4 doz., per doz.	4 50
1/2 flats, cases 8 doz., per doz.	1 50
Chums, 1-lb. talls	2 05
Do., 1/2-lb. flat	1 20
Pinks, 1-lb. flat	2 25
Pinks, 1-lb. talls	2 65
Pale, 1/2-lb. doz.	1 37 1/2
Pinks, 1/2-lb. doz.	1 62 1/2
Cohoes, 1-lb. talls	4 35
Cohoes, 1-lb. flats	2 25
Herrings (tomato sauce), doz.	2 25
Haddies (lunch) (1/2-lb.)	1 00
Red Springs, 1-lb. talls	4 00
Red Springs, 1/2 lb.	2 45
White Springs (1s)	2 30
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25
Pilchards, 1-lb. talls	1 90
Whale Steak, 1-lb. flat	1 90
Canadian sardines (case)	6 75
Norwegian sardines, per case of 100 (1/2s)	22 00
Lobsters, 1/2-lb., doz.	2 25
Do., 1/2-lb. tins, doz.	3 60
Do., 1-lb. talls	6 90
Do., 3/4-lb., doz.	6 00
Do., 1-lb. flats	7 00
Sardines (Amer. Norweg'n style)	14 50
Sardines—Canadian brands (as to quality), case	9 50
Sardines, French	32 00
Scallops, 1-lb. doz.	3 25
Scotch Snack, No. 1, doz.	2 50
Scotch Snack, No. 2, doz.	4 50
Shrimps, No. 1	2 25
Crab meat (Jap.), 1/2s (cs 4 doz.)	6 00
Crabs, No. 1 (cs 4 doz.)	6 75

Canned Vegetables and Fruits—	
Asparagus (Amer.) mammoth green, doz.	4 00
Tomatoes, 1s	0 95
Tomatoes, 3s	1 85
Tomatoes, U.S. pack, 2s	1 40
Tomatoes, 2 1/2s	1 90
Tomatoes, gallons	6 00
Peas, standards	1 45
Peas, early June	1 57 1/2
Peas, extra fine, 2s	2 35
Do., fancy, 20 oz.	1 57 1/2
Peas, Moigan, extra fine	2 20
Beans, golden wax	1 95
Beans, Refugee	1 95
Do., old pack	1 80
Do., new pack	2 00
Beets (new sliced), 2-lb.	1 40
Do., (old sliced), 2-lb.	1 60
Corn, 2s, doz.	2 20
Spinach (U.S.), 3s	3 00
Do., (U.S.), gallons	10 00
Corn (on cob, gal. cans), doz.	7 80
Red raspberries, 2s	4 00
Simcoes	2 75
Red cherries, 2s	2 60
Strawberries, 1918 pack (2s)	4 00
Rhubarb, 2 1/2s	2 60
Blueberries, 2s, doz.	1 85
Blueberries, gallons	7 00
Pumpkins, 2s	0 85
Pumpkins, 2 1/2s	1 00
Pumpkins, 3s	1 75
Pumpkins (gallon), doz.	3 75

Potatoes, Can. Sweet, 3 1/2-lb. tins	2 10
Potatoes, Cal. Sweet, 2-lb. tins	2 75
Apricots (Cal.), 2 1/2s	4 40
Carrots, sliced, 2s	1 45
Apples (gallons)	4 00
Peaches, 2s (heavy syrup)	2 55
Peaches, stand. grade, 2 1/2 lb.	3 25-3 30-3 75
Peaches (gallon peeled)	5 25
Pears, No. 2	2 75
Pears (Bartlett), 2 1/2s	3 35
Pears, 2s (in light syrup)	1 85
Pears, No. 2 (heavy syrup)	2 50
Pears, No. 2 (heavy syrup)	2 50-2 70-2 75
Pears, 2 1/2s (heavy syrup)	3 40
Pears, extra stand., 2 1/2s	4 50
Pears, gallon (pie peeled)	7 00
Pineapples, 1 1/2s	2 25
Pineapples, 2s	3 10-3 40-3 50
Do., sliced, 2 1/2-lb. talls, doz.	4 20-4 40-4 75
Do., 1-lb. flats	1 90
Do., 2-lb. flats	3 25
Do., grated, 1s	1 90
Do., grated, 2s	2 90
Do., grated, 2 1/2s	4 20
Greengage plums (light syrup), No. 2	2 25
Lombard plums (heavy syrup), 2s	1 70

Molasses to be High; Syrups Now Quiet

Montreal.
MOLASSES. SYRUPS.—That molasses will be high for the next crop is the feeling of some large handlers here. Importers state that tendencies on new crop are now high but that there is little or no business being placed. The market holds firm and steady for the present. Corn and cane syrups are steady and without change, demand being light.

Corn Syrup—	
Barrels, about 700 lbs.	0 07 1/2
Half bbls.	0 07 1/2
Kegs	0 07 1/2
2-lb. tins, 2 doz. in case, case	4 80
5-lb. tins, 1 doz. in case, case	5 40
10-lb. tins, 1/2 doz. in case, case	5 10
20-lb. tins, 1/4 doz. in case, case	5 05
2-gal. 25-lb. pails, each	2 25
3-gal. 33 1/2-lb. pails, each	3 40
5-gal. 65-lb. pails, each	5 50
White Corn Syrup—	
2-lb. tins, 2 doz. in case, case	5 30
5-lb. tins, 1 doz. in case, case	5 90
10-lb. tins, 1/2 doz. in case, case	5 60
20-lb. tins, 1/4 doz. in case, case	5 55
Cane Syrup (Crystal) Diamond—	
2-lb. tins, 2 doz. in case, per case	7 50
Barrels, per 100 lbs.	10 25
Half barrels, per 100 lbs.	10 50
Glucose, 5-lb. cans (case)	4 80
Prices for Barbadoes Molasses— Island of Montreal	
Punchons	1 13
Barreles	1 16
Half barrels	1 18
For outside territories prices range about 2c lower.	

FLASHES FROM THE WEEK'S MARKETS

Lard declined from 1/2c to 1c per pound on the Toronto market this week.

Welch's grape juice and grape-lade show an advance in price in new quotations just issued.

Cleanall Nowater Soap has gone to higher levels.

Late advices indicate that there may be some new crop prunes and peaches released for export to Canada.

Wholesalers report the best clean-up of holiday stocks ever made this Christmas.

Rolled oats declined from 35c to 45c per 90-lb. bag on the Toronto market this week.

Pearl and pot barley has suffered a decline of 25c per 98-lb. bag in some quarters.

Rope shows a declining tendency; prices are off 3 1/2 cents a pound.

Sugar supplies are rapidly improving; deliveries generally are better.

Molasses will probably remain high until the next crop.

Peanuts will be a heavy crop and will probably be considerably lower.

There is every expectation of a heavy export demand for dried apples, only awaiting available shipping space.

Demand for beans is limited. It will be some time before any improvement is noticed.

Indications tend to forecast an increase in cocoa.

Honey is in good demand, and shows no sign of easier price.

Quiet Prevails in Rice Market

Montreal. RICE, TAPIOCA.—That there will be a continued quiet spell on rice until after the turn of the year seems probable now. Few sales are made excepting those of a small nature to keep stock in shape. Tapioca, too, is on a rather quiet basis and both commodities are unchanged.

Table with 3 columns: Item, Price 1, Price 2. Includes items like Ios Drips-Japan, Carolina, Siam, Rangoon, etc.

Low Peanuts Sure; Imported Lines Scarce

Montreal. NUTS.—That peanuts will be reasonable in price and plentiful is apparently an assured fact. With a new crop of large proportions in prospect and fairly large supplies held in various points, it is expected that there will be lower prices still, but no declines are made during the week. Almonds, Brazil nuts, pecans and filberts are all firm and high, and stocks have been greatly decreased by the holiday demand. An advance aggregating 25 per cent. is reported in primary markets on shelled almonds.

Table with 3 columns: Item, Price 1, Price 2. Includes items like Almonds (Tara), Almonds (shelled), Brazil nuts, Filberts, Peanuts (roasted), etc.

Dried Apples For Export; Prunes Unchanged

Montreal. DRIED FRUITS.—So soon as space is available it is expected that there will be considerable export of dried and evaporated apples, for, while there has been an embargo against the exportation of these, it is expected that it may soon be lifted. Raisins and fancy dried fruits have moved freely, as have also peels. The market is unchanged.

Table with 3 columns: Item, Price 1, Price 2. Includes items like Apricots, Apples (evaporated), Peaches, etc.

Table with 3 columns: Item, Price 1, Price 2. Includes items like Pears, Drained Peels (old), Citron, Lemon, Orange, etc.

Table with 3 columns: Item, Price 1, Price 2. Includes items like Raisins, Muscatels, Malaga Raisins, Currants, Dates, Figs, Prunes, etc.

Bean Sales Lacking Even on Low Basis

Montreal. BEANS.—Little business is forthcoming from the trade for beans or peas. The impression obtains that the retail trade is not buying heavily and that it will be January before any change manifests itself. A surplus is reported here of various grades.

Table with 3 columns: Item, Price 1, Price 2. Includes items like Beans, Canadian, British Columbia, Brown Beans, etc.

Coffee Very Firm; Cocoa May Go Up

Montreal. COFFEE, COCOA.—That there will be a firm market for all coffees, with the probability of an immediate advance being made is the situation here this

week. Prices are without quotable change but the importer's costs are such that the outside range of the spread on quotations as furnished below is that obtaining with some on present orders. Cocoa is very firm here and may advance. Prices are unchanged for the week.

Table with 3 columns: Item, Price 1, Price 2. Includes items like Coffee, Roasted, Bogotas, Jamaica, Java, etc.

Light Tea Sales; Prices Are Held

Montreal. TEA.—Markets are quiet. The movement to consuming channels is expected to be better after stock-taking. In the meantime a quiet condition obtains in jobbing circles and stocks are ample. The price basis is very steady.

Table with 3 columns: Item, Price 1, Price 2. Includes items like Ceylon and Indias, Pekoe, Orange Pekoes, Japan Teas, etc.

Spices Ruling on Steadied Basis

Montreal. SPICES.—The market is steady and without feature this week, a fair amount of business sifting in from the outside all the while. Cassias and white pepper are particularly firm.

Table with 3 columns: Item, Price 1, Price 2. Includes items like Allspice, Cassia, Cloves, Cream of tartar, etc.

Maple Products Hold; Honey Still Firm

Montreal. HONEY, MAPLE PRODUCTS.—The undertone is decidedly firm for maple sugar and syrup. On sugar, a nominal basis is ruling here and supplies are quite small. Honey movement has continued steady, with a firm undertone for

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the various grades, and especially for the best qualities.

Maple Syrup—	
10-lb. cans, 6 in case, per case.....	\$15 10
5-lb. cans, 12 in case, per case.....	17 10
2½-lb. cans, 24 in case, per case.....	18 60
Maple Sugar (nominal)	0 33 0 35
Honey, Clover—	
Comb (fancy)	0 30
Comb (No. 1)	0 28
In tins, 60 lbs.	0 26
30-lb pails	0 27
10-lb. pails	0 28
5-lb. pails	0 28
Honey—Buckwheat, tins or bbls.	0 23

**Cornmeal Quoted \$5.40;
Rolled Oats Easy**

Montreal.
CEREALS.—The easing tendencies of the week have brought definite price changes for cornmeal and rolled oats. Cornmeal of the Gold Dust variety is quoted at \$5.40 in one quarter and the tendency is to an easier basis by other jobbers. Rolled oats are on a very unsettled basis, some offering at favorable prices but the market ruling without quotable change here. In a general way the situation is very quiet.

