

CANADIAN GROCER

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

Vol. XXXIV

PUBLICATION OFFICE: TORONTO, JANUARY 2, 1920

No. 1

Welch's QUALITY FRUIT JAMS



WELCH'S Grapelade is the smoothest grape jam you ever tasted—or sold. It contains all the richness and goodness of fresh, ripe grapes, without seeds or skins. The acid crystals are removed by the Welch patented process. The addition of pure sugar only enhances its wonderfully delicate flavor of fresh grapes. This superiority in quality is found in everyone of the Welch Quality Fruit Jams. Finer fruit, carefully selected, more exacting methods and handsomer packing make this a line of which any retailer may be proud. It is a business-building, profit-making line.

Vigorous advertising, both in national publications and leading city newspapers, now begun, will show its effect on retail sales. If you are not amply stocked, let us urge you to order from your wholesaler at once. All Welch Quality Jams are packed in 15-ounce glass jars and in 4-lb. tins. Grapelade may be had also in 9-ounce tumblers and in 3 sizes of enamel-lined tins.

The Welch Co., Limited
ST. CATHARINES, ONTARIO

The Welch Co., Limited, St. Catharines, Ont.

The "Line" of Least Resistance



EVERY sale a merchant makes requires some effort. The amount of effort is dependent upon the resistance offered by purchasers toward the article sold.

Dealers who apply modern merchandising methods to their selling, find that the O-Cedar line is one of those that go a long way on little effort. Among polishes and mops, the O-Cedar line is acknowledged to be the "line of least resistance."

We make each bottle of the Polish, and each Mop, so good that the consumer's satisfaction is assured. The ever-increasing sale of these products furnishes ample evidence that they do give satisfaction—and that the good-will of our distributors and of the public rests upon the firm foundation of Quality.

Any energy you may put into the selling of O-Cedar Products will be rewarded by a splendid sale, with profits so good as to constitute a tangible reward for your effort.

Put this to the test—by mentioning O-Cedar in your advertisements, by featuring O-Cedar in your windows—by telling your customers they can use O-Cedar to advantage in beautifying their homes.

The response that such methods will bring must convince you that the O-Cedar line is indeed "the line of least resistance."

O-Cedar Polish

Channell Chemical Co., Limited
369 Sorauren Avenue, Toronto

Borden's

MILK PRODUCTS LEAD IN QUALITY

Announcement

We wish to advise that the name of Borden Milk Company Limited has been changed to that of *The Borden Company Limited*.

This change in the name of the Company is based on well-grounded belief that the old title was restricted and possibly prejudicial to the fullest development of this Company.

We take advantage of this opportunity to convey our hearty thanks to the grocery trade of Canada for past business, and we trust to be favored with a continuance of their valued orders.

The

Borden

Company, Limited

Leaders of Quality

Montreal and Vancouver

Six Factories in Canada

1861 - 1920

For 59 years The House of Walker has served the trade with fruits and vegetables. As we enter the dawn of a New Year we are more than ever determined to maintain the reputation secured in years gone by.

Central Location, Heated Cars, Quick Delivery, Small-order Service, Fair Prices and Good Fruit are some of the reasons why we can serve you well in 1920.

The House of Quality

HUGH WALKER & SONS

Established 1861

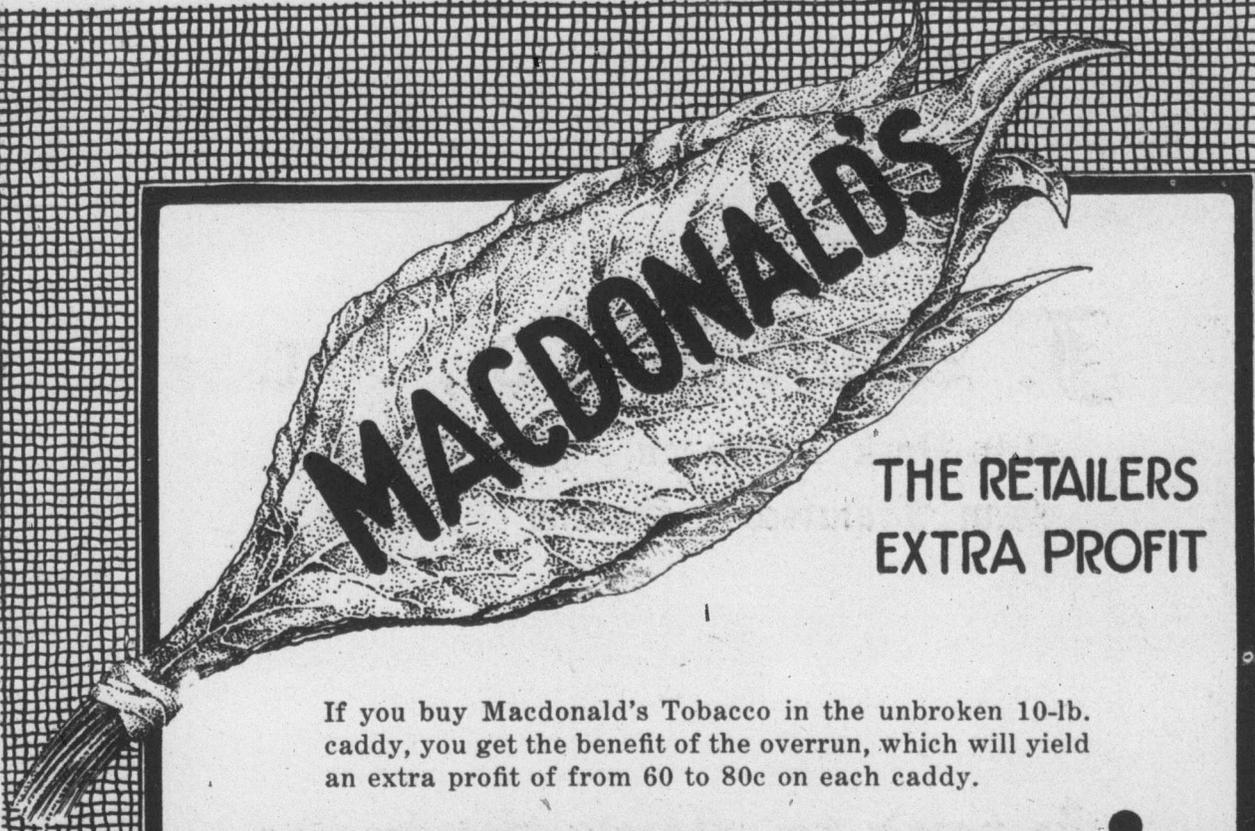
GUELPH, ONTARIO



J. Aron & Co., Inc.

New York Chicago New Orleans
San Francisco Santos London

Extend to all in the trade
their Best Wishes
for a Bright and
Prosperous
New Year



THE RETAILERS
EXTRA PROFIT

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

MACDONALD'S TOBACCO

Smoking and Chewing

Selling Agents:

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

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

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

*"The Tobacco
with a heart"*



YOU WILL BE DELIGHTED

with the high quality as well as proud of the bakings you will invariably obtain, if you use

REGAL FLOUR

White and Pure as the Lily
THE BEST IN THE WORLD

Made with the choicest Canadian Wheat in the finest and most modern flour mills, under the direction of expert millers. REGAL FLOUR, always fine, for pastries, cakes, pies, pancakes, etc.

Use it regularly and you will never experience the disappointment following baking failures.

Ask your grocer for and insist in getting REGAL FLOUR. Sold in 7-14-24-49 and 98 lbs. bags and in 98 and 196 lbs. barrels.

ST. LAWRENCE FLOUR MILLS CO., Limited
MONTREAL.

Regal Flour

THIS IS A REPRODUCTION of one of the advertisements which will appear in all the newspapers of the Province of Quebec in favor of

REGAL FLOUR

White and Pure as the Lily

You can, with full confidence, recommend it to your customers. No other flour will make better cakes and pastry.

A large demand will naturally follow this advertising campaign. So be sure that your stock of Regal Flour is sufficient to meet all demands.

On sale everywhere in 7, 14, 24, 49 and 98 lbs. bags. Also in 98 and 196 lbs. barrels.

St. Lawrence Flour Mills Co., Limited, Montreal



WAGSTAFFE

*A Prosperous New Year
to the
Canadian Grocery Trade*

WAGSTAFFE, LIMITED

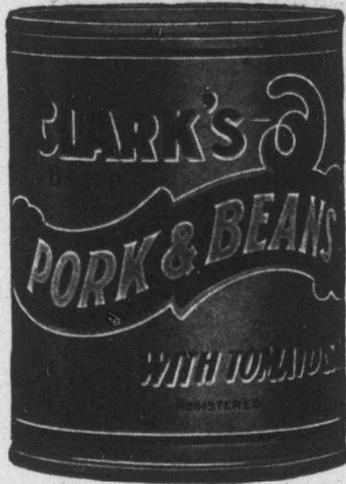
Pure Fruit Preservers

HAMILTON

CANADA



CLARK'S PREPARED FOODS



Corned Beef

English Brawn

Stewed Ox Tail

Cambridge Sausage

Corned Beef Hash

Lunch Tongue

Roast Beef

Boneless Pigs Feet

Stewed Kidneys

Geneva Sausage

Irish Stew

Ox Tongue

QUALITY GUARANTEED

Clark's Pork and Beans

Clark's Concentrated Soups

Clark's Peanut Butter

Clark's Potted Meats

Clark's Canadian Boiled Dinner,
Etc., Etc.



SELLERS ALL

BUY NOW

W. Clark, Limited

Montreal



JAMS MARMALADES PEELS

John Gray & Co., Ltd., Glasgow

Established over a Century

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

CONFECTIONERY MARZIPAN CHOCOLATE



Agents:

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

Lind Brokerage Co., Ltd., Toronto



Furnivall's

Pure Jams

Grocers selling Furnivall's will tell you that there is always a good, big demand for these Fine Fruit Jams. And the margin on every sale is worth securing.

Ask any of our agents to ship you a supply.

FURNIVALL-NEW
Limited

Hamilton - Canada

Canada Food Board License
No. 14-167

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

REMEMBER

that Laundry Blues vary in strength, color, and bleaching properties. Inferior kinds leave unsightly marks on linen

OCEAN BLUE has a reputation for safety and perfect results—due to expert treatment in every stage of its manufacture.

You will have no complaint from even your most particular customers if you sell them

OCEAN BLUE

In Squares and Bags

Order from your Wholesaler

HARGREAVES (CANADA) Limited

The Gray Building, 24 & 26 Wellington St. W., Toronto.

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

THE BISCUITS OF HUNTLEY & PALMERS, Limited READING AND LONDON

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

Amongst their greatest favourites are the following:—

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

Representatives :

NOVA SCOTIA and PRINCE EDWARD ISLAND

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

NEW BRUNSWICK

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

QUEBEC

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

ONTARIO

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

MANITOBA, SASKATCHEWAN and ALBERTA

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

BRITISH COLUMBIA

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

NEWFOUNDLAND and LABRADOR

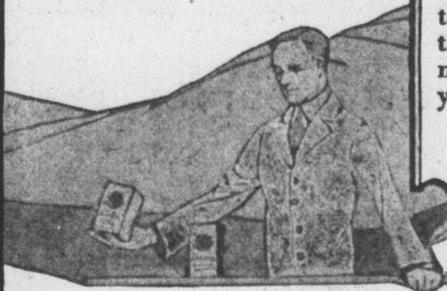
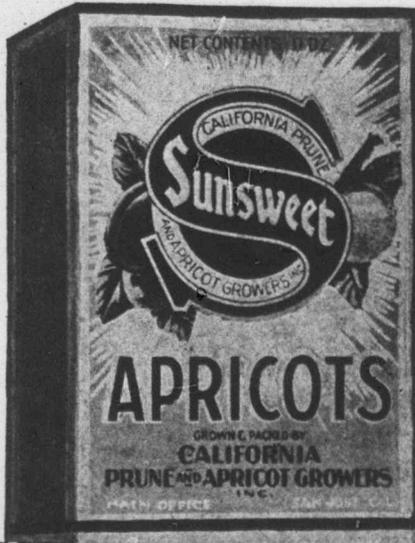
P. E. Outerbridge
P.O. Box 1131, St. John's, N.F.

HUNTLEY & PALMERS, LIMITED

READING AND LONDON, ENGLAND

Through a nation-wide campaign of advertising we are telling your customers that this is —

*"the new way
to buy APRICOTS"*



American women have been quick to realize the advantages of SUN-SWEET Apricots in this 11 oz. carton. Live dealers have been quick to recognize its sales-possibilities.

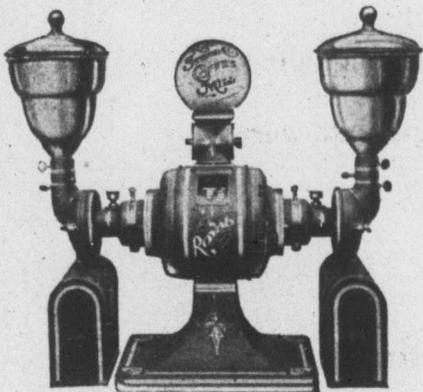
Order from your jobber and "cash in" on this demand for SUNSWEET. It is not only the top-quality brand, the inspected brand, the guaranteed brand—it is the *national* brand. It means more satisfaction to your customers, and more profit to you!

CALIFORNIA PRUNE AND APRICOT GROWERS INC.
San Jose, California

A cooperative growing, packing and marketing association of over 7,500 growers

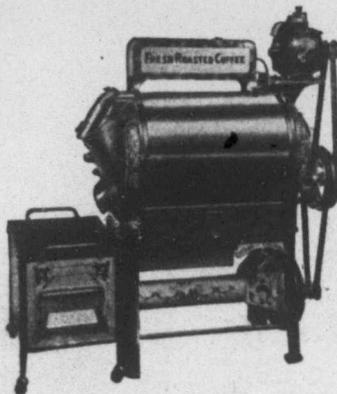
SUNSWEET

CALIFORNIA'S NATURE-FLAVORED APRICOTS



ROYAL SYSTEM "B"

Consisting of Royal No. 5 Roaster and Royal No. 77 Double Mill



YOUR COFFEE DEPARTMENT

Is it paying? Are your customers Satisfied with your coffee? Do they come back for more? Do they tell others what good coffee you sell?

If your answer to these questions is yes, you are already using the Royal COFFEE SYSTEM. If it is no, you need the Royal Coffee System.

What is the Royal Coffee System? It is the Royal Coffee Roasting Machine, the Royal Electric Coffee Mill, and a method of supplying you with green coffee of uniform quality and in unflinching quantities.

What is the Plan? We manufacture the machines and place them in your store on monthly payments easy to meet, or allow a liberal discount for cash. Any clerk can learn to operate them. We teach your employees without extra cost to you. We contract, through our New York Coffee House, to furnish you green coffees that will satisfy the taste of your customers.