Self-raising flour
3-lb. pkgs., doz.	2 90
6-lb. pkgs., doz.	5 70
Cornmeal, Gold Dust	5 40 6 00
Cornmeal	4 70
Barley, pearl	6 25 7 35
Barley, pot, 98 lbs.	4 60 5 85
Barley (roasted)	7 50
Buckwheat flour, 98 lbs.	7 25 8 50
(As to grade)	
Cornflour, white (2 bags)	10 00
Rice flour	8 75 9 00
Hominy grits, 98 lbs.	6 75 8 00
Hominy, pearl, 98 lbs.	6 75 7 00
Graham flour	5 70 6 25
Oatmeal (standard-granulated and fine)	6 30 6 00
Oatmeal (packages) fine cut.	5 70
Peas, Canadian, boiling, bush.	4 00 5 50
Split peas	8 00 8 25
Rolled oats, 90-lb. bags	4 85 4 90
Rolled oats (family pack.),	
case	5 50 5 60
Rolled oats (small size), case.	1 95 2 00
Rolled wheat (100-lb. bbls.).....	7 10 8 00
Rye flour (Can.), 98 lbs.	5 85 6 25
Do. (American), 98 lbs.	6 85
Tapioca flour, lb.	0 15 0 16

**Feeds Still Lower;
Flour Rules Easy**

Montreal.
FLOUR AND FEEDS.—Various feeds are lower and the condition thus obtaining is a direct result of lighter demand. The weather conditions have permitted stockmen to let their herds take to the range and this has decreased the demand for feed materially. As a consequence there is little demand and stocks have accumulated. Barley feeds are selling down to \$52 per ton, and while oat feed is not quoted lower there is an easier feeling, even though feed oats are holding. The flour demand is light and the feeling somewhat unsettled. Any further lifting of present restrictions in the way of permitting unrestricted milling would tend to result in a more marked competitive interest for the business obtainable and therefore probable changes in price.

War Standard, Graham and Whole Wheat Flours—	
Mixed car lots on track	11 25
Straight car lots on track minimum 50,000 lbs., (to bakers)	11 25
Add 20c for delivery for small lots.	
Shorts, car lots on track	42 25
Bran, per ton, car lots on track	37 25
Crushed oats	57 00 62 00
Barley meal	52 00 58 00

Barley chop	52 00 58 00
Gluten feed (23% protein)—	
F.O.B. Cardinal	62 00
F.O.B. Ft. William	60 00
Feed oats, per bushel (as to grade)	0 95 1 05
Shorts and bran delivered in Montreal ton extra.	\$1.00 per

**Crate Tomatoes \$8.00;
Mushrooms, Celery Up**

Montreal.
VEGETABLES.—Higher prices for celery have been effected here and California in crates is based at \$11 to \$13 per 6-7 doz. crate. A firmer tendency has also developed for cucumbers and these are quoted up to \$4.50 per dozen. Tomatoes are firm, too, although there is no advance made. The arrival of these in crates is announced and the same are selling at \$8.

Artichokes (bag)	1 75
Beans, new string (American) basket	3 00 3 50
Beets, bag	0 75 1 00
Brussels Sprouts, quarts	0 15
Brussels Sprouts (doz.)	1 00
Cucumbers, Boston (doz.)	4 00 4 50
Cauliflower (Montreal), doz.	2 00 2 50
Cauliflower (imported), bbl, 2½ to 3 doz.	8 00
Cabbage (Montreal), doz.	0 50 1 00
Cabbage, bbl.	1 50
Carrots, bag	0 75 1 00
Celery (Montreal), doz.	1 00
Do., crates (6-7 doz.)	7 00 8 00
Celery, California	11 00 13 00
Horseradish, lb.	0 20
Lettuce, curly (doz.)	0 50 0 60
Lettuce, Boston, box	2 50 2 75
Leeks	3 00
Mint	0 60
Mushrooms, lb.	1 00
Basket (about 3½ lbs.)	3 00
Onions, Can., bag (75 lbs.)	1 50 2 00
No. 1 Yellow (75 lbs.)	1 50 1 75
No. 1 Red (75 lbs.), crate	1 50 1 75
Onions, Spring (Imported), doz.	0 40 0 50
Oyster Plant	0 50
Parsnips, bag	1 25
Parsley (Canadian)	0 50
Potatoes, Montreal new (90-lb. bag)	1 60 1 75
Potatoes (New Brunswick), bag.	1 90
Potatoes (sweet), hamper	3 25 3 50
Romane	0 50
Spinach, box	1 00
Squash (Huber), doz.	3 00
Turnips, per bag	1 00 1 25

Tomatoes (hothouse), lb.	0 40
Tomatoes, crates	8 00
Watercress (Can.)	0 50

**Cranberries, Apples,
Holly, Evergreen Up**

Montreal.
FRUITS.—Fifty cents a barrel has been added to the price of apples of all grades. This is an immediate reflection of the steady shipment of Nova Scotia apples to England, and the local and Ontario varieties are here largely taking care of demand, which is fairly active. Box apples are firmer, too, some selling at \$3.75.

Evergreen and holly are much higher, the latter selling at \$3 per dozen wreaths. Oranges have arrived in large supply and they are moving well now. Cranberries are higher again at \$17-\$18 per barrel.

Apples—	
Baldwins, No. 1	6 00
Blenheims	5 00 5 50
Wealthy (in bbls.), No. 1	7 50
Do., Do., No. 2	6 00
Greenings, No. 1	6 00
McIntosh Reds (best)	8 50 9 50
Gravensteins, No. 1	4 50 5 50
Fameuse, No. 1	8 00 8 50
Spys	7 50
Russets	6 50
Kings, No. 1	6 50
Do., No. 2	6 00
Wagners	5 75 6 50
Apples (in boxes)	3 50 3 75
Bananas (fancy large), bunch	4 50
Cranberries, bbl.	17 00 18 00
Do., gal.	0 75
Grapes—	
Spanish Almeria, keg (heavy)	11 00
Do., (med.)	10 00
Tokays	3 00 4 75
Malagas	2 50
Emperor, keg	5 50 7 50
Grapefruit (fancy Porto Rico)
80, 96, 112	4 50 4 75
Lemons (fancy new Malagas)	6 00
Lemons (California)	6 00 8 00
Pears, Cal., eating, small box	4 00
Pears, California (110 size)	5 50
Oranges, Porto Rico	5 00
Oranges, Florida	5 50
Oranges (California)	8 00
Oranges (Mexican)	6 00
..... bunch	2 50 2 75
Holly (crowns), doz.	3 00

ONTARIO MARKETS

TORONTO, Dec. 24.—Higher prices have been named on some lines of grape juice during the week. The coffee market continues to rule with a very firm undertone and cost to import to-day on the cheaper grades is greater than local selling price. Fresh fruit is moving very freely and wholesalers report that they have made the best clean-up ever on Christmas goods, table raisins, nuts and kindred lines being pretty well sold out.

**Little Moving in
Sugar; Outlook Fair**

Toronto.
SUGAR.—There is comparatively little moving this week, although the demand for brown sugar has been quite active and some wholesalers report stocks exhausted. Stocks generally are being kept down to a minimum until after stock taking has been completed, so comparatively little activity is looked for prior to the middle of January. Prices have held steady and unchanged.

Atlantic, extra granulated	\$10 37
St. Lawrence, extra granulated	10 32
Acadia Sugar Refinery, extra granulated.	10 37

Can. Sugar Refinery, extra granulated.. 10 27
Dom. Sugar Refinery, extra granulated.. 10 32
Canada Sugar differentials: 50-lb. sacks, 10c over 100-lb. 20-lb. gunnies, 25c advance; 10-lb. gunnies, 40c advance; 5-lb. cartons, 50c advance; 2-lb. cartons, 60c advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-lb. gunnies, 40c advance; 10-lb. gunnies, 50c advance; 5-lb. cartons, 60c advance; 2-lb. cartons, 70c advance. Atlantic differentials: 20-lb. bags, 40c advance over 100 lb.; 10-lb. gunnies, 50c advance; 5-lb. cartons, 50c advance; 2-lb. cartons, 70c advance. Acadia 100 lbs.; 10-lb. gunnies, 45c advance; 5-lb. cartons, 45c advance; 2-lb. cartons, 50c advance. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 1 yellow is 30 to 40c per 100 lbs. under granulated. No. 2 yellow is 10 to 20c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c to 30c less than No. 1.

Grape Juice Higher; Pancake Flour Revised

Toronto. GRAPE JUICE, PANCAKE FLOUR.—Higher prices are in effect this week on Welch's grape juice, new quotations being named to the trade being as follows: Large 65c size, 1 dozen in case, \$5.75 per case; medium 35c size, 2 dozen in case, \$6.25 per case; junior 12c size, 6 dozen in case, \$6.50 per case; fountain, 8 bottles in case, \$6.25 per case. Welch's grape-lade has also gone to higher levels. No. 1 size, 36 13 oz. tins being quoted at \$6.75 per case; No. 2 size, 24 25 oz. tins, at \$8.75 per case; No. 2 1/2 size, 12 37 oz. tins, at \$6.25 per case.

Revised prices named on White Swan pancake flour, buckwheat flour and wheat flakes, mention of which was made in last week's issue, is really not an advance, as on the present selling basis this is a delivered price, whereas former quotations were on an f.o.b. basis. New quotations respectively are: \$3.30 per case 2 dozen; \$3.90 per case, 2 dozen; \$5.20 per case, 2 dozen.

New Life Cleanser has advanced to \$2.85 and Cleanall No Water Soap, per case of 36 tins, is up to \$4 per case.

Molasses Unchanged; Syrups Steady

Toronto. MOLASSES, SYRUPS.—The market on molasses is unchanged. Supplies are adequate for requirements of trade and prices have held steadily.

Syrups are seasonably quiet and little movement is expected prior to the new year. Quotations follow:

Table listing various syrups and molasses with their respective prices per barrel, case, or tin. Includes items like Corn Syrups, Cane Syrups, and Molasses.

Developments in Canned Goods Lacking

Toronto. CANNED GOODS.—New developments are lacking in the canned goods situation. The movement to the trade has been quiet and prices generally hold

without change. A very good sale of jams is reported and sales of salmon by the retail trade are considered very good.

Large price list table containing various food items such as Salmon, Canned Vegetables, Jams, and various fruits. Each item is listed with its price per dozen or case.

Little Chance For Prunes, Peaches

Toronto. DRIED FRUITS.—There seems very little chance that prunes and peaches will be released for shipment to Canada. Packers are reported as cancelling Canadian orders, although indicating that should export to Canada be permitted they will give every consideration to these orders to the limit of the stocks they may have.

Table listing various dried fruits and other items like Apples, Apricots, Currants, and Dates with their respective prices.

Table listing various nuts and dried goods such as Peaches, Raisins, and Seedless varieties with their respective prices.

Tea Situation May Improve

Toronto. TEAS.—Advices from Great Britain indicate that the British Ministry of Food are letting up somewhat on the control they have exercised over teas and limited trading through regular channels to extent of 50 per cent. of importations is being permitted. Locally the market is quiet.

Table listing various types of tea like Pekoe, Orange Pekoe, and Broken Orange Pekoes with their respective prices.

Coffee Strong; Cocoa to Come

Toronto. COFFEE, COCOA.—The market on coffee remains very firm, the present quotations at primary points plus cost to import figuring out to a point greater than present selling basis locally.

There has been some difficulty in arranging shipping space for a purchase of normal amount of Cocoa, but this seems on a fair way to adjustment now and market has steadied down somewhat from its flurried state.

Table listing various types of coffee like Java, Santos, and Mocha, and cocoa products with their respective prices.

Spice Markets Remain Steady

Toronto. SPICES.—No new developments of a particularly interesting nature are reported this week. The market is generally quite steady and unchanged.

Table listing various spices like Allspice, Cassia, and Cinnamon with their respective prices.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Dec. 24.—There are very few changes to report this week. Supplies of new-laid eggs are slightly better, the price being paid by farmers being 65-70c a dozen. Large cheese this week is offering at 28½-29c. Baby size milk has advanced slightly. Shipments of poultry are still coming in and prices are slightly easier. The Christmas business that got away to a bad start owing to the "flu" epidemic has been showing a very marked improvement. Some lines of nuts in shells are almost cleaned up.

Beans, small white, per cwt.	10 50	12 00
Beans, small, ivory, lb.	0 07	0 08
Beans, Kootenashi	14 00	
Flour, 98s, per bbl.	10 70	
Rye flour, 49s, per bbl.	10 60	

Cornmeal, 24s, per bbl.	11 00	
Rolled oats, 80s	4 40	4 50
Rice, Siam, cwt.	9 25	10 00
Rice, China mat., No. 1	4 80	
Do., No. 2	4 10	
Tapioca, lb.	0 14	
Sago, lb.	0 14	
Sugar, pure cane, granulated, cwt.	11 02	
Cheese, No. 1, Ontario, large.	0 28½	0 29
Butter, creamery, lb.	0 50	
Do., dairy, lb.	0 35	0 40
Lard, pure, 3s, per case	19 80	
Eggs, new-laid, case	18 00	
Eggs, No. 1 storage, case	16 00	16 50
Candied peel, lemon, lb.	0 34½	
Do., orange, lb.	0 36½	
Do., citron, lb.	0 39½	
Tomatoes, 2½s, stand. case, spot.	8 75	4 25
Corn, 2s, case	4 80	5 00
Peas, 2s, standard case	3 50	
Apples, gala., Ontario, case.	2 20	2 85
Strawberries, 2s, Ontario, case.	8 10	8 50
Raspberries, 2s, Ontario, case	8 40	8 75
Cherries, 2s, red, pitted	6 40	
Apples, evaporated, 50s, lb.	0 18	
25s, lb.	0 18½	
Apricots, evaporated, lb.	0 26	0 29
Peaches, evaporated, lb.	0 18	0 20
Peaches, 2s, Ontario, case	4 75	
Salmon, pink, tall, case	9 00	10 25
Salmon, Sockeye, tall, case	16 50	16 75
Do., halves	18 50	
Potatoes, per ton	33 00	
Oranges, navels	5 50	7 50
Oranges, Florida		
Lemons, case	7 50	8 00
Grapefruit	5 50	7 50

WATSON BROS.' NEW PLANT

Watson Bros. Fishing and Packing Co., Ltd., Vancouver, have just completed a most up-to-date smoking plant on Granville Island, Vancouver. This replaces the premises burned down last May.

They are now putting a line of fish paste on the market in glass jars, of the following varieties: Bloater, anchovy, salmon, and sardine. They also have a plant at Port Alberni for packing Scotch cured herring.

A campaign for the conservation of tin will be undertaken immediately by the manufacturers of sauerkraut, in the United States, who were in conference with the Food Administration. While it will be impossible for this industry to inaugurate many of the conservation measures adopted by other manufacturers, as the 1918 pack is already well under way, the Food Administration has been assured that every possible effort will be made to push the sale of bulk goods and of kraut not packed in tin.



A Christmas window display that could be used successfully at any time of the year.

PRODUCE AND PROVISIONS

A Partnership that Built Business

Joining of Meat and Grocery Businesses Meant Substantial Lowering of Upkeep Charges Without Lessening Business. Combination Also Assists in Building Business

SEVEN years ago H. Trebilcock and A. L. Berry occupied two stores a few doors apart on King Street, West, Hamilton, Ont. The one was a butcher and the other a grocer. There is no getting away from the fact that the businesses overlapped a little, as most businesses of this kind do. The butcher store carried quite a few odds and ends of grocery stock, and perhaps the grocery devoted some space to lines that the butcher store a few years ago was inclined to think were particularly its own.

They were near enough to know something of one another's business and far apart enough in business interests to

be very good friends. Probably that accounted for the suggestion that it might be possible to combine the businesses into one substantial going concern. They both pondered that idea a good deal, and the more they thought about it the more they seemed to see the wisdom of it. Finally it was decided to make the experiment. "We won't lose any business anyway by the change," they thought. The upshot of it was that they took over another and larger double store, a short distance from the location of the other two stores, and opened business, with Mr. Trebilcock in charge of the butchering end of the business and Mr. Berry of the grocery end.

One Rent, One Light, One Delivery

When the CANADIAN GROCER questioned Mr. Berry on the advantages that he saw in such a combination, he plied tersely, "One rent, one light bill, one refrigerator, and one delivery." That is putting the matter very forcibly, for there is one of the great advantages to be gained from the combination of the meat and grocery departments, the possibility of practically doubling business, with only a moderate increase in the upkeep charges. There was another factor still to be considered, the way the combination helped to meet the disturbed labor conditions of the past few years. It is hard enough to get a deliveryman,



Featuring Provisions in a Grocery Window Display

but it is harder to get two, and just in that proportion did the store conserve in its necessary staff at this crucial time. Then, too, the combination helped in the store proper. Under the help shortage other stores were almost overwhelmed with the volume of work. With the combined store, however, it is very rarely that the heavy rush is on in both departments at the same time, so that the forces of one department can come to the assistance of the other at times of unusually heavy business. That has proved a very great benefit, for under these conditions the store can never be absolutely swept off its feet with the demands made upon it.

Not What You Make, But What You Save

It is not what you make by the change, but what you save, that appeals to Mr. Berry as the important point. Of course, the penny saved is the penny earned, and no one is more alive to that fact than he. It is, he thinks, a natural development of the store, and should be one of the factors in keeping down the costs of doing business, for some of the heaviest charges that must be placed against the business are distributed against two businesses rather than one. It is every live merchant's ambition to increase his turnover without materially increasing his overhead; that way lies success, and probably one of the easiest ways to achieve this object is to be found in the methods adopted by this store.

A Head For Both Departments

The business, while the buying and general management of the departments is distributed between the two partners, is conducted as one concern. There is no effort to keep the departments on a separate basis. Mr. Berry admits that it might be a wiser method, but fears that it would entail at the present time more office work than the change would justify. It is not so essential in this case, as each department is in charge of one who is thoroughly conversant with the business, each one of the partners is thoroughly alive to the needs of his own particular charge, and can very readily tell if it is carrying the full share of the load, while the other has gained enough experience in the business co-operation of seven years to be able to consider and discuss intelligently any knotty problems that may arise.

Combination Spells Development

The partnership was formed with the impression that it could not injure either of the partners in their private business, that all the people who had traded with Mr. Trebilcock in his butcher store, would naturally follow him to the newer and more attractive stand, and that the grocery customers of Mr. Berry were not likely to fall away because there was a butcher store in the same premises.

That belief was founded on a very sure knowledge of the situation. As a matter of fact never for a moment did the business fall below the total of the two businesses prior to co-operation,

and it was not long before a very satisfactory increase began to make itself felt. Business was drawn from one department to the other, as a natural result of their close association. Not that every customer of one or other of the stores became at once a customer of both departments of the united stores, for that was not the case, and there are some customers who for seven years have traded at one of the departments and bought nothing at the other. These cases, however, are the exception rather than the rule. More often than not the customer at one department will buy at least something at the other. It may be only a small item for a long time, but gradually the business becomes of a more substantial nature, until often the whole trade of the customer is done by the one store. The one service and the one delivery are factors that appeal strongly to the average housewife and are factors that are of very marked importance in building business.

Using Clerks in Both Departments Helps

The store in question is a large square store well lighted with two large display windows in front. It is divided in two so that each department is of equal importance, and the large refrigerator that serves both departments occupies the rear of the store. There are a number of passageways through the counters, so that the clerks of either department can readily make their way into the other. Moreover, they are taught to familiarize themselves with both businesses, and they serve in either department equally well. This has been another strong business-building factor, for the customer of the grocery store would enter and see the clerk who was accustomed to serve her, serving in the butcher department—that at once established a certain familiarity with that department, and it was not seldom that the clerk will serve a customer in one department and then go to the other department to provide for her wants there. This has proved a very effective method of building business. Altogether Mr. Berry is of the opinion that the combination of these two departments is beyond all question the logical development of the provisioning business.

SALES MANAGER SPEAKS OF B.C.

That British Columbia will be prosperous if the shipyards there can be maintained on an active basis is the opinion of J. B. Coffey, newly appointed sales manager for Chase and Sanborn, Montreal. Mr. Coffey just arrived from the Far West to assume his new duties, and to CANADIAN GROCER he stated that there had been a great deal of good sound business for some time and that this was still manifest.

One of the most important features that had served to stabilize business there had been that of the shipbuilding industry. On some of the contracts for steel ships the payroll alone would total over \$300,000. With this amount multiplied several times it is readily understood what an impetus the circulation of a large part of this money would give

to business. Activity at the coastal cities has been maintained on a satisfactory basis and it will continue if contracts are available for steel boats, as they probably will be.

In the Okanagan district conditions had been good. Fruit yields had totaled large and the producers had lost very little on the surplus supplies of apples, etc. The evaporating plants had taken care of any excess production and the output had found its way to various markets at a profitable return.

It was a notable fact, Mr. Coffey stated, that out of a population of 350,000 to 400,000, British Columbia had contributed to the war not less than 50,000 able-bodied men. Aside from this there had been thousands of British reservists who had gone to the call of the Motherland on their own initiative. Thus, the population had been greatly reduced and the families of these men had, in many instances gone to other parts. Notwithstanding this, a very large per capita contribution had been made to war work and to the various Government loans, etc. Altogether the record of the province had been a very creditable one and a bright future was anticipated.

MONTREAL GROCERS' GUILD ELECTS OFFICERS

The new president of the Grocers' Guild for the City of Montreal is S. Deschatelets. Other officers elected at the annual meeting held at the Board of Trade last week include the following: Vice-president, Paul Vaillancourt; treasurer, E. Couvrette, and directors, C. J. Ciceri, Joe Ethier and J. L. Patenaude. Among other things discussed was that of the future outlook and at this meeting the financial statement submitted indicated a very healthy state of affairs to exist for the past season.

UNITED STATES EXPORTS AND IMPORTS OF EGGS AND POULTRY

Following are the imports and exports of poultry products as issued by the United States Department of Commerce:

EXPORTS			
		September.	Jan.-Sept.
Poultry, 1918	\$22,870	\$690,407
Poultry, 1917	40,074	1,524,473
Eggs, 1918 1,480,905 dozen		11,277,127 dozen
Eggs, 1917 925,664 dozen		10,794,112 dozen
Egg yolks, canned eggs, etc.—			
1918	\$24,643	\$700,793
1917	53,781	65,935
IMPORTS			
		September.	Jan.-Sept.
Eggs, 1918 11,955 dozen		1,193,283 dozen
Eggs, 1917 83,141 dozen		1,022,982 dozen
Eggs, dried, frozen, etc.—			
1918	154,440 lbs.	6,736,792 lbs.
1917	2,033,528 lbs.	12,281,580 lbs.

UNITED STATES GOVERNMENT REPORT OF STORAGE STOCKS DEC. 1.