The Benefits? All uncertainty taken out of your coffee business—your customers supplied with the best coffees—best because FRESH ROASTED and STEEL CUT. You build up a coffee business for YOURSELF—not for the jobber or the wholesale roasting house—you eliminate the profit of the middleman. In consequence you build up your business because your service is better, and you also realize a saving of from five to fifteen cents a pound.

This is accomplished with but very little investment on your part, and a very small part of your own or your employe's time. At any rate, it will cost you nothing to investigate. Write for our catalog to-day. We'll be glad to give you full information, and can arrange for a demonstration if you wish.

THE A. J. DEER CO.
INC.

1157 WEST STREET.

HORNELL, N.Y., U.S.A.

Canadian Office, 174 King St.W., Toronto, Ont



Bring Them Together!

With
Satisfaction
and
Profit For All



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

Order from your Jobber

"STAR" BRAND
COTTON
CLOTHES LINES,
ROPE AND
WRAPPING TWINES

Manufactured in Canada

DESICCATED COCOANUT

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

Our agents are:

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

Dodwell & Co., Ltd.

Importers & Exporters
VANCOUVER

A Request to Our Readers

You have often thought that some friend or acquaintance would be interested in articles which you have read in CANADIAN GROCER. Obey the impulse to pass a good thing along.

It will be a pleasure to send sample copies to your friends if you will send us their names and addresses.

Though there is no Government Certificate of quality obtainable yet for Canned Goods, the buyer of Herrings can feel sure of getting the best Herrings packed by buying

WALLACE'S HERRINGS

Wallace Fisheries Ltd. :-: Vancouver, B. C.



HOPS

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

Ranches located at
Sardis, Agassiz,
B. C.

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



Largest Hop Growers in Canada

Write for Prices—Samples

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

You can now make a substantial profit on

FLAT FISH SOLES, BRILLS

Specify "Rupert" Brand to Your Wholesaler

SPEED UP YOUR FISH DEPARTMENT

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

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

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

Retailers East of
Winnipeg

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

Retailers of Winnipeg
and Points West

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

TO THE RETAIL TRADE:

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

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

The Grocer Owes

it to

HIS TRADE

to

SELL OUR BRANDS

TRY

HALLFANCY—Redspring

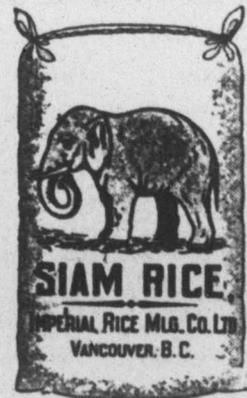
HALLRIGHT—Sockeye

SALMON



**Imperial Grain and Milling
Co., Limited**

VANCOUVER, B.C.



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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

Squirrel Brand PEANUT BUTTER

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

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

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



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

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

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

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



ALBATROSS PILCHARDS
are not weighed in the scales
THEY'RE SCALED FIRST

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

When Writing Advertisers Mention This Paper

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

WESTERN CANADA

A. M. Maclure & Co.

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

ALEX. BAIRD LTD.

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

THE McLAY BROKERAGE CO.

WHOLESALE GROCERY BROKERS
and MANUFACTURERS AGENTS
Take advantage of our Service
WINNIPEG MANITOBA

W. L. Mackenzie & Co., Ltd.

Head Office: Winnipeg
Branches at
Regina, Saskatoon, Calgary, Edmonton

C. H. GRANT CO.

Wholesale Commission Brokers and
Manufacturers' Agents
810 Confederation Life Bldg., Winnipeg
We have the facilities for giving manu-
facturers first-class service.

F. MANLEY

Manufacturers' Agent
42 Sylvester-Willson Building
WINNIPEG

Mention This Paper When Writing
Advertisers.

FRANK H. WILEY

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

Donald H. Bain Co.

WHOLESALE GROCERY COMMISSION AGENTS

Herewith are Some Facts on Product Marketing

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

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

Get in touch with us.

Head Office: WINNIPEG

Branches—REGINA, SASKATOON, EDMONTON, CALGARY, VANCOUVER
ALSO AT 60 CHEAPSIDE, LONDON, E.C. 2, ENGLAND

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN CANADA

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission
Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: WINNIPEG Manitoba

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



The Largest in Western Canada

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

Williams Storage Co.
WINNIPEG
and
Winnipeg Warehousing Co.

Watson & Truesdale, Winnipeg

Have 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.

Wholesale Grocery Brokers and Manufacturers' Agents

TRACKAGE
STORAGE
DISTRIBUTION

"Always On The Job"

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

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

STORAGE

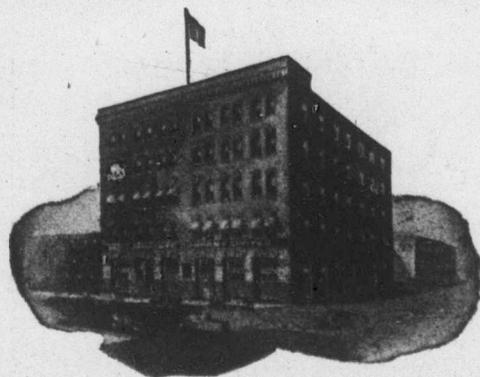
DISTRIBUTING

FORWARDING

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN CANADA



The House of

Scott-Bathgate Co., Limited

Founded on Service, Integrity and Reliability. Have an organization equipped to introduce your products in Western Canada.

Manufacturers should write us.

Address:

140 Notre Dame Ave. E., Winnipeg

F. D. Cockburn Co., 149 Notre Dame Ave. E., Winnipeg

We represent some of the best manufacturers and will give your line the same attention. Pugsley Dingman & Co., Ltd. John Taylor & Co. and John Bull Mfg. Co.

A BRANCH HOUSE WITHOUT THE COST OF MANAGEMENT

The Regina Cold Storage & Forwarding Co. Ltd.

Regina - Saskatchewan

COLD STORAGE

WAREHOUSING

CAR DISTRIBUTION

ALBERTA

D. J. MacLeod & Co.

Manufacturers' agents and grocery brokers 1970 One Hundred and First St., Edmonton, Alberta, and 215 Tenth Ave., W., Calgary, Alberta, open for new lines for Alberta. We do detail work.

B. M. Henderson Brokerage, Ltd.

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

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

Western Transfer & Storage, Ltd.

C.N.R. Carters C.P.R.
DISTRIBUTION - STORAGE - CARTAGE

P.O. Box 666, Edmonton, Alta.

Members of the Canadian Warehousemen's Association

WHEN WRITING TO ADVERTISERS

KINDLY MENTION NAME OF THIS

PAPER

PACIFIC CARTAGE CO.

C.P.R. Carters

Office: C.P.R. Freight Sheds CALGARY

Distribution of Cars a Specialty
Storage and Forwarding Prompt Service

SAY YOU SAW IT
IN CANADIAN GROCER
WHEN WRITING TO
ADVERTISERS

EL ROI-TAN PERFECT CIGAR

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

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

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

SUNDRIED APPLES
We are headquarters and always pay the highest price. Write us when you have any. Mention quantity and quality.
W. H. MILLMAN & SONS
TORONTO
Reference Imperial Bank or any Wholesale Grocer.

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



TORONTO CANADA

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

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

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

ESTABLISHED 1899

We Cover the West

SIX BRANCHES with SERVICE that SATISFIES

We have 20 SCIENTIFIC SPECIALTY SALESMEN

Who are anxious to introduce your lines

W.H. ESCOTT Co. Limited

WINNIPEG, MAN.
Saskatoon, Sask.
Regina, Sask.

Calgary, Alta.
Ft. William, Ont.
Edmonton, Alta.

Wholesale Grocery Brokers and Importers

Consignments solicited.

Write or wire us.

"The Grocer's Encyclopedia"

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

Contains 478 pages.

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

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

Will assist you and your clerks in buying and selling.

Price is \$10.50

Sole Agents for Canada

MacLean Publishing Co., Limited

143-153 University Ave., Toronto

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME LIMITED

Commission Merchants
Grocers' Specialties

MONTREAL TORONTO

EPPS COCOA

From now on

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

J. L. FREEMAN & CO.

Wholesale Grocery Brokers

ROOM 122 BOARD OF
TRADE BUILDING - Montreal

PAUL F. GAUVREAU

WHOLESALE BROKER
Flour, Feeds and Cereals

84 St. Peter Street, - QUEBEC

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

HOWE, McINTYRE Company

Grocery Brokers, Importers and Manufacturers' Agents.

91-93, Youville Square,

MONTREAL CANAD▶

THE DOMINION TRADING CO. MONTREAL

We are open to handle several food Agencies selling to the Grocery trade in Montreal, Quebec. We cover the territory thoroughly; best references.
Room 34, Board Trade Bldg., Montreal.
Cable Address, Domtrade.

WANTED

Agencies for food products for the City of Montreal, best references.

SILCOX & DREW
33 NICHOLAS ST., MONTREAL

CANADA'S EXPORT TRADE

Should be developed "more than ever". The above is from a speech by C. C. Ballantyne, Minister of Marine. Get in touch with Europe's largest buyers through

O. M. SOLMON
Commission Merchant
Importer and Exporter
4492 St. Catherine St. W., MONTREAL

AGENCIES WANTED

For Food Products, Confectionery, etc. For the Dominion. Best References.

H. S. JOYCE,
Room 903 Southam Bldg., Montreal

BRITISH GUIANA

Why not build up your trade in British Guiana and the West Indies, by appointing us your Agents?

McDAVID & CO.

Manufacturers' Representatives
41 Robb Street, Georgetown, Demerara,
British Guiana
Exporters: Coconuts, Coffee, Rice, Cocoa.

You Try This

When you desire any information on matters pertaining to the trade it will be gladly furnished free upon application through the columns of this paper. If you enclose stamped, addressed envelope we will also reply direct to you. Don't hesitate to ask us. We will do our best.

Manufacturers' Agents

with an energetic sales force covering all Eastern Canada, selling to wholesalers, want lines of canned goods, jams or any other similar lines on commission basis. Address Dominion Sales Company, 412 Birks Bldg., Montreal.

MARITIME PROVINCES

GAETZ & CO.

MANUFACTURERS' AGENTS AND
GROCERY BROKERS

47-49 Upper Water St., Halifax, N.S.

Offices at
LA HAVRE
BORDEAUX
MARSEILLE
ANTWERP
ALGER

CH. BECQUET & CO. 18 Avenue Victoria, PARIS

Wholesale Grocery Brokers and Manufacturers' Agents

R. MUNET, Representing Messrs. CH. Becquet & Co., is now in Canada to meet large and reliable Food Producers and Manufacturers willing to be represented in France and in Western Europe. Write: "General Delivery, Montreal."

When Writing Advertisers Please Mention
Canadian Grocer

"SALADA"

1892 ~~~~~ 1920

For 28 years the representative of Quality and Value among Teas. Its unbroken record has made it the favorite Tea in Canada and the United States, besides winning for "SALADA" an export trade with many nations.

TO THE TRADE---"Our Compliments of the Season"

TO THE PUBLIC---"Our assurance of continued good quality"

SALADA TEA COMPANY OF CANADA, LIMITED
TORONTO MONTREAL

LONDON, ENG.
BUFFALO

BOSTON
CLEVELAND

NEW YORK
ST. LOUIS

CHICAGO
PITTSBURG

DETROIT
PHILADELPHIA

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"The Greatest Seller of Its Kind in the World!"

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

CANADIAN DISTRIBUTORS:

The Bowes Company, Ltd.
Toronto and Ontario
Winnipeg and Manitoba

Jas. Dalrymple & Son
Montreal and
Province of Quebec

A Good Position For the Right Man

\$5,000 a Year Man

One with a thorough knowledge of the grocery trade, who has made a success in the grocery business and who is willing to start in a new line, with all the hard work this would entail—because it would lead to a bigger future. While an inexperienced salesman of advertising might probably not reach the \$5,000 amount the first year, yet the possibilities permit of this in a few year's time. An appetite for selling, resourcefulness, some knowledge of advertising and a thorough acquaintance with the grocery business are qualifications that will help more quickly to attain the above-mentioned figure or more. Apply first by mail to

CANADIAN GROCER
143-153 University Ave. Toronto

Red Rose Same Always

THE quality of Red Rose Tea is uniform and unchanging. Your customers become attached to the flavor and the fragrance of Red Rose. When they ask for it again they want it the same as they had before—and they get it. That's one reason why grocers find it profitable and satisfactory to push Red Rose Tea.

T. H. Estabrooks Company, Limited

St. John, Montreal, Toronto, Winnipeg,
Calgary, Edmonton, St. John's, Nfld.,
and Portland, Maine



A Good Investment

Do you want a clerk or store manager?

Do you want a traveller?

Do you want a position as clerk or
travelling salesman?

Do you want an agent?

Do you want an agency?

Do you want to sell or exchange your
business?

Do you want to buy a grocery busi-
ness?

Do you want to buy or sell any store
equipment?

If so, sit down now, and draft an advertisement for CANADIAN GROCER'S "Wanted" page, setting forth just what you want, and stating your needs or qualifications. Such an advertisement will automatically seek out for you, the only people you want to reach—those who are actively engaged in selling groceries in Canada.

The cost?

Trifling! Two cents per word for first insertion and one cent per word for each subsequent insertion of the same advertisement. Each figure is counted as a word, and a charge of five cents extra per insertion is made when Box Number is required. In this way the advertiser's name is, if desired, kept confidential.

Copy for Condensed Advertisements should reach the Toronto office of CANADIAN GROCER not later than Monday morning to catch the current week's issue. In order to save unnecessary correspondence and bookkeeping, please remit with copy, preferably by money order.

Canadian Grocer, 153 University Ave., Toronto, Ont.



ALWAYS GOOD

Ever since

ROBINSON'S

“Patent Groats”

was offered to the public it has been recognized by Medical Authority to be the best preparation of its kind. Contains most nourishing and nutritious elements for Infants and Invalids.

“Tell your customer this.”

Canadian Agents:

MAGOR, SON & CO., LIMITED 191 St Paul Street, MONTREAL

TORONTO BRANCH: 30 CHURCH STREET

Abbey's EFFERVESCENT SALT

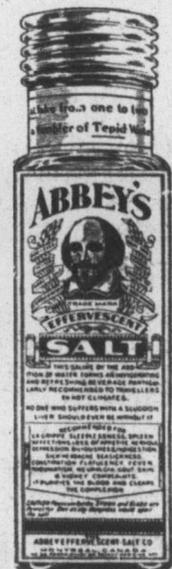
Makes Life WORTH LIVING

A New Year Reminder:

To place Abbey's Salt on the order book—to push this popular Saline—and to receive the benefit of the constant advertising which is making Abbey's Salt one of the best sellers with the trade.

All wholesalers have Abbey's Effervescent Salt.

The Abbey Effervescent Salt Co., Montreal



CANADIAN GROCER

Vol. XXXIV

TORONTO, JANUARY 2, 1920

No. 1

A Little on Selling More Goods Through the Show Windows

An Article Illustrating the Fact That Even Staple Goods, Often Considered Hardly Worth Displaying, May be Stimulated in Sale by Effective Window Display

By J. L. Wyckoff

In nearly every city and town you will find one or more grocery stores that are conducting and enjoying a very exclusive business. This is the class of grocery where you see the shelves and show cases filled with high-grade luxuries and the windows always trimmed with these fancy goods and never a hint around the place that they sell such common stuff as sugar, potatoes, flour and other necessities of life which are the very backbone of the grocery business. The ordinary person upon first entering is bewildered at all the fancy lines of goods that they never knew existed and probably do not want to know about as their means will

not permit them to buy; they miss the ordinary eatables that are served every day on their tables and this being their first visit will probably be their last.

The ideal grocery is the one that displays staples as well as luxuries so that every person who comes to purchase is made to feel that he is as welcome and his purchase as appreciated, though he buys just a bag of salt, as the person who buys a can of caviar.

I know of some stores that cater exclusively to the high class trade and consequently the masses do not trade there because that store is "too toney."

I have known stores where the very

mention of dressing the windows with ordinary staple articles would cause the boss "to throw a fit." Some years ago I worked in a store which enjoyed the reputation for being the highest grade grocery in the city. I had charge of the window trimming and it was my privilege to use my discretion as to the kind of goods I should display with one exception, that only high-grade goods were to be displayed in the window. I remember very vividly how the manager and myself tried to convince the Boss of the great possibility for greater turnover and profit there would be in the fruit department if we used the windows for that purpose; but



A window that sold goods. Demonstrating the fact that a display of staple lines is not a waste of effort.

the Boss always came back with his little argument that he did not want his store to look like a "Dago Shop."

After many months of "getting after the Boss," along this line, he finally consented to allow me to use the window on a week end as an experiment, "just to stop my pestering." A special lot of oranges was purchased which could be sold at a special price; I constructed out of old packing cases a stand in the form of a pyramid that completely filled the window; the oranges were piled upon this stand in such a manner that when completed it looked like a huge, solid pile of oranges. A card stating that the oranges would be sold on Saturday at a special price was placed on this pile and I was then ready to prove to the Boss that my theory of selling goods was practical. Twenty-two cases were sold in one day at a profit which equalled the ten days' previous selling.

The exclusive store is certainly to be envied. It is great to be able to sell fancy goods and not have to bother about the regulars which you know can be bought in every corner grocery. But, here's the point, if these stores were to display occasionally, some of the staples that are used daily in every family, the turnover would be greatly increased. It's the volume of turnover in every business that counts, and to get a large turnover it is quite necessary to appeal to the masses.

These window displays of staple articles can be made very attractive, you can take the most ordinary piece of merchandise and display it in such a manner that your window will attract the attention of every passerby, even the homely potato is not to be despised; this was proven out in our store during the last summer. Some twelve to fifteen barrels of potatoes were dumped into a window right close up to the glass with a card stating the name of

the potato and the price; nearly every person who passed stopped to look at that display and passed some complimentary remark. This display was kept up for a period of ten weeks, and during all that time the interest it created never appeared to wane. We sold direct from the window at an average of twenty-two barrels a week. The greatest week had a record of twenty-eight barrels with eighteen barrels for Saturday, and this was done when potatoes were selling at eighty and ninety cents a peck. Our profit averaged two dollars, twelve cents a barrel.

The illustrations reproduced with this story is a photo of a cereal window that

was very successful; the time taken to put in this window was thirty minutes; add to this the twenty minutes for painting the cards, which totals less than an hour used on a window display that brought quick results. To trim a window of the same dimensions as this one with luxuries would consume the greater part of a day and the result in quick sales would be very doubtful.

The purpose of this article is not to criticise my fellow grocers on their methods of conducting their business but to point out my personal experiences and method of salesmanship through the medium of the show windows.

Cost Marking in Arizona a Complete Failure

REGULATIONS requiring retail merchants to mark the cost to them on articles they offer for sale, known as the "Arizona Plan" because it was first promulgated by the Legislature of the State of Arizona and which was urged time and again by President Wilson for national enactment, has proved a flat, unqualified failure in Arizona.

The regulation was never enforced for one day. It was not enforced because the merchants of Arizona succeeded in showing the radical state council of defense just how its enforcement would bring about state-wide catastrophe, and this state council, composed of radical politicians, chose rather to bow its head before the wrath of its radical party rather than risk the still greater wrath of the entire population of Arizona which it knew must inevitably result if the regulation were put in effect.

Here is the history of the original "Arizona plan":

During the war a Committee of Defense was created by the Legislature, a committee that was free from public control.

Like other states during the war Arizona found it desirable to have a council of defense which could co-operate with the council of national defense. Unlike other states it created this body by an act of Legislature, which made it entirely independent of the national quasi-public organization, in no wise responsible to it and gave it very wide and drastic powers. The majority of the appointees to this committee were of a radical viewpoint, and felt that any restrictions or supervisions that could be placed over merchants and mercantile activities was a signal victory for the "citizenship."

As a result this council promulgated its ruling that merchants must mark both the cost and selling price plainly on the merchandise they offered for sale. The regulation was announced August 12, 1918, and was to go into effect October 1, 1918.

With their businesses and the very machinery of the public's distribution threatened with collapse, virtually all the merchants of Arizona immediately organized as the Arizona Merchants' Association to fight this regulation. A committee of this association, representative of all Arizona business men, obtained a conference with the state council and so strongly presented their facts that the state council postponed the enforcement of its regulation.

The merchants divided the state into sections for educational work and every merchant in the state played his part in explaining to his customers why such a regulation would disorganize all business.

Despite the vociferous protests of the radical press and element in the state the council did not dare to enforce its ruling. In November the armistice was signed and since that time there has been no effort made in any part of the state to enforce it both because the radical element lost its political power and the public finally awoke to the danger of such a restriction on business.

Look for Better Supplies of Sugar

Prices, However, Are Not Likely to be Lower—Trend is Rather Towards Higher Levels—New Cuban Raws Are Bringing a Strong Figure

REFINERS look for better supplies of sugar early in the new year. Any lower prices, however, are not anticipated, as the high prices that are being paid for raws operate against declines. Advices from Cuba report one hundred and four centrals in operation, as compared with eighty-four last year. The output should be soon coming along. Cuba is making rapid strides in harvesting the crop. Exports show an increase. December shipments were sold on the basis of 12 cents f.o.b. Cuba, as compared with 6½ cents in sales two months ago. This is an evidence of the strength of the market. The bulk of the Java crop is going to Europe. Advices report exports during the month of November at 25,000 tons to Europe, and 135,000 tons to Eastern destinations.

Estimates of the Cuban crop by

Guma-Myer place it at 4,435,714 tons, while H. A. Himely estimates it at 4,246,429 tons, and Willett and Grey at 4,300,000 tons.

All indications point to a continuance of very high prices. Sugar is at a record figure in the United States at the present time, and referring to the situation in the refined article, Willett and Gray reports as follows:

"With the increasing production in Cuba there is more disposition on the part of refiners and operators, the latter of whom have arrangements with refiners on toll, to dispose of granulated sugars.

"Only one refiner thus far has openly named a price of 15.20c less 2 per cent., but we hear reports that some of the other refiners are intimating to the trade that shortly they will be in position to also quote granulated sugars.

Week-End Candy Sales Total \$60



TOO few grocers make a specialty of selling box candy, and it would appear from the success that has attended the efforts of those grocers who do stock it, that there is a great opportunity for the average grocer to increase his revenue by adding some line or two of high-class confection. Very often it is stated that there is no call for the better class of candy in the grocery store. It is because the grocer has not thought it worth while to keep it. There is no doubt that with selling effort behind the better grades, the grocer can greatly increase the sale of them to his regular customers. That it has been done with considerable success, is proved by the experience of John Sloan of Galt, Ont.

Sales Approximate \$60

This store, one of the oldest established in the town, carries a full line of two high quality chocolates, and is selling them right along. "Our candy sales on a Saturday are between fifty and sixty dollars," Mr. Sloan told a representative of CANADIAN GROCER. "Of course considerable bulk candy is also included in this aggregate, but the number of boxes disposed of is very gratifying."

In a Prominent Place

The candy department in the Sloan store is a feature, and cannot fail to attract the public. As one enters the main door, he stands before the candy circle, for it is situated well to the front, and certainly invites inspection. It is arranged with splendid silent salesmen in which the box candy is displayed. These occupy the front part of the circle, and instantly greet the eye. Mr. Sloan is a firm believer in getting goods out where people can see them, and keeping these box candies in a conspicuous place, has done more to help their sale than anything else. The counters are spread with the trays of bulk candy. These look temptingly fresh, and in this particular, an effort is made to always keep them so. "Nothing will do more harm to your candy trade," Mr. Sloan remarked, "than having stale stock on your counters. We make a point to always have the freshest we can get, and in this way endeavor to give our customers satisfaction."

Sales Over the Counter

"Do you sell much candy with your regular orders?" Mr. Sloan was asked. "The most of our candy is sold over the counter," Mr. Sloan replied. "But

Galt, Ontario, Store Finds the Selling of Candy a Profitable Item of Business—Sells Candy to Regular Customers and Encourages Business by Keeping Attractive Display Cases in Front of Store—Box and Bulk Candy of Better Grade Both Sell Well.

we are beginning to sell some with the regular orders, and we are looking for it to steadily increase. We think if we get some of our best customers ordering a box of choice chocolates with their regular lines of groceries, it will greatly help the sales of our candy department. At the present time, we sell most of our candy on Saturdays. People usually come downtown on Saturday, and come into the store for odds and ends of things that they did not give with their order on the telephone. This affords a splendid

opportunity to sell, and candy is one of the things that most often attracts them. Just at the present time, it is in this way that we make most of our candy sales, and suggestion, recommendation of a particular kind, and display are the chief selling factors."

Mr. Sloan's experience and success in candy selling could no doubt be that of most grocers, as it is evident that there is a place and a field for a good candy department in every grocery.

Wholesalers' Appeal for Rebate on Canned Goods Upheld

W. F. O'Connor Decides That Withholding Rebate is Illegal

THE application of the Canadian Wholesale Grocers' Association for a continuance of the rebate on canned goods formerly given by the Dominion Canners was heard before the Board of Commerce in Toronto recently. The Wholesale Grocers' Association urged that they be allowed the rebate of two and a half cents per can on canned goods which they claimed was being withheld now by the Dominion Canners, Limited. They were assured by Vice-Chairman W. F. O'Connor that he would issue a declaration on his return to Ottawa that the withholding of the rebate was illegal. It is expected that the public will reap the benefit of the rebate paid to the wholesalers. The Dominion Canners communicated to the board their willingness to abide by whatever decision was arrived at.

During the course of the investigation Vice-Chairman O'Connor asked who would benefit if the grocers received the rebate. Hugh Blain, of the Eby-Blain Company, Toronto, assured him that wholesalers would not benefit, while Mr. Park, of the same firm, expressed the view that the public would be the ultimate benefactor. Secretary W. G. Lumbers, of the Canadian Canners, was of the same opinion.

The Dominion Canners had notified both the Grocers' Association and Commissioner Murdock that they would concur in any ruling made by the board and would not attend. The rebate was originally made on goods ordered last summer, and was later restricted by

an order issued by Dr. W. J. McFalls, a former Cost of Living Commissioner. The wholesalers, buying their goods in the summer, quoted prices to the retailers. Had the withholding of the rebate been permitted, the cost to the latter would have been increased shortly.

Mr. O'Connor said there had been some misunderstanding on the part of the Dominion Canners as to the nature of the application made, and declared that the canners would have to attend when the board required.

D. I. Grant, counsel for the grocers, pointed out that orders had been placed last summer on the strength of the reduction which the rebate brought, and that if the rebate was not sustained their prices to the retailers would have to be increased.

INDIVIDUAL LICENSE REQUIRED FOR EACH SHIPMENT OF WHEAT FLOUR, BRAN AND SHORTS FOR EXPORT

A memorandum just sent out by the Department of Customs gives notice that the permission formerly granted for the exportation of wheat flour, bran and shorts in wagon-load lots along the frontier without individual licenses is cancelled.

Hereafter, no wheat flour, bran or shorts shall be exported from Canada, in any case, unless accompanied by a license of the Canadian Wheat Board.

Pineapples a Favorite Tropical Fruit

The "Red Spanish" Variety Grown in Cuba, Porto Rico and Florida Are the Most Popular on Eastern Markets—Hawaiian in the Fresh State Only Known on the Pacific Coast

Article III.

Of all the tropical fruits that come to our country, there is possibly none that has so distinctive and individual a flavor as the pineapple. More than any other fruits, it retains its original bouquet and taste when preserved. The pineapple has steadily grown in popularity in this country, until now it is a household word. It is now a staple fruit, and is no longer termed a luxury.

Too Far To Bring Hawaiian Pines

Although the pineapple is cultivated to various degrees of success in most of the tropical countries, the North American markets are supplied almost exclusively by Porto Rico, Florida and Hawaii. The product of the latter island reaches no further inland than the Pacific seaboard, in the fresh state; while, on the other hand, a very large percentage of the canned pineapple consumed throughout the United States and Canada is grown and packed in Hawaii. The reason for this is that the distance between shipping points is too great, and that the fresh fruit spoils in transit, regardless of the amount of care in handling. The Hawaiian variety differs considerably from the Cuban, Porto Rican and Florida pineapples. It is very large and of a more even tinge of red, and the thorns are scarcely perceptible. The fruit is considerably milder in taste, and the meat or pulp is finer and more compact. This, however, does not argue that the Hawaiian is a superior product, for there are many who prefer the smaller and more highly flavored "Red Spanish" variety which is grown in Cuba, Porto Rico and Florida. The Cuban and Porto Rican pineapples, known among fruit men as the "Red Spanish," are identical and are grown under much the same conditions of soil and climate. The fruit is of medium size, and of reddish color when ripe. The aroma is somewhat stronger than that of the Hawaiian variety. The Cuban and Porto Rican "Red Spanish" is said by connoisseurs to be all the finest flavored and also the best all-round service pineapple in the group. The abundance of saccharine

matter, which is contained in the "Red Spanish" makes it a great favorite with housewives who preserve pineapples for the winter months, as the natural sweetness of the fruit means to them an appreciable saving of sugar in the syrup. The pineapple industry in Porto Rico is, yet, in its infancy, while Cuba derives a magnificent revenue, yearly, from her exportations of the fruit.



A commercial pineapple field showing the pineapple growing at the crown of the cactus-like plant.