Eggs—			
Dec. 1st, 1918—481 storages	2,035,053	c/s.
Dec. 1st, 1918—462 storages	2,030,728	c/s.
Dec. 1st, 1917—462 storages	2,875,145	c/s.
Decrease 29.4% or.....		844,417	c/s.
Nov. 1st—492 storages	3,765,899	c/s.
Nov. 15th—443 storages	2,935,922	c/s.
Poultry—			
Dec. 1st, 1918—324 storages	66,629,994	lbs.
Dec. 1st, 1918—299 storages	60,299,874	lbs.
Dec. 1st, 1917—299 storages	46,358,698	lbs.
Increase	13,941,176	lbs.

Produce, Provision and Fish Markets

QUEBEC MARKETS

MONTREAL, Dec. 24.—Price changes for the week in the provision markets are confined to advances for fresh steak cod fish and for haddock. The latter has been advanced from one to two cents, and the former one cent per pound.

Butter holds firm, as do also eggs, lard and shortening, while margarine has moved better this week under a maintained price basis.

The Christmas demand for bacon and hams has been excellent, and prices on these have held firmly. Poultry demand has been rather slow in developing, but a big trade is expected for the New Year, this district making more of the New Year festivities than of Christmas.

Hogs More Steady; Hams, Bacons Active

Montreal.

PROVISIONS. — The prices for live and dressed hogs are ruling steady but without change. There is still a certain activity from the packers for all available stock of abattoir killed, while the farmers' hogs are meeting much of the store demand.

Hams and bacon have been very freely sold at retail and prices are maintained fully on all grades, the choice varieties being prominent in the holiday movement.

Hogs, Dressed—		
Abattoir killed, small	25 00
Do., heavy, 225-275 lbs.	24 50
Hogs (country dressed)	22 00	22 50
Hogs, live	18 25	18 50
Hams—		
Medium, smoked, per lb.—		
(Weights) 16-25 lbs.	0 35	0 36
Large, per lb. (wgh.) 25-35 lbs.	0 32	0 33
Bacon—		
Plain	0 43	0 44
Boneless, per lb.	0 46	0 47
Bacon—		
Breakfast, per lb.	0 43½	0 44
Roll, per lb.	0 33½	0 34½
Dry Salt Meats—		
Long clear bacon, ton lots	0 29	0 29½
Long clear bacon, small lots	0 29½	0 30
Fat backs, lb.	0 29½	0 30
Cooked Meats—		
hams, boiled, per lb	0 53	0 54
Hams, roast, per lb.	0 54	0 54
Shoulders, boiled, per lb.	0 46	0 46
Shoulders, roast, per lb.	0 48	0 48
Barrel Pork—		
Canadian short cut (bbl.)	56 00
Clear fat backs (bbl.)	58 00
Short cut clear pork (bbl.)	56 00
Heavy mess pork (bbl.)	63 00
Bean pork (bbl.)	52 00

Much Lard Moved on Steadied Basis

Montreal.

LARD.—Under a much better sale the price of lard has been steadied and holds firmly without change. Holiday cooking has been assigned as the prime factor in creating the better movement and aside from this there is no further change.

Lard, pure—		
Tierces, 400 lbs., per lb.	0 31	0 32
Tubs, 50 lbs.	0 31½	0 32½
Pails, 20 lbs., per lb.	0 31½	0 32½
Bricks, 1 lb., per lb.	0 32½	0 34

Prices Maintained; Shortening Selling

Montreal.

SHORTENING. — Firmness has been evident in the shortening market and this under an active amount of trading. With holiday cooking and general holiday activity everywhere there will be a steady demand for another ten days at least. No price changes are made.

Shortening—		
Tierces, 400 lbs., per lb.	0 26½	0 26½
Tubs, 50 lbs.	0 27	0 27½
Pails, 20 lbs., per lb.	0 27½	0 27½
Bricks, 1 lb., per lb.	0 28½	0 28½

Margarine Movement Better; Price Holds

Montreal.

MARGARINE. — While there is no price change this week in the margarine market for various grades, there was an improved condition in the matter of demand and sales increased. The undertone continues more steady on this account.

Margarine—		
Prints, according to		
quality, lb.	0 34	0 35
Tubs, according to		
quality, lb.	0 30

Steady Butter Basis; Stock Moved Well

Montreal.

BUTTER.—There is no outstanding feature as regards price of creamery or dairy butter, but the market has been fairly active and the undertone steady and firm. Receipts have been light and with many creameries closed and few operating there is little improvement in delivery likely. Stocks are sufficient.

Butter—		
Creamery prints (storage)	0 52	0 53
Creamery solids (storage)	0 51	0 52
Dairy prints, choice	0 44	0 45
Dairy, in tubs, choice	0 42	0 43

Holiday Trade Good For Various Cheese

Montreal.

CHEESE.—A steady business is reported from the various sections of the jobbing trade and for fancy lines the sale has been good. Export goes on apace and offerings have usually had a

fair number of bidders for any supplies offered at the auctions. Prices are steady and firm but without change.

Cheese—		
Large, per lb.	0 28
Twins, per lb.	0 28½
Triplets, per lb.	0 27½	0 28
Stilton, per lb.	0 30
Fancy, old cheese, per lb.	0 29	0 30

Some New-laid Eggs Sold on Basis 82c

Montreal.

EGGS.—The prices for new-laid eggs have continued high and on the same basis as previous quotations of last week, but with some sales of extra choice reported at 82c. It is stated that the Chicago market for new-laid has shown an easier tendency, but this has not reflected here at all. This was the result of better weather conditions in the egg-producing centres of the northern and mid-central States. Demand for selects and new-laid has been very active.

New-laid	0 75	0 80
Selects	0 54	0 55
No. 1	0 50	0 51
No. 2	0 47

Ample Turkey Supply; All Prices Steady

Montreal.

POULTRY.—While some reports have indicated a shortage of turkeys there is little evidence of short supplies in this market and the trade appears to have what they may reasonably sell. Prices are fully held on both turkeys and chickens as well as for ducks and geese. Of the latter there seem to be plenty.

Chickens, roast (3-5 lbs.)		
.....	0 75	0 80
Chickens, roast (milk fed)		
.....	0 54	0 55
Broilers (3-4 lb. pr.)		
.....	0 40	0 40
DUCKS—		
Brome Lake	0 47
Young Domestic	0 38
Turkeys (old toms), lb.	0 43
Turkeys (young)	0 43	0 45
Geese	0 28	0 30
Old fowls	0 36

Advance For Cod; Haddock is up, Too

Montreal.

FISH.—One cent advance for steak cod and one to two cents for haddock of the fresh varieties constitute the changes of the week. Sales were very active owing to the observance of several fish days and while a good demand is expected for oysters, shrimps, etc., for the next week, a quietness is expected to manifest itself immediately after the first of the year. Prices are generally steady and supplies good.

FRESH FISH		
Haddock	0 10	0 12
Steak Cod	0 11	0 13
Market Cod	0 08	0 09
Flounders	0 10	0 12
Prawns	0 30	0 32
Live lobsters	0 50	0 55

FROZEN FISH		
Halibut, large and chicken	0 22	0 23
Halibut, medium	0 23	0 24
Haddock	0 08½	0 09
Mackerel	0 16	0 17
Dore	0 15	0 16
Salmon Cohoes, Hd. and Dd.	0 22	0 23

Salmon Cohoes, round	0 17½	0 18
Salmon, Qualla, Hd. and Dd.	0 14½	0 15
Gaspe Salmon, per lb.	0 24	0 25
Whitefish	0 15½	0 16
Whitefish, small	0 12	0 12½
Pike, Headless and Dressed	0 11½	0 12½
Market Cod	0 07½	0 08
Sea Herrings	0 08	0 09
Steak Cod	0 09½	0 10
Smelts, No. 1, per lb.	0 17	0 18
Smelts, No. 2, per lb.	0 14	0 15
Smelts, extra large		0 24
Lake Trout	0 19	0 20
Tom Cods, per bbl.		5 00
Lake Herrings, bag, 100 lbs.		7 00
Alewives	0 07½	0 08

SMOKED FISH

Haddies, 15 and 30 lb. boxes	0 16
Fillets, 15-lb. boxes	0 19
Bloaters, Yarmouth Mild	2 00
Kippered Herrings, large, a box	0 40
Kippered Herrings	0 50
Medium Smoked Herrings, box each	0 25

SALTED FISH

Codfish—	
Codfish, large brl., 200 lbs.	\$22 00
Codfish, No. 1, medium, brl., 200 lbs.	21 00
Codfish, No. 2, 200 lb. barrel	19 00
Pollock, No. 1, 200 lb. barrel	15 00
Codfish, strip boneless (30-lb. boxes) lb.	0 20
Codfish (boneless) (24 1-lb. cartons)	0 20

Codfish (Ivory) (2-lb. blocks, 20-lb. bx)	0 18
Codfish (boneless) (2-lb. size)	0 23
Codfish, Shredded (12 lbs. 24 pkgs.)	2 50
Pickled Fish—	
Herrings (Scotia) barrel	14 50
Herrings (Scotia) ½ barrel	7 50
Salmon, Labrador (300-lb. tierces)	38 00
Salmon, Labrador (200 lbs.)	28 00
Sea Trout, Red (200 lb. barrels)	25 00
Turbot (200 lb. barrels)	18 00
Salmon, B.C. (200 lb. barrels)	26 00
Codfish tongues and sounds (lb.)	0 15
Eels, lb.	0 16

Oysters—

Cape Cod, per barrel	\$15 00
Batouche, per barrel	15 00
Scallops, gallon	4 00
Can No. 1 (Solids)	2 50
Can No. 3 (Solids)	7 25
Can No. 5 (Solids)	12 00
Can No. 1 (Selects)	3 00
Can No. 3 (Selects)	8 40

Sundries—

Crushed Oysters Shell, 100-lbs.	\$1 60
Paper Oyster Pails, ¼-lb. per 100	2 25
Paper Oyster Pails, ½ per 100	1 75
Paper Oyster Pails, 1/16 per 100	1 25
Spiced Pigs' Feet, a dozen	0 75
Spiced Lamb Tongues, a dozen	0 75
Hard Shell Crabs, 1¼ to 1½ each	0 20
Display package, for Oysters, each	6 00
Display package, for Fish, each	10 00

ONTARIO MARKETS

TORONTO, Dec. 24.—New-laid eggs are reported decidedly scarce and prices, in cartons, are up to 75c-80c per dozen. Buying prices on poultry apply on Monday purchases, and no further receipts are looked for during the balance of the week. Lard is easier, and shortening holds steadily. No change in live hogs is looked for.

Live Hogs Hold Unchanged; Meats Steady

Toronto.

PROVISIONS—No change was reported in live hogs early in the work and it was expected that the price basis of \$18 per cwt., fed and watered, reached last week would be maintained over the holiday. The run will be light and receipts hardly a marketable feature, as is usual for this corresponding week in the year.

Dressed meats are holding quite firm and there has been no quotable change recorded. The demand has kept up very well.

Hams—	
Medium	0 40
Large, per lb.	0 34
Bacon—	
Plain	0 46
Trimmed, with rib in	0 46
Boneless, per lb.	0 51
Bacon—	
Breakfast, per lb.	0 43
Roll, per lb.	0 31
Wiltshire (smoked sides), lb.	0 37
Dry Salt Meats—	
Long, clear bacon, av. 50-70, lb.	0 30
Do., aver. 70-100, lb.	0 28
Fat backs	0 30
Cooked Meats—	
Hams, boiled, per lb.	0 51
Hams, roast, without dressing, per lb.	0 53
Shoulders, roast, without dressing, per lb.	0 50

Barrel Pork—	
Mess pork, 200 lbs.	47 00
Short cut backs, bbl., 100 lbs.	56 00
Pickled rolls, bbl., 200 lbs.	54 00

Hogs—	
Dressed, 70-100 lbs., weight	26 50
Live, off cars	18 25
Live, fed and watered	18 00
Live, f.o.b.	17 00

Lard Eases Away; Supply Good

Toronto.