Florida Pineapple Popular

Another variety, which is much sought after, especially as a fresh table fruit, is the Florida or Indian River pineapple. It varies but little in appearance from the Cuban and Porto Rican products, being perhaps a trifle less florid, when ripe, than the latter. It contains less saccharine matter and the resulting tartness places it in great demand as a fresh table fruit. The Hawaiian, Cuban and Porto Rican pineapples ripen at various periods of the year; but the heavy crops are harvested between the months of April and July. The bulk of the Florida product is gathered in during June and July. Pineapples, like bananas, are picked green for shipment. They require the greatest degree of care in handling to avoid bruising, which would mean early decay. But, unlike the banana, they are packed in open-air crates, to allow the fruit the greatest amount of ventilation. The pineapple, like the banana, is peculiarly subject to frost and should be protected against the faintest suggestion of chill.

Is of the Cactus Family

The pineapple plant is a large, cactus-like bush—in fact, it is a member of the

cactus family. The plant bears but one blossom each season—a large, pinkish flower of delicate and pleasing odor. Within a few days the blossom withers and drops off; and in its place is left the embryo of the fruit. The blossom always appears at the same point, which is at the upper extremity of the main stalk or trunk of the plant. When the fruit has reached a marketable condition, the harvester clips the parent stalk immediately under the base of the pineapple with a short, sharp knife provided for that purpose. The plant now "bleeds" a little at the point of incision, but soon heals up again in the hot sun and sets about gathering strength for another crop.

Labor Difficulties a Problem

Among the various difficulties that confront the grower of pineapples, the question of field or plantation labor is perhaps the most serious obstacle. This is not due, as might be presumed, by those unacquainted with the situation, to poor wages. The native is not overfond of work at any price and when he takes a notion to do so, he will simply lay down his tools and stretch himself very comfortably in the shade. Much the same conditions exist in Florida, where most of the labor is likewise performed by negroes.

Make An Exquisite Beverage

Besides the various modes of preparation in vogue, such as canning, preserving and candying, still another valuable discovery has been made in recent years for use of the pineapple in the household. It was found, after much experimenting, that by extracting the albumenoids and saccharine matter (which caused fermentation) from the pulp of the fruit, an exquisite beverage might be obtained which would not only furnish a refreshing and exhilarating draught, but also would add a valuable acquisition to the list of medical requisites for the allaying of throat and stomach affections. It required a great deal of skill and patience, not to speak of the financial outlay, to bring the infant process to a final state of perfection.

Now for an Intelligent Reckoning

Inventory Season the Time to be Honest With Yourself—How Shall We Take the Inventory?—On Pricing Our Stocks

By HENRY JOHNSON, JR.

I AM asked to write something on closing the books. Maybe it will seem late in the season; but if you still are figuring your inventory, there is plenty of time, and if you have figured it and closed your own books, maybe there will be profit in a review along the lines I shall suggest.

The admonition to be honest in placing values on your inventory may have led to your being fairly conservative, and that is well. But there is another chance for sidestepping facts in the process of closing the books; and I want to help you continue straight while you do this work. So I hope you will read this brief talk rather carefully.

Let me say that I have little knowledge of bookkeepers' ways of closing. I believe they have a system of transferring all totals to some intermediate account, and thence to the ledger. I never could see the use of the intermediate step, so followed the plan of carrying results when ascertained from any account in the ledger directly to loss and gain for final reckoning.

Depreciation Must Be Reckoned

There is no safeguard in any business so reliable as liberal allowance for depreciation. My word on this point is not unsupported. The very best business houses operate this to the limit. Here is the rule for arriving at inventory values by one of the most successful jobbers on the continent:

"If the market has advanced, 'take' at our cost; if the market has declined, 'take' at market."

I always like to copy the men who succeed, and this idea hit me as pretty sound, so I adopted it—mostly. My plan was to fix value on merchandise as far inside the facts as possible. Prices and totals were very conservative, indeed. If there was any doubt that a thing would sell readily, it was priced at from half value down to nothing at all. Similarly, items were made to stand the test for value all the way through. I often was tempted to let up a bit, fearing (what sometimes did happen) that I would make a bad showing. Then I used to buck up with the thought that I was not altering real values at all, only accounting values; and I knew that I was after a conservative showing, for the last man I wanted to deceive was myself.

My rules for other resource-accounts were:

Bills outstanding to be figured individually down the basis certain to make good; then from that total a blanket 10 per cent. to be deducted.

Furniture and fixtures in the store were handled on another pet theory of mine. Any item bought was regarded from two angles; 1st, if it required anything, it either was charged directly in-



HENRY JOHNSON, JR.

to expense, or a part of it was so charged and the remainder—in case of an improved appliance—was (2) considered as having value for use, and for appearance. As appearance is advertising, the part not charged to expense was divided between advertising and F. and F.

Illustration: I bought a coffee roaster for \$625. It was erected in the window to be seen and attract attention to the entire store, and so the scent of the roasting coffee might induce many to enter and buy. So 50 per cent. of the payments as made were charged to F. and F. and 50 per cent. to advertising. At inventory time, the entire F. and F. account was subjected to a 10 per cent. discount for depreciation.

Delivery equipment was discounted 20 per cent.

Ask your jobber to read this and then tell you whether it was fairly safe figuring.

Transferring Totals

When my figures were all made up I never permitted myself to make any skeletons or trials, but finished with each account as I went along.

Merchandise per inventory, plus customers' bills, scaled as indicated, less what I owed, was credited "by stock, etc." to mdse. account. The balance then struck was transferred to credit of loss and gain, then carried down for next period.

Expense, advertising and barn (delivery) accounts were totalled and the totals transferred to the debit of loss and gain. My own account, if there was one (sometimes there was, to cover things paid out for special purposes in excess of my salary) also went to debit of L. and G.

Discount was transferred bodily to credit of L. and G.

I never quite scraped bottom, though once or twice I came near it. The worst

I ever did, on casting up the two sides of L. and G., was to have only \$185 to transfer to credit capital.

Shifting Burden of Growing Capital

I nearly forgot one thing. That is, that 6 per cent. on the capital employed was always added to expense before that account was transferred; balanced by credit to my own account. It followed that, as net annual earnings were carried to the credit of capital from loss and gain, my capital kept growing and the 6 per cent. interest charge became larger every year. And, as money accumulations were constantly being withdrawn, invested in seasoned stocks and bonds under a special investment account, the transference of annual earnings to capital operated to swell expense rather unduly.

When I realized this condition, I opened a surplus account, let the capital stand, and thereafter all earnings were credited to surplus.

I do not know whether this will be helpful to anybody. It is not much of a story. It really can only be useful to one who knows something of books. The object was to cut corners, and I liked my system very much. One thing I liked about it especially was that its statements were inside the facts. In 1914 my capital stood at a figure more than \$6,000 less than the tangible property of the business. I liked that, too; for thus my "capital stock," supposing it was regarded that way, was worth more than 40 per cent. premium.

Outside Investments

In closing, let me say that I learned to wrap groceries in 1877, more than 40 years ago. I mention that fact only to lend some authority to my favorite dictum: That No Man Makes Real Money Out of the Grocery Business Until He Learns to Take Money Out Of It. Get me? Think it over.

A time ago I stated that the cost of extending and handling credit is about 5 per cent.—fully 5 per cent. I say now. A correspondent asks me how I compute that charge. He himself carries an average of \$500 on his books and his credit sales run, perhaps, \$3,500 annually. Here is the computation:

Direct losses from unpaid bills, probably 1 per cent., but not less than ½ per cent., on sales, or, per year, \$17.50.

Safe depreciation charge on the outstanding balance at inventory time, 10 per cent., or \$50.00.

This leaves \$107.50 to cover his labor, his postage, stationery, and all other collection expenses, to make the total of \$175 that I feel it costs him to extend credit on \$3,500 of sales during the year.

Continued on page 42

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS

ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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

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OFFICES

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UNITED STATES—New York, Mrs. E. C. Gibb, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—Room 1401, Lytton Bldg., 14 E. Jackson St.; Telephone Harrison 9133. Boston—C. L. Morton, Room 734, Old South Bldg.; Telephone Main 1024.

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VOL. XXXIV. TORONTO, JAN. 2, 1920 No. 1

IN THE opinion of those in close touch with the situation, business for 1920 is going to make new records in Canadian history. Are you ready for it?

* * *

THE most expensive thing you can do is to guess, especially if you are trying to guess at your expenses, your mark-up or your profits.

* * *

IF THE announcements a retailer makes are habitually newsy and interesting, his store becomes fixed in the minds of buyers as one to go to. They learn involuntarily to look for his advertisements.

MERCHANTS CALL "STRIKE"

ACCORDING to press reports the retail merchants at Walkerton, Ont., have signed an agreement that they will not purchase, at their place of business during business hours, tickets for entertainments. The merchants claim that solicitation for affairs of one kind and another have become so numerous, and canvassers selling tickets in advance such an intolerable nuisance that they had to do something. They got together and called a "strike" against what was, it is stated, termed by some of them, nothing but a "hold up."

AN UNWORTHY PRACTICE

INQUIRIES among wholesalers and manufacturers indicate that some members of the trade have gotten into the habit of repudiating orders for goods which they have already confirmed. The selling agents of a large Old Country firm showed CAN-

ADIAN GROCER an order confirmed by a retailer for a certain quantity of goods with the retailer's signature which had been later cancelled. The agent was told that the merchant had purchased goods of another line in the meantime and would not be able to handle the lines which he had already ordered and signed for.

There is too much of this sort of business altogether to be found among the trade. It does not apply only to the grocery trade; it applies to others; also to some wholesalers as well as retailers. Business men owe it to their own good business integrity to play fair in the matter of accepting goods which they have ordered and confirmed. They should look at the matter in the same light as if they had sold goods to a customer which were returned to them without any good reason.

CO-OPERATIVE SELLING AND THE RETAILER

THE Toronto *Mail and Empire*, in an editorial entitled, "Company Retail Stores," instances the case of the stores operated by the Hollinger and McIntyre mines in the Porcupine district, and at the Ford plant in Detroit. The *Mail and Empire* sees in this a very happy state of affairs that should be more widespread. There is no suggestion that the mines in question or the Ford Company, or even the *Mail and Empire* itself, should be operated on a no-profit basis. The business should merely be taken out of the hands of the grocer—his is the only profit, it appears, that is unjustifiable. The co-operative buying scheme should be encouraged according to the *Mail and Empire*, and the Board of Commerce used as a club over the head of those manufacturers who do not like this system of distribution.

This is the usual futile sort of piffle. If the world at large could have done without the retailer it would have done without him long ago, unnecessary forces do not remain in existence year after year and century after century. The retailer has proved himself. He delivers a real service for a modest profit. If the manufacturer or the miner or other agencies want to take over his work and serve their workers without charge, there is nothing to prevent them. Only it is to be remembered that they are only changing the medium of exchange. They may sell goods at cost, but in doing so they are gaining a hold on their employees that stands them instead of higher wages.

The co-operative scheme has been tried on many occasions in Canada, and in very few has the weight of any lengthy experience proved it to be of real benefit to the community.

The retailer is as economic a distributing force as has been discovered. If he were not conditions would have scrapped him long ere this.

W. G. Patrick & Co. Sales Staff Meet

Annual Convention Held During the Past Week—Look With Optimism to 1920—Company Institutes Insurance Plan for Employees in Addition to Profit-Sharing Scheme

THE sales staff of W. G. Patrick & Co., Wellington St. W., Toronto, were in session at the head office during the week between Christmas and New Year's Day. There were thirty in attendance, and the convention was in charge of W. G. Patrick and Roy Gee, the sales manager. The staff met each day, mornings and afternoons, and the various lines carried by this company were taken up individually, and discussed for the instruction and benefit of all the salesmen. Papers were read, and were followed by enthusiastic discussions. A marked note of optimism prevailed during the convention, and the year just closing, the best in the history of the company, promises to be excelled in 1920. The staff, as a whole, has only one opinion as to business conditions in 1920, and that is, that there will be equally as much activity, if not to a greater degree, than in 1919. There was no pessimism at all in evidence, and the company at the beginning of 1920 is looking forward to another record year.

W. G. Patrick & Co. is instituting a

system of insurance for the benefit of its employees this year, insuring all members of the staff who have been with the company over one year, for \$1,000. The company's year ends on February the first, and at this time the employees of W. G. Patrick & Co. share the profits on the same basis as the shareholders. Employees' labor is treated as a cash investment, and they receive the same dividend disbursement as the shareholders, getting the dividend percentage on the amount of their salaries.

The social side of the salesmen's convention was not overlooked. On Monday evening every employee of the company partook of dinner at Coles' restaurant, afterwards going on to the theatre. On Wednesday afternoon another social affair was spent, when a very fine gold ring, engraved with a star on the inside, was presented to the employee who had rendered the most efficient service in 1919. A welcome was also extended to the men of the company who had returned from overseas during the past year.

The Standards of Flour

1.—That the standard of flour manufactured in Canada, for sale in Canada, be the standard set by the Canadian Wheat Board and designated as:

(A)—Government standard Spring wheat flour. (b)—Government standard Winter wheat flour.

2.—That the maximum wholesale price of flour from midnight, Dec. 27, 1919, inclusive, until further notice, shall be: (a)—Government standard Spring wheat flour, \$13.15 per barrel, basis 98 pounds net, jute bags. (b)—Government standard Winter wheat flour, \$10.10 per barrel, basis 98 pounds net, jute bags.

These prices are basis f.o.b. cars, Montreal.

That effective from midnight, Dec. 27, 1919, inclusive, the above maximum wholesale prices have legal authority, and any sales or purchases made in excess of them will be regarded and treated as violations of the regulations of the Canadian Wheat Board.

The advance in the price of flour, as announced by the Canadian Wheat Board, was pretty well anticipated by the trade, and buying has been pretty heavy in the past few weeks for domestic account. The result is that bakers and the trade generally is pretty well stocked at the old prices. Supplies, it is stated, are ample for thirty days at least. It is expected, millers say, that the trade will be a little quiet for a while now.

Wheat and Flour Prices Advanced

Cheaper American Flours Will be Permitted to Enter Canadian Market—Spring Wheat Flour to be Sold at \$13.15 f.o.b. Montreal

EFFECTIVE from midnight December 27, the Canadian Wheat Board orders that the price of Manitoba wheat to mills in Canada be raised from \$2.30 per bushel to \$2.80 per bushel, in store at public terminal elevator at Fort William or Port Arthur; another regulation increases the maximum wholesale price of Government standard Spring wheat flour from \$10.90 per barrel to \$13.15 per barrel, basis, f.o.b. cars, Montreal.

In connection with the above advances in the price of wheat and flour, James Stewart, chairman of the Canadian Wheat Board, states that in order that the consuming public may have advantage of the supply of cheaper flour in the United States, permits will be issued for the imports of the American products.

The first regulation mentioned, number 70, says:

Price to the Mills

That until further notice, the price of wheat to mills in Canada is fixed on the following basis, per bushel, viz.:

\$2.80 per bushel, including five cents per bushel carrying charges, basis No. 1 Northern Manitoba and No. 1 Alberta red Winter, in store at public termi-

nal elevators, Fort William or Port Arthur.

\$2.70 per bushel, including five cents per bushel carrying charges, basis No. 1 Durum in store public terminal elevators, Fort William or Port Arthur.