LARD.—Lower prices rule on lard, the selling efforts being a factor to bring about the shading of prices. Supplies are considered very good, though not superfluous. Quotations to-day rule at following levels:

Lard, tierces, 400 lbs., lb.	\$0 29	\$0 29½
In 60-lb. tubs, ¼-½c higher than tierces; pails ¼-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.		

Unchanged Basis Rules on Shortening

Toronto.

SHORTENING.—There is nothing new in the situation this week. Prices show no change, supplies are ample for the demand and movement only fairly heavy.

Shortening, tierces, 400 lbs., lb. \$0 25½ \$0 26
In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ¾-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Nothing New in Margarine

Toronto.

MARGARINE.—There is nothing new to report. Supplies are very good and demand quiet. Prices have held without change.

Margarine—		
1-lb. prints, No. 1	\$0 33	\$0 35
Do., No. 2	0 31	0 33
Do., No. 3	0 27	0 28
Solids, 1c per lb. less than prints.		

Butter Rules at Unchanged Levels

Toronto.

BUTTER.—An unchanged market is reported in butter this week. The de-

mand keeps up well and supplies are good. Holdings on December 1, 1918, show an increase over the same date last year of over 1,500,000 pounds. Prices are held steadily.

Butter—		
Creamery prints (storage)	0 53	0 54
Creamery solids (storage)	0 52	0 53
Creamery prints (fresh made)	0 55	0 57
Creamery solids (fresh made)	0 54	0 56
Dairy prints, fresh separator, lb.	0 50	0 51
Dairy prints, No. 1, lb.		0 48

Higher Levels on New-laid Eggs

Toronto.

EGGS.—Contrary to the usual custom, new-laid eggs are very scarce at this season of the year. There is never an over-abundant supply, but receipts generally are much better than they have been the last couple of weeks. New-laid, in cartons, are up as high as 80c per dozen in some quarters.

Eggs—		
New-laid, in cartons, doz.	0 75	0 80
Storage, extras	0 58	0 60
Storage, No. 1, doz.	0 54	0 55
Splits and No. 2, doz.	0 45	0 47

Firm Tone in Cheese Market

Toronto.

CHEESE.—There is a very firm feeling in the cheese market. The demand keeps up to a brisk point and supplies are not considered any too heavy. The prices are without change this week.

Cheese—		
New, large	0 28½	0 29
Stilton (new)		0 32
Twins, ¼c lb. higher than large cheese. Trip-lets ¼c lb. higher than large cheese.		

Poultry Moves Freely; Unchanged

Toronto.

POULTRY.—All lines of poultry are moving forward freely at unchanged prices. Buying figures remain unchanged since last week, but only extend until Monday, no further supplies being wanted till after the holiday, so prices are really only nominal.

Prices paid by commission men at Toronto:		
	Live	Dressed
Ducks, lb.	\$0 25	\$0 30
Geese, lb.	0 20	0 25
Turkeys, old, lb.	0 26	0 30
Do., young, lb.	0 34	0 41
Roosters, lb.	0 19	0 20
Fowl, 4 to 5 lbs., lb.	0 19	0 22
Fowl, over 5 lbs., lb.	0 23	0 24
Fowl, under 4 lbs., lb.	0 17	0 20
Chickens, under 5 lbs., lb.	0 20	0 26
Chickens, over 5 lbs., lb.	0 23	0 26
Chickens, over 5 lbs., milk fed, lb.		0 32

Prices quoted to retail trade:	
	Dressed
Hens, light	\$0 28
Do., heavy	0 33
Chickens, spring	0 33
Ducks	0 34
Turkeys	0 45
Geese	0 28

Fish Markets Hold; Active Demand

Toronto.

FISH.—A very active demand continues to be manifest during Christmas week, with a very good range of supplies

to draw from. Oysters are moving freely and all lines rule at unchanged price levels.

FRESH SEA FISH		
Cod Steak, lb.	0 12	0 13
Do., market, lb.	0 09	0 10
SMOKED FISH		
Haddock, lb.	0 10	
Bloaters, 50 Count, box	2 25	
Cod, smoked, lb.	0 12	
Ciscoes, lb.	0 17	
Haddies, chicken	0 12	
Do., fillets, lb.	0 18	
Do., Finnan, lb.	0 16	
Herring, Kippered, box	1 75	2 75
Shrimps, can		1 75
FRESH FROZEN SEA FISH		
Cod Steak, lb.	0 09½	0 10
Do., market, lb.	0 08½	0 09
Flat Fish, B.C., lb.	0 10	0 11
Flounders, lb.	0 08	0 10
Gaspereau, lb.	0 07½	0 08
Haddock, headless, lb.	0 08	0 08½
Do., heads on, lb.	0 09	0 09½
Do., small, lb.	0 08	0 08½
Halibut, medium, lb.	0 22	0 23
Do., chicken, lb.	0 21½	0 22
Do., large, lb.	0 21½	0 22
Herring, lb.	0 08	0 08½
Mackerel, lb.	0 14	0 16
Halibut, lb.	0 22	0 23
Salmon, Cohoe, lb.	0 20	0 21
Do., Qualla, lb.	0 14	0 15
Do., Red Spring, lb.	0 24	0 25
Do., Gaspé, lb.	0 24	0 25

Smelts, No. 2, lb.	0 12	
Do., No. 1, lb.	0 18	
Do., Extra, lb.	0 26	
Tomcods, lb.	0 05	0 06
FROZEN LAKE FISH		
Herrings, Lake Superior	0 06	0 07
Mullets, lb.	0 06	0 08½
Pickeral, lb.	0 15	0 15½
Pike, round, lb.	0 09	0 09½
Trout, lb.	0 16	0 18
Tullbees, lb.	0 09	0 09½
Whitefish, lb.	0 15	0 17
DRY AND PICKLED FISH		
Cod, Acadia Strip, box		\$6 50
Do., Acadia Tablets, 1 lb., 20 to case	3 90	4 00
Do., Acadia Tablets, 2 lb., 12 to crate		5 25
Do., Halifax Shredded, box		2 40
Herring, Labrador, bbl.	14 00	14 25
Do., Do., keg.	7 00	7 25
Do., Do., No. 4 size		5 60
Do., Do., No. 2 size		2 90
Do., Lake, keg	7 25	7 50
Imperial, 25 lbs., loose, case		3 50
Mackerel, salt, 20-lb. kit	4 25	4 50
Quail on Toast, 24 1-lb. tablets, case		3 75
Shrimps, headless, No. 1 size, tin	1 50	1 75
Do., No. 3 size, tin		4 20
Skinless Fish, 50s & 100s, lb.	0 15	0 16
Sea Trout, keg		12 00
OYSTERS, No. 3 size package		9 50
Do., No. 5 size package		15 50
Do., per gallon		3 30
Shell Oysters, 800 count, bbl.		14 50
Do., Do., 1,000 count		18 00

try, as he believed it was more democratic and more helpful to have a hundred vigorous, well-equipped colleges dotted throughout the country than to have half a dozen gigantic universities in metropolitan cities or exclusively in the East. What caused him to change his mind I do not know. Perhaps when he came to write his will he decided that the sooner the ordeal was got over with the better, and he accordingly took the easier method of simply willing everything to his family.

Far more money, far more thought and far more time are given to philanthropic purposes by our captains of industry than is known or suspected by the public. I know this from my own investigation.

The late J. P. Morgan was one of the largest-hearted men America has ever produced. The public learned only of a few of the larger Morgan benefactions which could not well be concealed. His unannounced gifts to one hospital alone reached millions over a series of years; indeed, he was the mainstay of the whole institution and never begrudged responding to calls from it.

I have already told how Mr. Morgan saved one of his clerks who embezzled firm money. Let me relate another incident characteristic of the man:

Among the daily pile of begging letters addressed to the banker there came one from an inmate of Sailors' Snug Harbor on Staten Island, an old man who said he had known Mr. Morgan as a boy, and he wondered if Mr. Morgan would advance him \$10 to add to what he had already saved up for the purchase of a certain type of wheel-chair which would enable him to get about the grounds in comfort. The busy banker gave orders to have the case investigated.

Morgan Always Ready to Help

On ascertaining that the old man had known him as a boy and that his other statements were true, Mr. Morgan personally wrote him a letter, recalled incidents of their boyhood days and enclosed enough money to keep the old man comfortable and happy for the rest of his life.

So ready, indeed, was Mr. Morgan to help all sorts and conditions that his secretarial force had to be most careful as to whom they allowed to approach him. Almost any person who could reach his ear with a tale of woe could "touch" him for money.

Frick as a Giver

Many years ago a man was walking along a street in Pittsburgh when an old-fashioned ambulance rambled past. "Is that the best Pittsburgh can afford?" he asked a companion. On learning that it was, he presented the city with a set of the finest ambulances money could buy.

That man was H. C. Frick. Mr. Frick is one of the half-dozen ablest, one of the half-dozen richest, and one of the most misjudged men in America. His attitude during the Homestead riots placed him in a false light, and though the facts subsequently revealed were creditable rather than discreditable to Frick, his reputation suffered permanently.

Mr. Frick's motive in building a very costly palace on Fifth Avenue and in spending millions on pictures and art objects for it is also not correctly understood by the public. The truth is that he planned these palatial buildings and is assiduously enriching them with priceless treasures solely with the idea of presenting them to the public. Also, he is to leave a sufficient sum to maintain them without entailing any cost to taxpayers.

WEALTHY MEN VERY GENEROUS, BUT SOME A LITTLE STINGY

Habit of Conserving Cash Occasionally Inclines to Close
Otherwise Freely Disposed Fists—Munificence
of Millionaires Often Concealed

THERE is a popular theory that the wealthy are stingy. Not always. When the characteristics of a number of the wealthiest men on the continent are looked into, charitable tendencies, even lavishly generous tendencies appear numerous. But the search has often to be very penetrating, for the power to give lavishly in money carries with it the power to conceal effectively the origin of the gift, and the list of munificent anonymous donations bestowed upon various needy objects of recent years would fill long columns.

Yet there are occasional instances of actual and self-recognized inability to give of the wealth that has been so strenuously toiled for. Long habit has warped the sinews of the coin-conserving hands until they have become unchangeably close-fisted.

None ever made a fortune who could not save the cents, however much the process may have gone against the grain of a naturally generous nature. In some cases the iron-willed repression of the desire to scatter money lavishly amongst those in need has come to dominate the character of the wealth-winner. In some cases there never was very much instinct to dissipate funds regardless of all return save in the evanescent coin of gratitude. These are the cases the public learns about and remembers, so that the sweeping generality as to the wealthy being root and branch niggardly also is still made, and cases are instanced to prove it. How few are

those actual cases of marked meanness on the part of the very wealthy is found in an interesting sketch of the mean or generous impulses and achievements of America's financial magnates written by B. C. Forbes in the *Wall Street Journal*. One instance of wealthy "nearness" very evidently developed in its subject through the influences of the financial career is found in Russell Sage.

Russell Sage frankly confessed in his will that he was not temperamentally fitted to distribute his fortune or any part of it for philanthropic purposes, but added that his wife was more qualified for this task. "Uncle" Russell had developed the acquisitive quality to such an intense degree that no space was left in his make-up for any distributive ability. He left \$66,356,718. Mrs. Sage immediately formed the Sage Foundation with an original endowment of \$10,000,000. It has not, however, accomplished all that had been hoped. Also, I understand that the Sage fortune has shrunk very materially owing to less skilful handling of investments than, for example, Mrs. Harriman has been able to command.