\$2.33 per bushel, including five cents per bushel carrying charges, basis No. 1 Spring, No. 1 white Winter and No. 1 red Winter wheat, in store Montreal.

\$2.31 per bushel, including five cents per bushel carrying charges, basis No. 1 mixed Ontario and Quebec wheat, in store Montreal.

\$2.27 per bushel, including five cents per bushel carrying charges, basis No. 1 goose wheat, in store Montreal.

\$2.24 per bushel, including five cents per bushel carrying charges, basis No. 1 commercial grade wheat, in store Montreal.

\$2.25½ per bushel, including five cents per bushel carrying charge, basis No. 1 British Columbia wheat, in store Canadian Government elevator Vancouver.

The spreads for lower grades than these specified above shall be the same as the spreads in the orders of the board relating to cash payments to be paid to the producer.

The second regulation says:

GOING AFTER THE TRADE BY CATALOGUE

Continued from page 34

great emphasis on proper packing. The slight differences in freights, by using heavier crates, are more than saved in the long run, by the absence of breakages and loss, and the customer certainly does appreciate having his goods arrive as he expected they would. Generous adjustments that might show us quite a loss, always leave the customer feeling that even yet he's had the worst of the deal."

"Another thing I would urge on the trade, if they engage in the mail order business. Prompt shipment. All orders from customers have money orders attached. If a shaky firm were so inclined they could finance all their business on their customers' money by retarding deliveries." This practice is too much like kiting and the public will soon get "learly" of mail order grocery business unless this kind of activity is suppressed."

INVITATION FOR BRITISH INDUSTRIES FAIR

Admission to the British Industries Fair to be held at London, Birmingham and Glasgow in February next is by invitation only. Canadian buyers who propose to visit the fair can obtain invitations from the British Trade Commissioners in Canada at Montreal, Toronto and Winnipeg respectively.

Buying at Home Means Economy

By E. M. Trowern, Secretary, Dominion Executive Council, the Retail Merchants' Association of Canada, Ottawa

If a city or town is good enough to live in and good enough to take a salary from, it should be good enough to buy in. If the teachers, the preachers, the professors, the firemen, the policemen and the civic servants want increased salaries the most direct route to bring about that desired end is to keep the money circulating in the home town. If all the money in Canada ever got into the hands of one or two men, business in general would stagnate. The proper and healthy condition is to have money circulated so that everyone will, through his or her industry, get some of it.

The first expectation of a producer is to be able to sell his crop after it has been grown. To sell it he must have customers, with money, who are able to buy it. The further the producer is away from the consumer the more the transportation costs. Farms near thriving towns and cities are more valuable than those which are isolated in the backwoods. The best way to make backwoods farms valuable is to buy in the cities and towns near them.

Cities Built by Co-operation

Prosperous cities and towns are built up through proper co-operation between retail merchants and their customers. They must work together. The customer requires the retail merchant, and the retail merchant requires the customer. If customers send all their money away to mail-order houses for staple goods and expect the corner store to live on the sale of lamp chimneys, eggs and coal oil they will awaken some day to find the little corner store closed. Goods when you want them and were you want them are worth more than goods thousands of miles away. Ten cents' worth of toothache gum in the corner drug-store in the home town is worth more to a suffering child with an aching tooth than ten tons of the same article in Hong Kong, China.

Retail merchants endeavor to locate in places where they are required. They have a double mission to perform; they buy goods to suit their customers and they expect to make a living by selling and caring for them. The better service a retail merchant gives his customers the better business he should receive in return. The services should be mutual and the customer should be equally anxious to see that the retail stores in his city or town succeed.

A Glaring Misconception

The statement that by buying through mail-order houses you are saving the middleman's profit on all you buy is only a glaring deception, to say nothing whatever about the question of lack of loyalty to your home town. Let us follow the process and see if less labor is required. A person living in a town,

and whose position depends upon the prosperity of the town, receives a catalogue. In order that the said catalogue should reach the person the following process must take place:

Process of Cataloguing

- 1.—The catalogue is designed.
- 2.—Printed.
- 3.—Cuts made.
- 4.—Delivered to the mail-order house office.
- 5.—Addresses secured.
- 6.—Catalogue wrapped up and addressed.
- 7.—Stamped.
- 8.—Placed in the mail bag.
- 9.—Mail bag taken to the station.
- 10.—Carried on the train.
- 11.—Taken off the train.
- 12.—Taken to the post-office.
- 13.—Delivered to the customer in the town.
- 14.—The customer spends time reading it over and selects an article.
- 15.—Writes a letter.
- 16.—Secures a post-office order, or encloses the cash and takes the risk.
- 17.—The postmaster enters it up and puts it in the mail bag.
- 18.—Mail driver takes it to the station.
- 19.—Mail clerk in charge of the train delivers it at the other end.
- 20.—Post-office delivery waggon clerk delivers it to the post-office.
- 21.—Postal clerk checks it and sorts it ready for the postman.
- 22.—Postman delivers it to the mail-order house.
- 23.—Mail-order house clerk opens the letter.
- 24.—The bookkeeper credits the cash.
- 25.—The order clerk selects the order.
- 26.—Stenographer acknowledges the receipt.
- 27.—The shipping clerk mails away the order.
- 28.—The postal clerk sorts it out for the mail delivery.
- 29.—Places it on the train.
- 30.—Mail clerk takes it off the train.
- 31.—Delivers it to the local post-office.
- 32.—The underpaid postmaster delivers it either direct to the customer or gives it to the rural mail delivery service that is costing Canada a large sum of money to mostly benefit mail-order houses.
- 33.—The customer receives the article, and after a careful examination finds that he or she could have bought a better article in the home town and have had the good will of the retail merchant, and helped to build up the

home town by keeping the cash in local circulation.

No sane person could say that there is any economy in that system of doing business, especially when fourteen transactions out of the thirty-three are made by the Government mail-order service at less than cost price, thus benefiting the mail-order house proprietors at the expense of the whole people of Canada.

True economy and sound patriotism, therefore, call upon every loyal citizen of Canada to patronize his home town and keep the wheels of commerce moving in the direction in which most persons can be mutually benefited.

NEW APPOINTEE SEES BIG TRADE WITH FRANCE

At a complimentary dinner given him in Montreal, Lieut.-Col. Hercule Barre, and who was recently appointed Canadian Trade Commissioner to Paris, expressed his great confidence as to future developments of trade between Canada and France.

Lieut.-Col. Barre, in addressing his fellow members of the Chambre de Commerce, referred to the result of his contact with various Canadian cities since his appointment and whither he had gone to investigate certain conditions. He has also been in contact with the Board of Trade and Commerce at Ottawa. One of the important things which he had observed was that the Department of Trade and Commerce did not seem to be well informed on the matter of Quebec industries. This was due, in part, through the lack of Quebec in not furnishing Ottawa with sufficient data and reports, and with Ontario the case was different, as complete data and reports were supplied.

Will Investigate Condition

Col. Barre pointed out to his audience that one of his first duties when he reached France would be that of visiting devastated areas to find out at first hand what Canada might be in a position to supply to that country in the work of re-establishment. Col. Barre added that he believed that the name of Canada was most popular in France to-day, and that this of course would be an important point in connection with trade development. Col. Barre appears to be very enthusiastic regarding the development of trade relations in the immediate future.

A MENACE TO THE TRADE

A business man who is ignorant of his costs is a real menace to the trade. Every business failure is a shock, an unstabilizing influence to the whole trade. Statistics show that a lack of knowledge of the business is by far the largest single cause of failures.—Prof. R. B. Kester.

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.

POTATOES IN CARLOADS

Where are the best places to buy cars of potatoes? A. T. Gunning, 75 Montreal St., Sherbrooke, Que.

Answer.—Ferrier & Co., Colborne St., Toronto, Ont.; McWilliam & Everist, Toronto, Ont.; Stronach & Sons, Toronto, Ont.; A. A. McKinnon, 74 Colborne St., Toronto, Ont.; Peters, Duncan & Co., 88 Front St. E., Toronto, Ont.; Dave Spence, Colborne St., Toronto, Ont.; Jos. Ward & Co., Place Youville, Montreal; A. Lalonde, 13 Jacques Cartier, Montreal; J. Hill, 1 Bonsecours Market, Montreal; Renaud & Giroux, Bonsecours Market, Montreal; Charbonneau Freres, Bonsecours Market, Montreal.

PUNCH BOARDS IN NOVA SCOTIA

Please advise me whether it is legal to have cigar sales boards in operation in this province? Halifax, N.S.

Answer.—The Deputy Attorney-General of the province replies to our inquiry as follows:

It appears that the customer at the shop where the cigar sales board is, punches the board with a small piece of wood, shoving out a paper with a number entitling the holder to a certain value in cigars. Unless the cigar sales board is a gambling device within the meaning of the Criminal Code, I am not aware of any law that would prevent these boards from being used in Nova Scotia, but I have scarcely sufficient information to enable me to express a definite opinion. The matter is one on which the firm concerned should consult its solicitor.

MANUFACTURERS OF CIDER PRESSES AND APPLE BUTTER MACHINES

Please put me in touch with any Canadian manufacturers of commercial cider presses, apple butter machines, etc. Roy A. Hunter, 30 10th Ave. West, Vancouver, B.C.

Answer.—Manufacturers of cider presses: London Foundry Co., London, Ont.; Hergott Bros., Mildmay, Ont.; W. R. Perrin, Ltd., Toronto, Ont. (manufacture large presses suitable for factories only.) Apple butter machines: Brown, Boggs & Co., Hamilton, Ont.

HOTHOUSE TOMATOES IN QUEBEC

Will you kindly give me the name and address of shippers of hothouse tomatoes. The nearest shipping point from this city will be more suitable, on account of transportation charges.—A. Grenier, 94 Rue St. Jean, Quebec.

Answer.—At the present time hothouse tomatoes may be obtained from the following: Camille Legare, Cote des Neiges,

Montreal, Que.; McLaren Fruit Co., 185 McGill St., Montreal. (This company, we understand, has greenhouses for the production of tomatoes at Rougemont.) We also would recommend you to communicate with Slack Bros., of Waterloo, Que.

ON BUYING FLOUR AND FEEDS

Would you advise me to buy my spring requirements of flour and feed now?—V. Phillip, Esq., Sarsfield, Ont.

In our opinion flour prices are likely to advance. The United States has removed the embargo against Canadian wheat, and will undoubtedly make a strong bid for Canadian wheat, as their wheat prices for No. 1 hard are quoted \$3.00 to \$3.15 as against \$2.35 here. Any large buying movement would unquestionably advance the Canadian wheat price, and as a natural result the price of flour.

Feeds at the present time are very high in price, and there is no natural reason for any decline considering the probabilities in the wheat market. The Board of Commerce, however, has been urging setting a lower price on these products, and while this does not appear likely at the moment, it might be done. The probable effect of such a move would be to still further advance flour to offset the loss on feeds.

These are the facts as we see them. It looks like higher markets, but always consideration must be given to the fact that the present markets are exceptionally high, and there has been a tendency toward Government interference with prices of late. These cannot be forecast. To buy flour and feed now for spring supply seems to us to be a safe buy, but as we have stated, that is only our judgment, and we would not like to assure the responsibility of advising you in the matter.

GROCERS IN EASTERN ONTARIO AND QUEBEC

Will you kindly give list of wholesale grocers east of Kingston for Ontario and in the province of Quebec.—H. G. Smith, 386 Beaconsfield Ave., N.D.G., Montreal, Que.

Answer.—Belleville, Ont.—John Sloan & Co., J. E. Walmsley & Co., Ltd. Brockville, Ont.—Gilmour & Co., Kingston, Ont.—Robt. J. Carson, W. G. Craig & Co., Ltd., Geo. Robertson & Sons, Ltd., Fenwick, Hendry & Co., Robertson, Nicoll & Co. Lindsay, Ont.—Jas. E. Adams, Ottawa, Ont., H. N. Bate & Sons, Ltd., F. J. Castle Co., Ltd., Joseph Grant, E. M. Lerner & Sons, S. J. Major, Ltd., L. J. Major & J. Soulliere, Ltd., Provost & Allard, J. Feedman, George

St. Peterboro, Ont.—T. Kinnear & Co., Rishor's, Ltd., Perkins, Ince & Co.

Quebec

Chicoutimi, Que.—Cote Boivin & Co., Hull, Que.—P. Daoust & Co., Monette & Valin, Ltd., Joliette, Que.—Chevalier Pouliot & Co., Joseph Dufresne, Levis, Que.—Antoine Carrier & Fils, Montreal, Que.—P. Adelstein, Bergeron, Whissell & Co., Birks, Corner & Co., D. C. Brosseau & Co., S. J. Carter & Co., L. Chaput, Fils & Co., Ltd., Couvrette & Sauriol, Ltd., Forbes Bros., 156 McGill St., Wm. Galbraith & Son., Hudson, Helbert & Co., Ltd., Hudon & Orsali, Ltd., Lachaille, Gendreau & Co., Laporte Martin, Ltd., Lalonde & Desroches, Ltd., Law, Young & Co., Mathewson's Sons, J. Myerson & Son, D. W. Ross & Co., F. X. St. Charles & Co., Standard Imports, Ltd., Watt & Gordon, Quebec, Que.—Drouin Freres & Rattray, Ltd., Joseph & Co., Langlois & Paradis, Ledroit & Frere, J. B. E. Letellier, J. B. Renaud & Co., Rioux & Pettigrew, Turcotte, Frere & Co., Turcotte, Nazaire & Co., Whitehead & Turner, Sherbrooke, Que.—W. F. Fuller, Three Rivers, Que.—J. N. Godin.

BOOK ON RETAIL GROCERY ADVERTISING

Would you kindly tell me where I could get a good book on Retail Grocery Advertising?—Regina Fish Store, Regina, Sask.

Answer.—The following may be obtained from Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto, Ont.:

Retailers' Advertising, complete \$1.50
Grocers' Window Book 1.50
Grocers' Encyclopedia 10.50

CHEESE CUTTER COVER

Could you inform me where I can get a glass cheese cover for a Templeton cutter? Israel Brubacher, Elmira, Ont.

Answer.—Lyons & Marks, 38 Yonge St., Toronto, Ont.; Gowans, Kent & Co., 16 Front Street, Toronto, Ont. (sizes 10, 11 and 12-inch only); Edward R. Smith, Oshkosh, Wis., U.S.A.

METHODS OF PAYING SALESMEN, ETC.

Can you tell me where I can get the booklet: "Methods of Paying Salesmen and Operating Expenses of a Wholesale Grocery Business?"—H. L. Doane, Truro, N.S.

Answer.—It is Bulletin No. 14 of the Bureau of Business Research, Harvard University, Cambridge, Mass. It can be obtained for \$1.00 by applying to this bureau.

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

Mrs. Lillian Noyes, of Black's Harbor, New Brunswick, has sold her grocery business to Robert Thompson.