Railway Kings Less Generous.

Curiously, our two foremost emperors of industry, Rockefeller and Carnegie, have earned even greater distinction by the giving than by the accumulating of their money, whereas neither of the two greatest railroad kings the country has ever known, James J. Hill and E. H. Harriman, gave lavishly in his lifetime or left even a fractional part of his fortune to philanthropy. Hill left everything to his wife and his nine children; Harriman left every penny to his wife.

At one time Hill planned to leave a large sum to be divided among the more worthy small colleges of the coun-



The Christmas Window Contest

NOW is the time to be considering the matter of this Christmas window display. You will be decorating these windows anyway, why not put a little extra effort into it and enter them in this Christmas contest. That little extra effort will mean extra sales anyway, and so the effort is not wasted.

Your store windows are, bar none, the best selling agent that you have. You can sell the people who enter your store, but your windows sell the hundreds of people who merely pass by. That is, they sell them if the windows are a selling force.

That, then, is the idea of these contests, to bring out the best that there is in your window dressers. The contest is judged on a basis of selling power, attractiveness and novelty. It closes January 4, 1919. Get your photo in promptly. These photos should, where possible, be 8 x 10 in size.

PRIZES

Towns and Cities Over 10,000 Population

1st Prize	\$5.00
2nd Prize	3.00
3rd Prize	2.00

Centres Under 10,000 Population

1st Prize	\$5.00
2nd Prize	3.00
3rd Prize	2.00

Send photograph with description to

THE CONTEST EDITOR, CANADIAN GROCER
 143-153 UNIVERSITY AVENUE TORONTO

FREEMAN'S REFRIGERATOR STORE EQUIPMENT



**PLAN NOW
FOR THE
HOT WEATHER**

If you are considering putting in refrigerator equipment for next season we suggest you get your order in early. This gives time to build especially to suit your individual need and at the same time insuring delivery when you want it.

Send for our large illustrated catalogue and estimate on your requirements.

The W. A. Freeman Co., Limited
Hamilton, Canada

Toronto
114 York St.

Branches at,
Montreal

Winnipeg
208 McDermitt Ave

HAMS

Hams are selling to-day at less than breakfast bacon.

Everybody appears to want back bacon and breakfast bacon but why not buy hams and reduce the cost of living?

We have hams fresh, pickled, smoked and cooked. We are also making up a boned ham suitable for slicing on the counter or in the slicing machine.

Try them

F. W. Fearman Co.,
LIMITED
Hamilton, Canada



Here are
the four
"Releg"
packages

The variety of different sized packages and the splendid dependability of "Releg" makes this egg substitute a good, live seller whenever introduced.

If you are not now selling it send for trial supply.

AGENTS: Loggie, Sons & Co., Toronto—Angvine & McLaughlin, St. John, N.B.—W. H. Escott Co., Ltd., Winnipeg, Canada.

RELEG CO. Regd.
Quebec, Canada

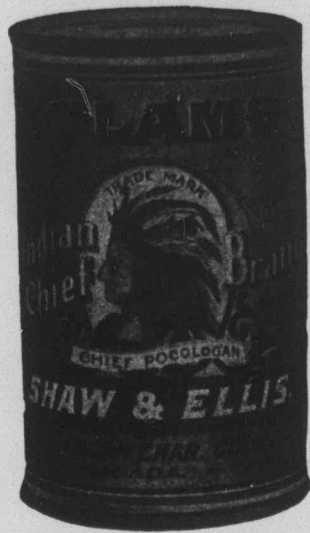


For years and years, the purity and quality of Windsor Salt have been the standby in the Grocery trade of Canada.

This is why practically every grocer sells

**Windsor
Table
Salt**
Made in Canada

THE CANADIAN SALT CO., LIMITED



INDIAN CHIEF BRAND CLAMS

Merit your strongest recommendation because they are sweet, wholesome and economical—just the right kind of sea food for you to handle—the kind that will please your trade and add to your profits through steady repeat selling.

Everything is done to guarantee the goodness of these delicious clams. They are put up the very day they leave the clam beds and sealed without either solder or acid. Thus they reach the customer's table with all their original delicacy and deliciousness.

You should display Indian Chief Brand regularly and connect with the sizeable profits that every sale produces. Why not order a trial supply to-day?

SHAW & ELLIS

POCOLOGAN, N.B.

Canadian Food Control Licence No. 1-718

Have a Larger Fish Trade



The demand for good wholesome fish is worth connecting with.

It is a steady demand and a stock of

BRUNSWICK BRAND SEA FOODS

will put you well on the road to a worth while share of this demand. Each and every Brunswick Brand line is prepared and packed conscientiously, the process guaranteeing the consumer a delicious, wholesome sea food with a delightful flavor.

Stock now from the following:

- ¼ Oil Sardines
- ¼ Mustard Sardines
- Finnan Haddies
(Round Tins)
- Kipperd Herring
- Herring in Tomato Sauce
- Clams



Connors Brothers

LIMITED

BLACK'S HARBOR, N.B.

Canada Food Board License No. 1-603



Jersey Farm Sausage

Dealers who aim to always push the sales of quality goods should feature this high quality sausage. It will please particular customers.

Maciver Bros. Co., Keating St., Toronto

JAMS
MARMALADES
PEELS

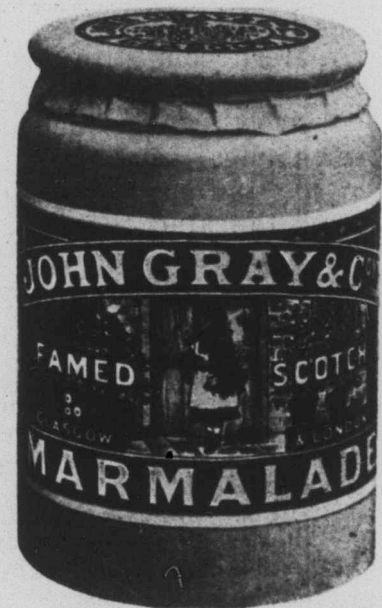
John Gray & Co., Ltd., Glasgow

Established over a Century

Cable: Lamberton, Glasgow.

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MARZIPAN
CHOCOLATE



Agents

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 Maritime Provinces and Western Canada

Lind Brokerage Co., Ltd., Toronto

**When Writing to Advertisers Kindly
 Mention this Paper.**

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

THE SWEETEST BREAD

Will Win The Family's Favor

Ask Your Customers
When Making Bread
to Use — 20% of

RICE FLOUR

MOUNT ROYAL MILLING AND MANUFACTURING CO., LIMITED
MONTREAL, QUEBEC VICTORIA, B.C.

W. C. MACDONALD, REG'D.

Established over 60 years

Tobacco Manufacturers

MONTREAL

PLUG SMOKING

"BRITISHCONSOLS"
"INGOTS" (Rough and Ready)
"BRIER"
"INDEX"

PLUG CHEWING

"PRINCE OF WALES"
"NAPOLEON"
"CROWN"
"BLACK ROD" (Twist)

Distributed by Leading Wholesalers

N. B. Egg Carriers

for retail delivery.

GROCERS who do not handle the **NEVER BREAK** are **MISSING** an **OPPORTUNITY** for making a **PROFIT** on Eggs.

Prompt shipments now, quality guaranteed.

Many wholesale houses carry the N.B. in stock.

Walter Woods & Co.

Hamilton and Winnipeg

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$83.20 PER INCH PER YEAR

JAMS

DOMINION CANNERS, LTD.
"Aylmer" Pure Jams and Jellies.
Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass, 2 doz. case. Per doz.
Blackberry\$3 25
Currant, Black 3 90
Pear 3 15
Peach 3 15
Plum 2 90
Raspberry, Red 3 90
Apricot 3 25

DOMINION CANNERS, LTD.
CATSUPS—In Glass Bottles

Per doz.
1/4 Pts., Aylmer Quality\$1 90
Pts., Aylmer Quality 2 35
Per jug.
Gallon Jugs, Aylmer Quality 1 62 1/2
Per doz.
Pints, Delhi Epicure 2 70
1/2 Pints, Red Seal 1 50
Pints, Red Seal 2 00
Qts., Red Seal 2 80

BAKED BEANS WITH PORK
Brands—Canada First, Simcoe, Quaker.

Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz.

to case\$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case 1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case 1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case 1 35
1 1/2's (20-oz.) Plain, per doz. 1 65
Tomato or Chili Sauce 1 90
2's Baked Beans, Plain, 2 doz. to case 1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case 2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case 2 30
1/2's Tall, Plain, per doz. 2 75
Tomato or Chili Sauce 3 20
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$12; plain, \$10.
"AYLMER" PURE ORANGE MARMALADE
Per doz.
Tumblers, Vacuum Top, 2 doz. in case 2 00
12-oz. Glass, Screw Top, 2 doz. in case 2 40
16-oz. Glass, Screw Top, 2 doz. in case 2 95
16-oz. Glass, Tall, Vacuum, 2 doz. in case 2 95

OYSTERS AND FISH

Get in touch with me for

XXX Oysters
Smelts
Frozen Herring
Frozen Mackerel

Fish is the food of the moment.

EMILE PATUREL

SHEDIAC, N.B.

License No. 1-748.

Suit Case Egg Crates

A collapsible egg crate to hold two or three dozen fresh eggs. When collapsed will not take up any more room in a suit case than a traveller's order book.

A sure seller if you will buy it and show it.



A. B. SCOTT, LIMITED
NIAGARA FALLS, CANADA

Get a Supply in now!

You will be pleased with the result.

Mathieu's Syrup of Tar and Cod Liver Oil has a reputation for getting satisfactory results. Keep it displayed prominently, tell your customers about its efficiency in removing stubborn coughs and colds—La Grippe—and kindred complaints.

The cold weather is here and your customers look for a dependable cough and cold cure.

It's up to you to satisfy their needs.

J. L. Mathieu Co.

PROPRIETORS

SHERBROOKE - QUEBEC



Mathieu's Syrup of Tar and Cod Liver Oil—a splendid body builder.



The Foolish Kid

Talking with an up-to-date grocer the other day, he remarked:

"I carry the advertised goods in stock because my customers want them and I want to please my customers.

"If I didn't do it, I would be in the position of the foolish kid who lets a pup take his dinner away from him."

Doesn't seem reasonable, does it, that any kid could be quite so foolish as that?

Can you use for Jell-O some beautiful 10-color window display material? If you can we shall be delighted to send it to you.

The Genesee Pure Food Company of Canada, Limited,
 Bridgeburg, Ont.
 Made in Canada

Apples

Let us look after your requirements. We handle the Famous

GEORGIAN BAY

BRAND APPLES

Fine, sound fruit that will be appreciated by every customer.

We invite correspondence.

LEMON BROS.

OWEN SOUND, ONTARIO

Dairy Butter Wraps

Made from 30-lb. No. 1 Genuine Vegetable Parchment Paper, printed in two colors ink with design conforming to regulations covering Dairy Butter, size 8 x 11, packed 500 sheets to a carton.

ALWAYS IN STOCK

Special Printed Wraps to Order

Business Systems Limited

Largest Manufacturers of Butter Wraps in Canada

52-56 Spadina Ave. TORONTO

EL ROI-TAN PERFECT CIGAR

After the War—What?

The time to put on fire insurance is before the fire. The time to prepare for after-the-war conditions is before peace comes.