The grocery of Capt. M. G. Mosher, Souris, Prince Edward Island, was recently destroyed by fire.

Quebec

L. Lapiere has gone into farming at Iberville, Que.

Richard McAvoy, grocer, Montreal, has sold his stock.

J. Trottier, 1018 St. Antoine Street, Montreal, has sold to J. A. Lussier.

L. Lapiere, Cote St. Michel, has disposed of his property to J. A. Duval.

E. J. Leveson, president of Leveson's Ltd., Vancouver, was in Montreal last week.

Brown and Pugh, grocers, 264 Hibernia St., Montreal, has succeeded Brown and Duncan.

Joseph Laporte, of Laporte Martin, Ltee., has returned from a business trip to New York.

A. J. L. Sevigny, grocer, has repurchased his business at 6110 Amherst Street, Ahuntsic.

W. McNeely, acting manager of Thos. J. Lipton, Montreal, is visiting Toronto over the holidays.

B. Legault, general merchant, Notre Dame de La Paix, has been succeeded by Wm. Sauve.

A. Rochon, St. Cesaire, Quebec, has exchanged his business for one at 1573 Bordeaux Street, Montreal.

The estate of Chas. Loque, general merchants, Maniwaki, has suffered loss by fire. The loss is covered by insurance.

Albert Coutu and Mrs. Cleophas Dubeau have been registered in the grocery business under the name of Coutu & Freres.

Joseph Laporte, of Laporte, Martin, Ltee., has been appointed as Director of Publicity for the Montreal University campaign, to begin in January.

Albert Cawthorne, S. Robillard, Joseph Bernier, and S. Davis, salesmen from D. Hatton Co., wholesale fish, are in Montreal for the holidays. They will cover their usual territory early in the new year.

One Ovila Lablanc was discovered by two Montreal constables last week stealing sugar from a grocery store at 41 Marie Anne Street East. The man was arrested on this offence.

J. Spencer Smith, president of the New Jersey Board of Commerce and Navigation, and vice-chairman of the New York, New Jersey Port and Harbor Development Commission, was a visitor to Montreal last week, where he address-

ed the Young Men's Canadian Club on transportation problems.

Ontario

J. Kay, grocer, Hamilton, has sold to R. Jannett.

H. Richardson, general store, Huntley, has been succeeded by S. White.

Max Dworkin, grocer, Ottawa, has re-started in business.

M. Dworkin, of Ottawa, has sold his business to J. Glustein.

Ellard & Hastey, grocers, Westboro, have dissolved partnership, R. Ellard continuing the business alone.

Mrs. W. R. McIntosh, Monkland Station, has suffered loss by fire.

John Albert, of Ottawa, has disposed of his business to J. Jowitt & Son, of the same city.

The Caledonia Front Cheese Factory, Limited, of Caledonia Springs, Ont., has obtained a charter.

Chas. E. Plumley has taken over the business formerly conducted by Mrs. Haase, at Bancroft.

The British Harold F. Ritchie & Company, Limited, has been granted a charter for the purpose of carrying on the business of brokers, manufacturers' agents and commission merchants; to manufacture, buy, sell, and deal in or with goods, wares or merchandise; to buy or sell stock in other companies; to purchase or sell agencies; to acquire, apply for, register, purchase, use, deal in, sell and dispose of inventions, trade marks, trade names, industrial designs, and secret processes, and to establish branch offices or agencies. The capital of the new company is placed at four hundred thousand dollars, divided into four thousand shares of one hundred dollars each. The head office is in Toronto, and the provincial directors are William Thomas Sinclair, Hugh Johnston McLaughlin, Robert Dunn Moorhead, Roy Weldon and Harold Ballantyne Church.

The Canadian Confectionery & Spice Company, Limited, has been granted a charter for the purpose of carrying on the business of manufacturing, producing, adapting, preparing and dealing in all kinds of candies, biscuits, toys, delicacies and generally all forms of confectionery. The company is capitalized at forty thousand dollars, and the head office is in Toronto.

Western

A. A. McCrea, of Bawlf, Alberta, has sold his butcher business to George McCrea.

Cash & Poder, grocers, Edmonton, Alberta, have been succeeded by Smith & Poder.

The general store of J. Newhouse, Lamont, Alberta, is reported sold to Cohen Bros.

The stock of the general store of McNichol & Brown, Shaunavon, Saskatchewan, was recently disposed of by auction.

The Farmers' Mercantile Co., Ltd., general store, Chipman, Alberta, has been reported purchased by the National Co-operative Co., Ltd.

E. A. Alm, of the Standard Grocery Company, Saskatoon, announces that in addition to his grocery stock he will carry a full line of fresh and cooked meats, poultry, fish, butter and eggs.

Whitham and Company, Saskatoon, have opened a store right on the car line in the north end of the city. Quick delivery service is assured by a modern auto truck, which is already being kept busy.

E. Bertram, Saskatoon, has disposed of his grocery and provision store at the corner of Avenue H and 18th Street, to W. C. Whidden, who has not long returned from overseas. Mr. Whidden, prior to joining the army, conducted a grocery business in Saskatoon for a number of years, but after his long service in the artillery in both France and Russia, felt that the grocery business could be made to pay, and is now located in the same neighborhood as before he left.

Only about three months ago these columns reported that Sorenson, Saskatoon, had removed to larger premises on Second Avenue, Saskatoon. Already his fast-growing trade is cramping him for room. The opportunity arose by the retiring of the West of England Dry Goods Company temporarily leaving the city to obtain their stand on 21st Street between First and Second Avenues, and Mr. Sorenson promptly grasped the chance.

C. H. GRANT & CO. SECURE A NEW ACCOUNT

The American Lace Paper Co., of Milwaukee, manufacturers of lace papers, fancy lace table sets, shelving papers, chocolate cups, box inserts, fancy paper boxes, etc., have appointed as their Western Canada agents from Port Arthur to the Pacific Coast, the C. H. Grant Co., of Winnipeg; offices, 810 Confederation Life Building.

HUDSON BAY STORE DESTROYED BY FIRE

The Hudson Bay store at Fort James, forty miles east of Vanderhoof, on Stewart Lake, was burned to the ground last week. No other particulars are available.

P. C. LARKIN & CO. BECOMES THE SALADA TEA COMPANY OF CANADA, LTD.

There has been a change in the title of P. C. Larkin & Company, Toronto, that is generally known as The Salada Tea Company. Under the new conditions, the name of the Canadian company will be The Salada Tea Company of Canada, Ltd., while the American company is known as the Salada Tea Company Incorporated. P. C. Larkin, the founder and active head of the firm, remains as president, and the personnel of the firm remains unchanged. As a matter of fact, it is a change more in name than in fact, brought about to consolidate the interests of the company. There has been no change in these interested in the company and its business will be conducted in the same manner as in the past.

DOMINION COMMERCIAL TRAVELLERS SHOW RECENT GROWTH

The 45th annual meeting of the Dominion Commercial Travellers' Association, held at the Windsor Hotel, Montreal, Saturday evening, was a pronounced success. It was stated that the association now embraces 9,621 members. Revenue for the year amounted to \$139,968.

J. Charles Shea, the first vice-president, was installed as president, and all other officers were returned by acclamation. A ballot was called to elect five members to the board, which resulted in the election of Messrs. J. A. A. Seguin, E. E. Goodenough, J. C. Bisailon, F. A. Noble and William J. Joyce.

The sum of \$2,000 was voted to provide testimonials for members who had served overseas.

The annual banquet of the association was held at the Windsor Hotel on Monday of last week, when the principal speakers were: Hon. C. J. Doherty, Minister of Justice; Hon. Walter G. Mitchell, Provincial Treasurer; Hon. F. B. Carvell, chairman of the Railway Commission; Hon. Mederic Martin; Hon. Philippe Paradis, M.L.C.; Ernest Lapointe, M. P.; D. B. Hanna, of the C. N. R.; J. W. Norcross and M. P. Fenell.

FLOUR SHIPMENT TEMPORARILY BANNED

Owing to the conditions in the freight department of the railways going east from Winnipeg, the Canada Wheat Board has put a temporary embargo on shipments of wheat flour to West St. John. This is in order to give preference to shipments of wheat, which are more urgently needed at present.

ADVERTISING THREE WAYS APPEAL

Advertising affects people in three ways: First, it actually sells the product advertised to a certain number of readers, and brings them to the point where they will go to your store and ask for the goods.

Second, it brings other readers to the

point where they will decide to buy, but will not take immediate action.

Third, it creates confidence in the product in the minds of other readers, so that they will accept it without resistance if you offer it to them and recommend it.—Felix Coste.

TIE UP SOUTH AFRICAN EXPORT TRADE

CAPETOWN, SOUTH AFRICA, Dec 21. — The executive committee of the Federation of Trades to-day made effective its recent decision to call on all affiliated unions to refuse to handle foodstuffs for exportation from South Africa. This action came as a result of information received that a large quantity of jams and fruits was being shipped aboard a steamer. Work throughout the docks was brought to a standstill.

The Federation not only is protesting against the exportation of food, but is asking an increase in wages for native negro workers.

CALENDARS FOR 1920

Connors Bros., Ltd., canners and packers, Black's Harbor, New Brunswick, have issued a very attractive 1920 calendar. "The Snow-Capped Tetons," is the subject title of the handsome colored illustration. There is a range of mountains in the background with a very pretty pastoral scene in the valley in the foreground showing the grass, trees, and cattle in colors, and a stream running through the meadow. The calendar itself is a large one, with big figures. On the calendar for each month there is a small calendar showing the previous month and the month following.

ERROR IN NAME

In our issue of Dec. 19, page 95, an error appeared in the setting of the name of the British Columbia Packers' Association. The word "Packing" should, of course, have been "Packers," as the trade knows.

TORONTO R. M. A. HEARS CIVIC POLITICAL ASPIRANTS

A lively and interesting meeting of the Toronto Retail Merchants' Association was held at the offices of the association at 2 College Street, when the various nominees for civic honors were present to present their case. With one exception the nominees expressed themselves in favor of the early closing by-law. Controller McBride was the exception—he stuck to his guns amid a chorus of booing and told the merchants why he had opposed the measure in the council. He made it very clear that he was not counting on much support from the R. M. A. "It is immaterial to me whether the R. M. A. votes for me or not," he stated.

The other candidates adopted a more conciliatory attitude and informed the

merchants what they intended to do if elected. The display of eloquence, while interesting, did not bring to light any very startling new ideas in civic politics.

NEW ACCOUNT SECURED FOR NICHOLSON & RANKIN, LTD., WINNIPEG

Charles A. Anderson & Co., of New York, through their representative, Walter C. Johnson, have appointed Nicholson & Rankin, Ltd., wholesale grocery brokers and exporters, their agents for Western Canada, from Port Arthur to the Pacific Coast. Charles A. Anderson & Co. are importers of Norwegian sardines, kippered herrings in tomato sauce, etc.

DEFINING ADVERTISING

I think of advertising as a target with three rings, causing another to know—that is the outside. The inner, causing another to remember; and right in the middle, causing another to do. And when you hit that you ring the bell. That is what advertising is, causing another to know, or to remember, or to do.—Jarvis A. Wood.

C. Fairall Fisher, managing director of J. W. Windsor, Limited, Montreal, is leaving this week for England and the Continent, and will visit all their agents in France, Belgium and Scandinavian countries. He will be accompanied by Mrs. Fisher, and probably be absent about three months.

NEW BROOM CO. FOR WINNIPEG

The W. A. McKim Mfg. Co., of which W. A. McKim is general manager, has recently opened a modern broom factory in Winnipeg. All grades and styles of household as well as factory brooms will be made. The lines will be sold through the wholesale trade only, with a guarantee to the purchaser of money back if brooms do not give perfect satisfaction. Mr. McKim has been associated with the broom trade for a number of years, having been manager of a Winnipeg firm for the past five years. He also has a very large connection throughout the West, where he has represented some of the best known hardware lines, calling on both the wholesale and retail trade.

Catalogues and Booklets

The California Prune and Apricot Growers, Inc., of San Jose, California, have issued a Sunsweet Packet of recipes, showing thirty-five ways in which to prepare these fruit foods. The recipes are printed on gummed paper, 3 ins. by 5 ins. in size, the idea being to give the housewife an opportunity to paste them in their cook book or in a card index file. Retailers may also secure these recipe forms to distribute among their customers.

NEWS FROM WESTERN CANADA

Going After the Trade by Catalogue

Grocery Stores Take a Leaf Out of Mail Order House Book and Distribute Price Lists Throughout the Country—Some Policies Adopted by Williams and Little to Encourage Trade.

By ROY A. HUNTER

CALGARY. — Alta. — Special. — The public, it seems, likes to shop by catalogue. The immense mail order houses that this country supports, have educated the householder to order "sight unseen" and there seems to be something about the practice that appeals to Mr. Housewife. What more natural than for some enterprising merchants to "play to this audience," with profit to themselves and satisfaction all 'round. At any rate there are a number of merchants who have found it distinctly to their advantage to capitalize this feeling. H. O. Kirkham is doing it in Vancouver, and he draws tribute from quite a territory. Welsh is doing it in New Westminster and the whole Fraser Valley rings his till, as recorded in CANADIAN GROCER in an October issue. In Edmonton, Tarabain sends out catalogs and his cash

register records sales from fifty miles in every direction.

Starts a Central Buying Agency

In Calgary, CANADIAN GROCER called upon a young but flourishing mail order house that has a turn-over that many might envy. Williams and Little, 117 Tenth West, Calgary, started a warehouse in Calgary to centralize the



Instructions for Ordering

Cash must accompany all orders.

The safest way to send money is by Express or Bank Money Order or Post Office Order.

On orders of \$15.00 or over, not including Flour, Sugar or Salt, we will prepay all Freight.

If your order for General Groceries amounts to \$15.00 or over you can include Flour, Sugar and Salt, and we will prepay Freight on everything.

Owing to market fluctuations we reserve the right to cancel any item if our stock has run out and we are unable to replace.

We will also give the benefit of any declines.

Before signing the Freight Bill please see that all packages are in good condition. If any damage, have your Freight Bill marked by Agent and send it to us. We will look after claim for you.

Reference:

- Union Bank, Calgary.
- Union Bank, Innisfail.
- Union Bank, Didsbury.
- Canadian Credit Men's Assn., Calgary.



Conditions under which the business is done. The page of instructions in the catalogue.

buying for their five country stores. They are situated as follows: Innisfail, Bowden, Olds, Didsbury and Champion. The first four between Calgary and Edmonton and Champion south towards Lethbridge. With the warehouse and the stock on hand, it was considered that a mail order business could be operated with the same fixed overhead, and very slight extra help. This firm mails 5,000 catalogues to customers, and is doing a very satisfactory business. At pres-

CANNED MEATS

Corn Beef, 1/2s	30
Lunch Tongue, 1s	95
Lunch Tongue, 1/2s	50
Potted Meats, 3 for	23
Roast Beef, 1/2s	30
Sliced Smoked Beef, 1/2s	22
Veal Loaf	25
Mince Meat, Wethy, each	15
Mince Meat, Wethy, pail	75

CANNED VEGETABLES

Asparagus, Del Monte Tips	35
Beans, Refugee or Wax	20
Corn, each 22c; per case	5.00
Hominy, Van Camp's, large tin	25
Peas, each 18c; per doz.	2.15
Pork and Beans, 1s, Tomato or Chili	12 1/2
Pork and Beans, 2s, Tomato Sauce	20
Pork and Beans, small	10
Pumpkin, large can	15
Sauerkraut, Libby's, large can	24
Tomatoes, each 20c; case	4.75

CATSUP

Catsup, tins	20
Catsup, Clark's, 12 oz.	25
Catsup, Del Monte, 18 oz.	38
Catsup, gallons	75

CEREALS

Aunt Jemima Pancake Flour, each	18
Pearl Barley, lb.	08
Pot Barley, lb.	07
Scotch Bran, carton	15
Cornmeal, 7s, yellow	50
Cornmeal, 10s, yellow	75
Cornmeal, 24s, yellow	1.65
Oats, tubes	30
Oats, 8 lb. sack	52

If you have cause for complaint, write us.

5

A page from the catalogue showing how goods are enumerated in alphabetical order. The illustration shows the page of the catalogue reduced about a third in size.

ent Mr. Little does not use any illustrated or art catalogue, but he expects to do so. He should not find very much difficulty in collecting helpful cuts; the manufacturers are very much alive to the efforts of these live, wide-awake merchandisers, and as a rule are pleased to furnish small cuts of their products.

In most of the cases mentioned, the mail order department is an outgrowth or central warehouse in connection with a chain of stores. Welsh in Westminster has three stores, and Kirkham in Vancouver has fourteen.

Williams and Little deliver any order of fifteen dollars or over within a radius of about fifty miles. The other day they received a large order from a customer who had carried one of their catalogues into the Peace River Country. While Grande Prairie is somewhat out of their zone, Mr. Little arranged to make the shipment on satisfactory terms to the customer, and a letter was received later, complimenting them on the shape in which the shipment opened up.

Settling the Adjustment in the Parking Room

"That is one of the most important features," said Mr. Little, "we do lay Continued on page 29

PRICE LIST No. 4

NOVEMBER 1st, 1919

Williams & Little
GROCERS

"The Stores That Satisfy"

Warehouse:
117 Tenth Ave. W., Calgary
P.O. BOX 1698
TELEPHONE Nos. M1516—M1575

—STORES AT—

Innisfail --- Joe deLong, Manager
Bowden -- Dan Monroe, Manager
Olds -- Herman Hawkes, Manager
Didsbury - W.O. Zimmerman, Mgr.
Champion - J. McGregor, Manager

WE cordially invite any of our friends to call on us at our Warehouse any time they may be in Calgary.

Address: 117 Tenth Avenue West.

A facsimile of the cover of the catalogue of Williams & Little, who do a mail order business out in Calgary.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

THE feature of the grocery markets this week is the announcement of the Canadian Wheat Board, of a jump of 50 cents per bushel in the price of wheat and the corresponding advance in flour, \$2.25 per barrel. The sugar situation is much the same with offerings still of very moderate proportions. Prices are steady and firm. California raisins are still very scarce.

MONTREAL—Of paramount importance this week is the advance of \$2.25 per barrel for flour. This came to the trade as a very unwelcome announcement, for, while not altogether unexpected, it was hardly thought possible that the advance would be so great. New quotations are \$13.25 per barrel for spring wheat flour and \$10.20 for winter. The net advance is \$2.25 per barrel. Prices, too, are figured out to suit the various points from Fort William west, according to transportation charges. Millers hardly look for an advance for shorts and bran, in view of the fact that the increase for flour would seem to absorb the spread, leaving prices on feeds to the farmer unchanged.

Package flours, of course, will soon advance, following this announcement. Package oats, wheat and Farina foods also will tend higher. Grapes are higher, \$13 per keg being quoted for Emperor. Cauliflower, celery, radishes and cabbage are all higher in price. Sugar is firm and the tendencies seem upward on this commodity. Rice and spices, molasses and syrups, are ruling with a strong undertone. Rolled oats are tending upward, but are without change this week. Coffee, cocoa and teas are active and firm. Soft shelled almonds are up one cent.

TORONTO—Grocery markets are generally inclined to be quiet this week. After the holiday rush demand has not been quite so active. The sugar situation continues about the same. Supplies are only moderate and prices are very firm. Refiners are looking for better offerings in the course of a few weeks, but values are likely to gain in strength. Molasses and corn syrups are selling freely and molasses are bound to be higher in price. There is a fair inquiry for canned goods, particularly fruits. Dried fruits are in demand and prices for the same are extremely strong. Raisins are still very scarce and some wholesalers are entirely without supplies. Imperial mixture tobaccos have advanced this week, also Infants' Delight soap.

The feature of the market, however, is the advance in flour, \$2.25 per barrel, according to the new ruling of the Canadian Wheat Board. Buying of flour prior to the announcement was heavy and it is expected that the trade will be a little slow for a time as stocks are pretty heavy throughout the country.

Produce lines are for the most part steady and strong. Fresh meats are particularly strong.

WINNIPEG—Markets here are generally very high and in a number of instances higher prices are named. There is a very active demand for practically all lines. Sugar is likely to be higher and jams are reflecting the firmer sugar quotations. Rolled oats, too, are rapidly advancing and cereals generally are active sellers. All grades of rice also show stronger levels. Teas and coffees are very firm.

QUEBEC MARKETS

MONTREAL, Dec. 30—While there are fewer changes in the market, due to the holiday rush, prices are generally quite firm. Jobbers are expecting a firming of price on many lines and while there may be a little price-cutting on lines that are held in excess, there is not a great deal of surplus stock of some lines and tendencies will rather be upward.

*Soups Are Higher;
Olives Up, Too*

Montreal.

SOUPS, OLIVES.—Prices are revised upward for Campbell's soups in one

quarter, the present quotation being \$1.85 per dozen, or an increase over the previous price of 20c per dozen.

One hand of Marzanilla olives, and also Queen olives, in the various sizes, are marked up 15c to 75c per dozen, ac-

ording to the weight. This, in part, is the result of higher costs for containers.

*Jam Prices Up;
Flavorings Down*

Montreal.

JAMS, EXTRACTS.—Prices are higher for Aylmer jams, and the advance is 5c per doz. on 12 oz.; 10c per doz. on 16 oz.; 15c per doz. on 2 lb. tins; 5 to 10c per doz. on 4 lb. tins; 6c per tin on 5 lb. tins, and 7c on 7 lb. tins.

Jonas' flavoring extracts are reduced in price, the 2½ oz. round bottles now being priced at \$2.50, a reduction of 20c.

Jobbers Getting a Fair Amount Sugar

Montreal.
SUGAR.—Jobbers are reporting a fair delivery of sugar from the refineries, and while the stocks are never so large as the latter would like them to be, they are able, in turn, to supply the retail trade with fair supplies. Under the high rates of exchange the market is very firm, naturally, and there can be no hope of an easier price basis. Those wanting immediate delivery of raw sugars are paying a very stiff price for their requirements, nearly 14c per cwt. being paid at Cuban shipping points last week for some sugar to be shipped at once. The tendencies are upward.

Atlantic Sugar Company, extra granulated sugar, 100 lbs.	12 00
Acadia Sugar Refinery, extra granulated.	12 00
Canada Sugar Refinery	12 00
Dominion Sugar Co., Ltd., crystal granulated	12 00
St. Lawrence Sugar Refineries	12 00
Icing, barrels	12 20
Icing, 25-lb. boxes	12 60
Icing, 50-lb. boxes	12 40
Do., (50 1-lb. boxes)	13 70
Yellow, No. 1	11 60
Do., No. 2 (Golden)	11 50
Do., No. 3	11 40
Yellow, No. 4	10 55
Powdered, barrels	12 10
Do., 50s	12 30
Do., 25s	12 50
Cubes and Dice (asst. tea), 100-lb. boxes	12 60
Do., 50-lb. boxes	12 70
Do., 25-lb. boxes	12 90
Do., 2-lb. pack	14 00
Paris lumps, barrels	11 65
Paris lumps (100 lbs.)	11 95
Paris lumps (50-lb. boxes)	12 05
Paris lumps (25-lb. boxes)	12 25
Paris lumps (cartons, 5-lb.)	13 00
Do. cartons, 2-lb.	13 25
Do. (cartons, 5-lb.)	12 75
Crystal diamonds, barrels	12 60
Do. (100-lb. boxes)	12 70
Do. (50-lb. boxes)	12 80
Do. (25-lb. boxes)	13 00
Do. (cases, 20 cartons)	13 75

Export Canned Goods If Exchange Lowers

Montreal.
CANNED GOODS.—There will be, if exchange rates permit, a very considerable export of canned goods, and particularly of fruits. Until this matter can be dealt with, and arrangements made that are satisfactory to the European buyers, there is not likely to be a big movement. The demand is there, and sufficient to absorb a great deal of these products. Local demands have been seasonable, and the outgo from week to week considered fairly satisfactory.

CANNED VEGETABLES		
Asparagus (Amer.), mammoth green tips	4 50	4 85
Asparagus, imported (2 1/2s)	5 50	5 55
Beans, Golden Wax	1 75	1 85
Beans, Refugee	1 70	1 75
Beets, new, sliced, 2-lb.	1 00	1 35
Corn (2s)	1 62 1/2	1 65
Carrots (sliced), 2s	1 45	1 75
Corn (on cob), gallons	7 00	7 50
Spinach, 3s	2 85	2 90
Squash, 2 1/2-lb. doz.		1 50
Succotash, 2 lb., doz.		1 80
Do., Can. (2s)		1 80
Do., California, 2s	3 15	3 50
Do. (wine gals.)	3 00	10 00
Sauerkraut, 2 1/2 lb. tins		1 60
Tomatoes, 1s	1 45	1 50
Do., 2s		1 50
Do., 2 1/2s	1 80	1 85
Do., 3s	1 90	2 15
Do., gallons	6 50	7 00
Pumpkins, 2 1/2s (doz.)	1 50	1 55
Do., gallons (doz.)		4 00
Peas, standards	1 85	1 90

Do., Early June	1 92 1/2	2 05
Do., extra fine, 2s.		3 00
Do., Sweet Wrinkle		2 00
Do., fancy, 20 oz.		1 57 1/2
Do., 2-lb. tins		2 75
Peas, Imported—		
Fine, case of 100, case		27 50
Ex. Fine		30 00
No. 1		23 00
No. 2		20 00

CANNED FRUITS		
Apricots, 2 1/4-lb. tins	6 25	6 50
Apples, 2 1/2s, doz.	1 40	1 65
Do., new pack, doz.		2 20
Do., 3s, doz.	1 80	1 95
Do., new pack		6 75
Do., gallons, doz.	5 25	5 75
Blueberries, 1/2s, doz.	0 95	1 00
Do., 2s	2 40	2 45
Do., 1-lb. talls, doz.	1 85	1 90
Currants, black, 2s, doz.	4 00	4 05
Do., gallons, doz.		16 00
Cherries, red, pitted, heavy syrup, doz.	4 75	4 80
Do., white, pitted	4 50	4 75
Gooseberries, 2s, heavy syrup, doz.		2 75
Peaches, heavy syrup—		
No. 2	3 65	4 00
No. 2 1/2	4 80	5 15
Do., gallon, "Pie," doz.		9 50
Do., gallon, table		10 00
Pears, 2s	4 25	4 50
Do., 2 1/2s		5 25
Do., 2s (light syrup)		1 90
Pineapples (grated and sliced), 1-lb. flat, doz.		1 90
Do., 2-lb. talls, doz.		2 30
Do., 2 1/2s, doz.	4 00	4 50
Plums, Lombard	2 00	2 20
Do., in heavy syrup	2 40	2 45
Do., in light syrup		2 45
Gages, green, 2s	2 40	2 45
Raspberries, 2s, black or red, heavy syrup	4 50	4 60
Strawberry, 2s, heavy syrup	4 50	4 65
Rhubarb, 2-lb. tins		2 25

CANNED FISH, MEATS, ETC.		
Salmon—		
Chums, 1-lb. talls		2 00
Do., 1/2s, flat		1 20
Sockeye, 4s, 1s, doz.		4 75
Do., 9s, 1/2s, doz.		2 50
Red Springs, 1-lb. tall	4 00	4 30
Do., 1/2 lb.		2 00
Cohoos, 1-lb. tall		3 75
Do., 1/2-lb. flat		1 90
Pinks, 1 lb.		2 55
Do., 1/2 lb.		1 30
White Springs, 1s		2 00
Chums, 1 lb., talls		1 10
Do., 1/2s, flat		1 10
Gaspe Niobe Brand (case of 4 doz.), per doz.		2 25
Labrador, 1-lb. flat		3 60
Alaska, red, 1-lb. tall	4 25	4 60
Herrings, imported, tomato sauce		3 25
Do., kippered	2 85	2 90
Do., tomato sauce, 1/2s		1 85
Do., kipp., Canadian, 4s, 1s.		1 50
Do., plain, case of 4 doz.		6 75
Do., 1/2s		1 65
Haddies (lunch), 1/2-lb.		1 00
Haddies, chicken (4 doz. to case), doz.	2 25	2 35
Canadian sardines, case	6 25	6 75
Whale Steak, 1-lb. flat		2 00
Pilchards, 1-lb. talls	1 90	2 00
Norwegian sardines, per case of 100 (1/4s)	24 00	25 00
Oysters (canned), 5 oz., doz.		2 60
Do., 10 oz., doz.		4 20
Lobsters, 1/4-lb. doz.		3 40
Do., 1/2-lb. tins, doz.	5 50	6 00
Do., 1-lb. talls		12 00
Do., 3/4-lb. doz.		6 00
Do., 1-lb. flats		12 00
Lobster paste, 1/2-lb. tins		2 40
Sardines (Amer. Norweg'n style)		14 50
Do., Canadian brands (as to quality), case	6 25	17 50
Do., French	32 00	34 00
Do., (gen. Norwegian)	21 00	22 25
Do., Portuguese, case		24 00
Scallops, 1-lb. doz.		3 25
Do., Eastern trade		2 65
Do., Winnipeg and Western		2 85
Scotch Snack, No. 2, doz.		4 60
Shrimps, No. 1	2 40	2 80
Do., 1 1/2s		4 50
Crabs, No. 1 (case 4 doz.)		6 75
Crab meat (Japanese), doz.		6 50
Clams (river), 1 lb., doz.		1 90
Scotch Snack, No. 1, doz., Montreal		2 85
Meats, English potted, doz.		2 00

Dried Fruit Active; Shipment Delayed

Montreal.
DRIED FRUITS.—Steadily heavy de-

mand has been manifest all through the holiday season for various fruits, and the distribution has pretty well liquidated supplies of many goods. Some shipments are still rolling, and the importers are regretting the delays in transportation. Prices, think many of the jobbers, will be higher in the near future, although there will probably be a desire to unload wherever stocks have been augmented.