Advertise now and be prepared to keep your goods in demand through the medium of CANADIAN GROCER

WAR CONDITIONS

necessitate the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S

DOG CAKES

POULTRY FOODS, CANARY AND PARROT MIXTURES

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited
24-25 Fenchurch Street, E.C. 3.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINE

OURY, MILLAR & CO
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

EVAPORATED MILK

St. Charles Brand, Hotel, each	
24 cans	6 65
Jersey Brand, Hotel, each 24 cans	6 65
Peerless Brand, Hotel, each 24 cans	6 65
St. Charles Brand, Tall, each	
48 cans	6 75
Jersey Brand, Tall, each 48 cans	6 75
Peerless Brand, Tall, each 48 cans	6 75
St. Charles Brand, Family, each 48 cans	5 75
Jersey Brand, Family, each 48 cans	5 75
Peerless Brand, Family, each 48 cans	5 75
St. Charles Brand, small, each	
48 cans	2 90
Jersey Brand, small, each 48 cans	2 90
Peerless Brand, small, each 48 cans	2 90

CONDENSED COFFEE

Reindeer Brand, large, each	
24 cans	6 25
Reindeer Brand, small, each	
48 cans	6 50
Regal Brand, each 24 cans ..	5 90
Cocoa, Reindeer Brand, large, each 24 cans	6 25
Reindeer Brand, small, 48 cans	6 50

W. CLARK, LIMITED, MONTREAL.

Compressed Corn Beef— $\frac{1}{2}$ s. \$2.90	
1s. \$4.45; 2s. \$9.25; 6s. \$34.75	
14s. \$80.	
Lunch Ham—1s. \$6.45; 2s. \$13.50.	
Ready Lunch Beef—1s. \$4.45; 2s. \$9.95	
English Brawn— $\frac{1}{2}$ s. \$2.90; 1s. \$4.95; 2s. \$9.90.	
Boneless Pig's Feet— $\frac{1}{2}$ s. \$2.90; 1s. \$4.95; 1s. \$9.90.	
Ready Lunch Veal Loaf— $\frac{1}{2}$ s. \$2.40; 1s. \$4.45.	
Ready Lunch, Beef-Ham Loaf— $\frac{1}{2}$ s. \$2.40; 1s. \$4.45.	
Ready Lunch Beef Loaf— $\frac{1}{2}$ s. \$2.40; 1s. \$4.45.	
Ready Lunch Asst. Loaves— $\frac{1}{2}$ s. \$2.45; 1s. \$4.50.	
Geneva Sausage—1s. \$4.95; 2s. \$9.45	
Roast Beef— $\frac{1}{2}$ s. \$2.90; 1s. \$4.45; 2s. \$9.25; 6s. \$34.75.	
Boiled Beef—1s. \$4.45; 2s. \$9.25; 6s. \$34.75.	
Jellied Veal— $\frac{1}{2}$ s. \$2.90; 1s. \$4.45; 2s. \$9.	
Cooked Tripe—1s. \$2.45; 2s. \$4.45.	
Stewed Ox Tail—1s. \$2.45; 2s. \$4.45.	
Stewed Kidney—1s. \$4.45; 2s. \$8.95.	
Mince Collops— $\frac{1}{2}$ s. \$1.95; 1s. \$3.75; 2s. \$6.95.	
Sausage Meat—1s. \$4.45; 2s. \$7.75.	
Corn Beef Hash — $\frac{1}{2}$ s. \$1.95; 1s. \$3.70; 2s. \$6.45.	
Beef Steak and Onions— $\frac{1}{2}$ s. \$2.90; 1s. \$4.45; 2s. \$8.45.	
Jellied Hocks—2s. \$9.95; 6s. \$29.80	
Irish Stew—1s. \$3.45; 2s. \$6.75.	
Cambridge Sausage—1s. \$4.45; 2s. \$8.45.	
Boneless Chicken — $\frac{1}{2}$ s. \$5.90; 1s. \$8.95.	
Boneless Turkey — $\frac{1}{2}$ s. \$5.90; 1s. \$8.95.	
Ox Tongue— $\frac{1}{2}$ s. \$3.85; 1s. \$7.95; $1\frac{1}{2}$ s. \$12.45; 2s. \$15.95; $2\frac{1}{2}$ s. \$17.50; $3\frac{1}{2}$ s. \$27; 6s. \$45.	
Lunch Tongue— $\frac{1}{2}$ s. \$3.45; 1s. \$6.75; 2s. \$15.50.	
Tongue Lunch—1s. \$6.75.	
Beef Suet—1s. \$4.90; 2s. \$8.50.	
Mince Meat (Tins)—1s. \$2.95; 2s. \$4.45; 5s. \$12.95.	
Mince Meat (Bulk)—5s. 23c; 10s. 22c; 25s. 21c; 50s. 20c; 85s. 20c.	
Chateau Brand Pork and Beans, with Tomato Sauce—Ind. \$1.10; 1s. \$1.75; 2s. \$2.55; 3s. \$3.85.	
With Plain Sauce—Ind. \$1; 1s. \$1.65; 2s. \$2.40; 3s. \$3.40.	
Chateau Brand Concentrated Soups—Celery, 1s. \$1.25; Consommé, 1s. \$1.25; Green Peas, 1s. \$1.25; Julienne, 1s. \$1.25; Mulligatawny, 1s. \$1.25; Mutton Broth, 1s. \$1.25; Ox Tail, 1s. \$1.25; Pea, 1s. \$1.25; Scotch Broth, 1s. \$1.25; Vegetable, 1s. \$1.25; Chicken, 1s. \$1.65; Mock Turtle, 1s. \$1.65; Tomato, 1s. \$1.65; Vermicelli Tomato, 1s. \$1.85; Assorted, 1s. \$1.85; Soups and Bouilli, 1s. \$12.50.	

Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind. 95c; 1s. \$1.25; $1\frac{1}{2}$ s. \$1.90; 2s. \$2.30; 3s. \$2.95; 4s. \$3.25; 5s. \$3.95; 6s. \$4.35; 12s. \$39.	
Plain Sauce, Pink Label—Ind. 85c; 1s. \$1.15; $1\frac{1}{2}$ s. \$1.65; 2s. \$1.95; 3s. (flat), \$2.50; 4s. (tall), \$2.95; 6s. \$10; 12s. \$18.	
Chili Sauce (red and gold label)—Ind. 95c; 1s. \$1.55; $1\frac{1}{2}$ s. \$1.90; 2s. \$2.30; 3s. (flat), \$2.95.	
Vegetarian Baked Beans and Tomato Sauce—2s. \$2.25.	
Sliced Smoked Beef— $\frac{1}{2}$ s. \$2.95; 1s. \$3.45; 4s. \$24.	
Canadian Baked Dinner—1s. \$2.65; 2s. \$5.95.	
Army Rations—Beef and Vegetables, 1s. \$3.45; 2s. \$5.95.	
Spaghetti with Tomato Sauce with Cheese— $\frac{1}{2}$ s. \$1.95; 1s. \$3.50; 2s. \$4.30.	
Tongue, Ham and Veal Pates— $\frac{1}{2}$ s. \$2.25.	
Ham and Veal Pates— $\frac{1}{2}$ s. \$2.25.	
Smoked Vienna Style Sausage— $\frac{1}{2}$ s. \$2.45.	
Pate De Foie— $\frac{1}{2}$ s. 75c; $\frac{1}{4}$ s. \$1.60.	
Plum Pudding— $\frac{1}{2}$ s. \$2.45.	
Potted Beef Ham— $\frac{1}{4}$ s. 75c; $\frac{1}{2}$ s. \$1.40.	
Beef— $\frac{1}{4}$ s. 75c; $\frac{1}{2}$ s. \$1.40.	
Potted Tongue— $\frac{1}{4}$ s. 75c; $\frac{1}{2}$ s. \$1.40.	
Potted Game (Venison)— $\frac{1}{4}$ s. 75c.	
Potted Veal— $\frac{1}{4}$ s. 75c; $\frac{1}{2}$ s. \$1.40.	
Potted Meats (Assorted)— $\frac{1}{4}$ s. 50c; $\frac{1}{2}$ s. \$1.45.	
Devilled Beef Ham— $\frac{1}{4}$ s. 75c; $\frac{1}{2}$ s. \$1.40.	
Devilled Beef— $\frac{1}{4}$ s. 75c; $\frac{1}{2}$ s. \$1.40.	
Devilled Tongue— $\frac{1}{4}$ s. 75c; $\frac{1}{2}$ s. \$1.40.	
Devilled Veal— $\frac{1}{4}$ s. 75c; $\frac{1}{2}$ s. \$1.40.	
Devilled Meats (Assorted)— $\frac{1}{4}$ s. 50c; $\frac{1}{2}$ s. \$1.45.	

In Glass Goods

Fluid Beef Cordial—20 oz. bottle \$10; 10 oz., \$5.	
Ox Tongue — $\frac{1}{2}$ s. \$14.50; 2s. \$17.50.	
Lunch Tongue—1s. \$9.95.	
Sliced Smoked Beef — $\frac{1}{4}$ s. \$1.75; $\frac{1}{2}$ s. \$2.95; 1s. \$4.15.	
Mincemeat—1s. \$3.45.	
Potted Chicken— $\frac{1}{4}$ s. \$2.25.	
Ham— $\frac{1}{4}$ s. \$2.35.	
Tongue— $\frac{1}{4}$ s. \$2.35.	
Venison— $\frac{1}{4}$ s. \$2.35.	
Chicken Breast— $\frac{1}{2}$ s. \$9.95.	
Tomato Ketchup—6s. \$2.25; 12s. \$2.80; 16s. \$3.60.	
Peanut Butter— $\frac{1}{4}$ s. \$1.45; $\frac{1}{2}$ s. \$1.95; 1s. \$2.45; in pails, 5s. 25c; 12s. \$1c; 24s. \$3c; 60s. \$6c.	

COLMAN'S OR KEEN'S MUSTARD.

Per doz. tins	
D. S. F., $\frac{1}{4}$ -lb.	\$2 30
D. S. F., $\frac{1}{2}$ -lb.	5 30
D. S. F., 1-lb.	10 40
F. D., $\frac{1}{4}$ -lb.	
Per jar	
Durham, 1-lb. jar, each ...	2 25
Durham, 4-lb. jar, each ...	2 25

Canadian Milk Products, Ltd., Toronto and Montreal. KLIM

Hotel	\$18 50
Household size	8 25
Small size	5 75
F.o.b. Ontario jobbing points, east of an including Fort William, Freight allowance not to exceed 50c per 100 lbs., to other points, on 5-case lots or more.	

THE CANADA STARCH CO., LTD.

Manufacturers of the Edwardsburg Brands Starches Laundry Starches—	
Boxes	Cents
40 lbs. Canada Laundry	60%
40 lbs., 1 lb. pkg., White Glass	10%
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons.	10%
100-lb. kegs, No. 1 white.	10%
200-lb. bbls., No. 1 white.	10%
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs.	11%
48 lbs., Silver Gloss, in 6-lb. tin canisters	12%
36 lbs. Silver Gloss, in 6-lb. draw lid boxes	12%
100 lbs., kegs, Silver Gloss, large crystals	11%

To Grocers:—

The remarkably increased demand for Grape-Nuts during recent months is an added incentive to every grocer to push this old established food for good, steady profit.

The prominent showing of packages upon shelf and counter, as well as in window display, always supported by our fair selling methods and abundant advertising, is your co-operation in keeping Grape-Nuts before regular users, and in building up new trade.

There's a Reason for Grape-Nuts

CANADIAN POSTUM CEREAL CO., LTD.

WINDSOR, ONT.

Canada Food Board License No. 2-026.

On a busy Saturday night, which would you rather hand out—
an explanation or Gold Dust?



MADE IN CANADA

THE H.K. FAIRBANK COMPANY LIMITED MONTREAL

Let the GOLD DUST TWINS do your work.



Fifty Subscriptions from One Firm

THE International Business Machines Company, of which Mr. Frank E. Mutton is vice-president and general manager, subscribed to 10 copies of THE FINANCIAL POST some months ago—these copies to go to their travelling salesmen. Now this company has increased the number of these subscriptions to 50 because the results of the experimental subscriptions have proved so satisfactory.

Mr. Mutton explained that the object of putting THE POST in the hands of the men of his company was to keep them intelligently acquainted with general business conditions in Canada. He said he knew no better paper than THE POST for the purpose. It would seem that his men have responded fully to effort made to keep them well informed about Canadian business affairs—so much so that the management have added 40 other men to the original 10 to receive THE POST.



FRANK E. MUTTON

When Mr. Mutton was with the National Cash Register Company as its Canadian manager, he was the king of all managers in the matter of sales records. In this position he achieved a big reputation built on solid achievements. He learned salesmanship in a school where competition was of the hottest kind, and where the competitors were brilliant men. Giving Mr. Mutton full credit for superior personal qualities and energy of the most ardent kind, it is taking nothing away from him when it is said that not a little of his success was due to his intimate and sympathetic knowledge of the other man's busi-

ness. And he taught the men associated with him as salesmen to know the point of view and requirements of the men they called on to sell machines to.

As vice-president and general manager of the International Business Machines Company, Mr. Mutton is putting into operation an idea used by him in past days with brilliant results—he is causing his salesmen to know the business and requirements of their prospective customers. To establish points of contact swiftly and surely is one of the open secrets of successful selling.

In the case of **your** solicitations of customers and desired customers, it is excellent strategy to have your salesmen so well informed about business conditions generally, and about the interests of the men they canvass, that they will be able almost instantly to relate their proposals to the interests of the buyer. When a salesman shows himself intimate with the interests or business or objectives of the man whose order he wants, he is immensely strengthened as a salesman, and his percentage of successful canvasses goes steadily up.

Our definite suggestion to you is: Subscribe to THE POST yourself, and learn from its pages how your salesmen or executives can draw power from this newspaper. Then, having acquired the sought-for knowledge, subscribe to THE POST for each man in your service who can profit you by knowing what is in THE POST each week. If Frank Mutton and other prominent executives are making a success of THE POST as a salesman's aid, it is reasonable to suppose that other managers of salesmen and executives can likewise employ THE POST as a producing agent. And so we ask you to sign and forward the coupon below.

The MacLean Publishing Company, Limited.
Dept. C.G., 143-153 University Ave., Toronto.

Send **me** THE FINANCIAL POST OF CANADA (weekly). Subscription price of \$3 will be remitted on receipt of invoice in the usual way. Have this copy sent to

.....
.....

**WISHING
A HAPPY NEW YEAR**

To All Our Customers

We can help you make it happy by supplying you with the best of everything in fruits and vegetables-

FISH! FISH!

We are stocking full lines of all ATLANTIC AND PACIFIC Fresh Frozen and Cured Fish at reasonable prices.

DUNCANS LIMITED
NORTH BAY, ONT.

Branches at SUDBURY, COBALT, TIMMINS

Canada Food Board License No. 151

**New Year's
SORTING**

Fresh Stocks of

Navel Oranges

Grape Fruit

Bananas

Apples

Nuts

Grapes, Etc.

RUSH ORDERS PROMPTLY ATTENDED

WHITE & CO.
Toronto

Canada Food Board License No. 277.



**Custard that
Compels
Custom**

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the
WATFORD MFG., Co., Ltd.
Delectaland, Watford,
England.



**WETHEY'S
Mince Meats**

(both Condensed and Bulk)

always lead

**When buying
insist
on this brand**

Canada Food Board License No. 14-128

SAUERKRAUT

Our Famous "SILVER THREAD" Brand Best in Canada. Packed in 10 and 25-gal. barrels.

Write for prices, stating quantity.

Special quotations on car lots.

Also Cucumbers in brine, assorted sizes.

ONTARIO SEED CO.

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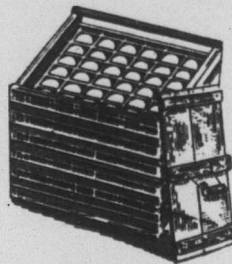
Can. Dept.

Licence 14-143

Waterloo, Ont.

EGG CASE FILLERS and EXTRA FLATS

For
30 Doz.
Egg
Cases



And
12 Doz.
Egg
Crates

The 12 Dozen Crate

THE MILLER BROS. CO., LTD. 20-38 DUNDAS ST. MONTREAL, QUE.



Oakey's "WELLINGTON" KNIFE POLISH

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

John Oakey & Sons, Ltd.

Manufacturers of Emery Cloth, Black Lead, Glass Paper, &c.

LONDON, S.E., ENGLAND

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

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.
Edmonton, Alta.
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Toronto, Ont.
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Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING,
TORONTO, CANADA.

General Manager
Western Canada

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BUYERS' MARKET GUIDE

Latest Editorial Market News



**Overseas
CAKE**

Put up in one pound packages.
Order from your jobber to-day.
VOGANS, LIMITED TORONTO



**JARS AND
BUTTER CROCKS**

Are needed in every household.
We can supply you with the kind
that sells. Write for price list
now to

**The Toronto Pottery Co.
LIMITED,
Dominion Bank Bldg., Toronto**

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

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

WHITE-COTTELL'S

Best English Malt Vinegar

QUALITY VINEGAR

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

Agent:

**W. Y. COLCLOUGH, 53 Silver Birch Ave., Toronto
Beach 2170**

The LV PICKLE

Manufactured by

**GILLARD & CO., LIMITED
London, England**

An English Delicacy of igh Reput

SALT

All Grades. Carloads.

**THE DOMINION SALT CO., LTD.
Manufacturers and Shippers**

SARNIA :: :: ONTARIO

All these ads will have
position on a live page
each week containing
reading matter.

MARKET BRIEFS

New prices issued on Welch's
Grapejuice and Grapelade this
week provide for an advance to
higher levels.

**EXPORT RESTRICTIONS
LIFTED**

Late advices received by the
trade from Washington this week
would indicate that sweeping re-
laxation of restrictions on the ex-
ports of foodstuffs, fodders and
feed to the pan-American Re-
publics, Canada, Cuba and the
West Indies have been effected by
the War Trade Board.

It is stated that applications for
licenses for all articles under these
classifications, with the exception
of a short list now will be received
by the board subject to the import
requirements of the country of
destination and to shipping facili-
ties.

An earnest desire to express the
esteem of the American nation for
the sister nations of the Western
hemisphere was said to have been
a strong factor in determining the
attitude of the board.

The list of exceptions named
only wheat and wheat flour, coffee,
sugar, corn, butter, cheese, eggs,
linseed meal and cake, and cotton-
seed meals and cake. To avoid
any misapprehension as to the
supply of these articles to the
countries named, it was emphasized
that practically all of them are
available in desired quantities
through Government channels.

MINCEMEAT

Write, wire or telephone for quota-
tions for prompt or fall delivery.

E. B. THOMPSON

20 Front Street East, Toronto

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¼-INCH CUSHION FILLERS
CORRUGATED FLATS.

**The TRENT MFG. CO., Ltd.
TRENTON . . . ONTARIO**

CHOCOLATTA

contains chocolate, milk and sugar in pow-
dered form.

Makes a delicious drink served hot or cold.
Suggest it to your customers for Home
and Overseas.

NUTRIENT FOOD CO., TORONTO



Now is the time to
see us regarding
Salted Lake Herring
in pails, tubs or half
barrels. Write us at
once. Herring any
quantity our speci-
ality.

**BOWMAN FISH CO.
66 Jarvis Street,
Toronto**

GROCERS & BUTCHERS

Buy the Best

FANCY DRESSED POULTRY,
SELECTED EGGS, CHOICE DAIRY
AND CREAMERY BUTTER

C. A. MANN & CO.

LONDON, ONTARIO

"Canada Food Board License No. 7-078"

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

French Doctor desires to represent
in Paris, a large house of food
producers of a high quality. First-
class references and recommenda-
tions from responsible Canadians
are offered.

Address—Docteur L. Saint-Aubin,
22, Rue de Dunkerque, Paris

These one-inch spaces
only \$1.60 per insertion
if used each issue in the
year.

Wanted

CLASSIFIED ADVERTISING

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

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

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

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

WANTED

WANTED BY YOUNG MAN, POSITION IN general store. Experienced. Box 466, Canadian Grocer.

FOR SALE

CASH GROCERY BUSINESS AVERAGING \$450 weekly. Dwelling and store combined. Box 440, Canadian Grocer.

EMPTY BAGS FOR SALE

EXCELLENT ONCE USED JUTE FLOUR bags. Apply Joseph Wood & Co., Halifax, N.S.

THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

Second hand
SUGAR BAGS and LINERS
WANTED
WRITE
E-PULAN
TORONTO

Use this page—the page that is never overlooked—from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

CANADIAN GROCER reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement. If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

FOR SALE

SOLID BRICK STORE AND DWELLING. Store 2 stories high, 67 x 44. Storehouse 30 x 20. All new and complete. Will sell with stock or reduce stock. Would take Victory Bonds part payment. Terms to suit purchaser. Good reasons for selling. Apply O. C. Simpson, Box 37, Metcalfe, Ont.

GROCERY AND HOME BAKERY, ALSO VERY desirable corner property with buildings: sales for 1918 over \$30,000. This is an all cash and carry trade. Positively a chance in a lifetime to procure a splendid paying business and very choice property, \$7,000. Will handle balance on terms. Owner is retiring. 968 Bathurst Street, Toronto.

FIXTURES FOR SALE

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 118 Sumach St., Toronto.

SALE PRICE, \$75.00—GIPE-HAZARD RAILWAY system. 5 station. Hardly the worse of use. Poole & Company, Woodstock, Ont.

When writing
to advertisers
kindly mention
this paper.

15 cents **VOLPEEK**

MENDS POTS & PANS



Show the housewife how easy it is to make leaky kitchen utensils good as new in an instant by means of Vol-Peek. Vol-Peek can be applied with the finger—no tools necessary. And the mended article is ready for use in two minutes or less. Vol-Peek is put up in attractive display stands that make sales easy. Order from your wholesaler or from us direct.

H. NAGLE & CO., Box 2024, Montreal

“On a Cold and Frosty Morning—”

WHEN the snow stretches away into white fields of space and the clear, cold air sets the blood a-tingling in every vein.

—can you imagine anything nicer than a savory, steaming, piping-hot dish of tasty sausage, deliciously cooked and browned?

Truly these are the days when sausage reigns supreme as the king of all breakfast dishes. And these are the days when you can build up a good, steady trade right in your own district by featuring

Davies Quality Pork Sausage

—the kind of sausage your customers will enjoy most of all—so fine-tasting, so deliciously seasoned, so *good* in every way.

Send us a standing order from now on through the season.

Oxford Sausage (large)
Oxford Sausage (small)
New England Sausage
Farm Sausage (not linked)

Cambridge Sausage (1-lb. links)
Cheltenham Sausage (1-lb. packages)
Little Pork Sausage (Special)
Algoma Sausage (in 60-lb. tubs,
larded)

THE **DAVIES** COMPANY
WILLIAM LIMITED

MONTREAL

TORONTO

HAMILTON

White Star Yeast

Absolutely the best made. Packed in the proper yeast containers, air-tight cardboard cartons, 6 full-weight cakes to carton. Price at all jobbing centres from Ft. William to Vancouver.

\$1.35

per box of 3 doz. cartons.



Retails 5c Per Carton