Apricots, fancy	0 36	
Do., choice	0 34	
Do., slabs	0 30	
Apples (evaporated)	0 23 1/2	0 24
Peaches, (fancy)	0 28	0 30
Do., choice, lb.		0 28
Pears, choice	0 25	0 26
Drained Peels—		
Choice	0 26	
Ex. fancy	0 30	
Lemon	0 45	
Orange	0 46	
Citron	0 68	
Peels (cut mixed), doz.		3 25
Raisins —		
Bulk, 25-lb. boxes, lb.	0 18	0 23
Muscateles, 2 crown		0 16
Do., 1 Crown	0 17 1/2	0 18
Do., 3 Crown	0 18	0 18 1/2
Do., 4 Crown	0 19 1/2	0 20
Cal. seedless, cartons, 16 oz.	0 23	0 23
Cal. seedless, cartons, 16 oz.	0 22	0 23
Fancy seeded	0 21	0 22
15 oz.	0 22	0 26
Currants, loose	0 22	0 25
Do., Greek, 15 oz.		0 25
Dates, Excelisior (36-10s), pkg.		0 15 1/2
Fard, 12-lb. boxes		3 25
Packages only	0 19	0 20
Do., Dromedary (36-10 oz.)		0 19
Packages only, Excelisior		0 20
Figs (layer), 10-lb. boxes, 2s, lb.		0 40
Do., 2 1/4s, lb.		0 45
Do., 2 1/2s, lb.		0 48
Do., 2 3/4s, lb.		0 50
Figs, white (70 4-oz. boxes)		5 40
Figs, Spanish (cooking), 28-lb. boxes, each		0 14
Figs, Turkish, 3 crown, lb.		0 44
Do., 5 Crown, lb.		0 46
Do., 7 Crown, lb.		0 52
Figgs, mats		4 75
Do., 28 8-oz. boxes		3 50
Do. (12 10-oz. boxes)		2 20
Prunes (25-lb. boxes)—		
20-30s		0 33
30-40s		0 30
40-50s	0 25	0 26
50-60s		0 22
60-70s		0 21
70-80s (25-lb. box)		0 20
80-90s		0 18 1/2
90-100s		0 17 1/2
100-120s	0 16	0 17

Almonds Are Higher; Big Sales of Nuts

Montreal.
NUTS.—An advance for Tarragona almonds has been made in one jobbing quarter this week, and the tendencies for new nuts, especially for such lines as are from Europe, are upward. The marketing has been heavy during recent weeks, and while there are few actual changes in the quotable basis, firmness has been apparent in most lines. Sales of nuts prior to Christmas were extremely heavy, many car lots have changed hands.

Almonds, Tarragona, per lb.	0 85	0 86
Do., shelled		0 60
Do., Jordan		0 75
Brazil nuts (new)		0 26
Chestnuts (Canadian)		0 27
Filberts (Sicily), per lb.	0 28	0 29
Do., Barcelona	0 25	0 26
Hickory nuts (large and small), lb.	0 10	0 15
Pecans, No. 4, Jumbo		0 35
Peanuts, Jumbo		0 24
Do., "G"	0 19	0 20
Do., Coons		0 15
Do., Shelled, No. 1 Spanish	0 24	0 25
Do., Salted, Spanish, per lb.	0 29	0 30
Do., Shelled, No. 1, Virginia	0 16 1/2	0 18
Do., No. 1 Virginia		0 14
Peanuts (Salted)—		

Fancy wholes, per lb.	0 35
Fancy splits, per lb.	0 32
Pecans, new Jumbo, per lb.	0 32
Do., large, No. 2, polished	0 32
Do., Orleans, No. 2	0 21
Do., Jumbo	0 60
Walnuts	0 29
Do., new Naples	0 23
Do., shelled	0 80
Do., Chilean, bags, per lb.	0 33

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

A Quiet Bean Market, But Basis is Held

Montreal.
BEANS AND PEAS.—While rather a quiet condition obtains in the bean market, there appears to be no tendency to shade prices, and the quotations are held firmly. A real cold snap would stimulate trade. Peas are in demand in this district, and the firmness is still manifest for good boiling grades.

BEANS—		
Canadian, hand-picked, bush	5 10	5 40
Japanese		5 25
Japanese Lima, per lb. (as to quality)	0 10	0 12
Lima, California	0 17	0 20
PEAS—		
White soup, per bush	4 80	5 00
Split, new crop (98 lbs.)	5 40	5 50
Boiling, bushel	4 80	5 00
Japanese, green, lb.	0 10½	0 11

Every Indication Firming Rice Basis

Montreal.
RICE, TAPIOCA.—From the evidences that present themselves there is little probability of any but high prices ruling on rice. The export movement is likely to be a heavy one, various countries being anxious to obtain supplies. The market undertone is strong.

For tapioca there is but little sale, and prices on this have tended to rule with an easier feeling.

RICE—		
Carolina, ex. fancy	17 50	20 00
Do. (fancy)		17 00
Do., No. 2		16 00
Siam, No. 2		12 50
Siam (fancy)		16 00
Rangoon "B"	11 75	13 25
Rangoon CC	11 75	13 00
Mandarin		13 75
Sparkling		15 75
Japan		13 00
Do., special		9 50
Patna	0 14½	0 15½
Broken rice, fine		7 00
Do., coarse		9 00
Tapioca, per lb. (seed)	0 12½	0 16
Do. (pearl)	0 12½	0 14
Do. (flake)	0 11	0 13

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

Molasses Firm at Last Week's Advance

Montreal.
MOLASSES, SYRUPS.—At the increase of five cents, effected last week, molasses is ruling with a firm undertone, and certain amounts are going out to the trade. There is no prospect of lower prices now.

Syrup makers report a steadily heavy demand for their product, and the basis, while firm, is unchanged.

Corn Syrups—		
Barrels, about 700 lbs., per lb.	0 08½	
Half barrels	0 10½	
Keys	0 08½	
2-lb. tins, 2 doz. in case, case	5 45	
5-lb. tins, 1 doz. in case, case	6 05	
10-lb. tins, ½ doz. in case, case	5 75	
20-lb. tins, ¼ doz. in case, case	5 70	
2-gal. 25-lb. pails, each	2 60	

2-gal. 33¼-lb. pails, each	3 25
5-gal. 65-lb. pails, each	6 25
White Corn Syrup—	
2-lb. tins, 3 doz. in case, case	6 95
5-lb. tins, 1 doz. in case, case	6 65
10-lb. tins, ½ doz. in case, case	6 25
20-lb. tins, ¼ doz. in case, case	6 20
Cane Syrup (Crystal) Diamond—	
ease (2-lb. cans)	7 50
Barrels, per 100 lbs.	10 25
Half-barrels, per 100 lbs.	10 50
Glucose, 5-lb. cans (case)	4 80

Barbadoes Molasses—	
Punchons	1 25
Barrels	1 28
Half barrels	1 30
Fancy Molasses (in tins)—	
2-lb. tins, 2 doz. in case, case	6 00
3-lb. tins, 2 doz. in case, case	5 25
5-lb. tins, 1 doz. in case, case	6 80
10-lb. tins, ½ doz. in case, case	6 65

Note—Prices on molasses to outside points average about 3c per gallon less. In gallon lots 2c above ½ barrel prices.

Brisk Demand For Coffee and Cocoa

Montreal.
COFFEE, COCOA.—While the coffee market has ruled without definite price change during the past few weeks, prices are steady. Sales have been brisk, the importers and roasters finding a ready sale for various grades. Importations have been quite large of late.

The cocoa demand has been active lately, and jobbers are doing a big lot of business.

COFFEE—		
Rio, lb.	0 35	0 37½
Mexican, lb.	0 44	0 45
Jamaica	0 42	0 45
Bogotas, lb.	0 46	0 48
Mocha (types)	0 45	0 48
Santos, Bourbon, lb.	0 44	0 47
Santos, lb.	0 43	0 45
COCOA—		
In 1-lbs., per doz.		5 50
In ½-lbs., per doz.		2 90
In ¼-lb., per doz.		1 55
In small size, per doz.		1 15

Best Teas Scarce; Have Moved Well

Montreal.
TEAS.—Better grade teas have been well distributed to the trade, and, as a consequence, there is not much free tea being offered. The undertone is generally a firm one, and markets are bound to rule high. Advances are still anticipated by many in the trade.

JAPAN TEAS—		
Choice (to medium)	0 65	0 75
Early picking	0 65	0 70
Finest grades	0 80	1 00
Javas—		
Pekoes	0 42	0 45
Orange Pekoes	0 46	0 45
Broken Orange Pekoes	0 43	0 46

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

Package Flours Will Be Higher

Montreal.
PACKAGE GOODS.—Prices are likely to be higher for package flour, and self-raising will, as a result of the advance made for spring wheat flours, be higher in the immediate future. Porridge wheat products, and farina, and all wheat flour products, are likely to cost more in the near future. Rolled oats, in packages, are firming, in view of the higher markets for milling oats.

PACKAGE GOODS		
Breakfast food, case 18	2 85	
Cocoanut, 2 oz. pkgs., doz.	0 78½	

Do., 20-lb. cartons, lb.	0 86
Corn Flakes, 3 doz. case	3 50 3 65 4 15 4 25
Oat Flakes, 20s	5 40
Roller oats, 20s	5 60
Do., 18s	2 00
Do., large, doz.	3 00
Oatmeal, fine cut, pkgs., case	6 75
Puffed rice	5 70
Puffed wheat	4 25
Farina, case	2 25
Hominy, pearl or granu., 2 doz.	3 65
Health bran (20 pkgs.), case	2 60
Scotch Pearl Barley, case	2 60
Pancake Flour, case	3 60
Pancake Flour, self-raising, doz.	1 50
Buckwheat Flour, case	3 60
Wheat food, 18-1½s	3 25
Wheat flakes, case of 2 doz.	2 80
Oatmeal, fine cut, 20 pkgs.	6 75
Porridge wheat, 36s	6 45
Do., 20s	6 25
Self-raising Flour (3-lb. pack.)	
do.	2 90
Do. (6-lb. pack.), doz.	5 70
Corn starch (prepared)	0 11½
Potato flour	0 16½
Starch (laundry)	0 12
Flour, Tapioca	0 15 0 16

Much Surprise at Stiff Flour Advance

Montreal.
FLOUR.—Surprise, and in some instances consternation, rules in this part of the country relative to the stiff advance of \$2.25 per barrel for standard wheat flours. The advance came, not unexpectedly, for, as pointed out in CANADIAN GROCER last week, there has been speculation of late as to the probability of an advance. The trade is much concerned over its extent, and, as far as the grocer is concerned, he will simply have to increase his price to the consumer to take care of the increase sanctioned by the Canadian Wheat Board.

Under the various rules handed out, and fixing the new advanced prices to date from December 27, prices are named to apply at various points in the country, as will be found elsewhere. The new quotations given below are for flour in jute bags, per barrel, and the usual discount from these prices of 10c per barrel for cash, are applicable.

Standard Wheat Flours—		
Straight or mixed ears, 50,000 lbs. on track, per bbl., in (3)		
jute bags, 98 lbs.		13 25
Per bbl., in (2) cotton bags, 98 lbs.		13 40
Small lots, per bbl. (3) jute bags, 98 lbs.		13 55
Winter wheat flour (bbl.) jute bags		10 20

Spices From England; Exchange Big Factor

Montreal.
SPICES.—So great a difference has the exchange situation made that importers have, in large measure, shifted their buying from American to Old Country sources, and shipments of spice have been coming forward from England. CANADIAN GROCER understands that delivery from the latter market has been accomplished within three weeks, and this is considered quite prompt. At present there is but a limited amount of buying, and the markets are very firm, cloves, in particular, ruling very high at import points.

Allspice	0 22
Cassia (pure)	0 33 0 35
Cocoanut, pails, 20 lbs., unsweetened, lb.	0 46
Do., sweetened, lb.	0 36

Chicory (Canadian), lb.	0 20
Cinnamon—	
Rolls	0 35
Pure, ground	0 35
Cloves	0 85
Cream of tartar (French pure)	0 75
American high test	0 80
Ginger	0 40
Ginger (Cochin or Jamaica)	0 31
Mace, pure, 1-lb. tins	1 00
Mixed spice	0 30
Do., 2½ shaker tins, doz.	1 15
Nutmegs, whole	0 60
64, lb.	0 45
80 lb.	0 43
100, lb.	0 40
Ground, 1-lb. tins	0 65
Pepper, black	0 35
Do., special	0 32
Do., white	0 50
Pepper (Cayenne)	0 35
Pickling spice	0 28
Paprika	0 65
Tumeric	0 28
Tartaric acid, per lb. (crystals or powdered)	1 00
Cardamom seed, per lb., bulk	2 00
Caraway (nominal)	0 30
Cinnamon; China, lb.	0 80
Do., per lb.	0 35
Mustard seed, bulk	0 25
Celery seed, bulk (nominal)	0 75
Pimento, whole	0 18

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

*Will Be Higher
Cereal Markets*

Montreal.

CEREALS.—While rolled oats are still selling to the trade for prices that are considered very close, \$4.70 being the low level, there is likely to be an increase of price soon. Good millable oats are not easily obtained, and the market, therefore, will be firmer. Barleys are also firm, and in some cases higher prices are being asked for these.

Cornmeal, golden granulated	5 50	6 25
Barley, pearl	7 00	7 50
Barley, pot, 98 lbs.	6 00	6 50
Barley (roasted)	7 50	8 00
Buckwheat flour, 98 lbs. (new)	6 00	6 50
Hominy grits, 98 lbs.	6 00	6 50
Hominy, pearl, 98 lbs.	6 75	7 25
Graham flour	6 75	7 25
Oatmeal (standard-granulated)		

*Cauliflower, Celery,
Cabbage, Radishes Up*

Montreal.

VEGETABLES.—Higher prices are announced this week for imported cauliflower, \$4 being asked for single crates, and \$8 per crate for doubles. Celery is also up in price. Cabbage has advanced again, to \$3.50 per barrel. American radishes are quoted up at 75c per dozen.

Artichokes, bag	2 00
Beans, new string (imported) hamper	7 00
Beets, new, bag (Montreal)	1 50
Cucumbers (hothouse), doz.	4 00
Chicory, doz.	0 75
Cauliflower, Am., doz., dble. crate	8 00
Do., single crate	4 00
Cabbage (Montreal), barrels	3 50
Carrots, bag	1 25
Celery, Canadian, doz.	1 00
Do., California, 5-7 doz. crate	13 00
Garlic, lb.	0 25
Horseradish, lb.	0 40
Lettuce (Boston), head crate	3 25
Leeks	2 00
Mint	0 60
Mushrooms, lb.	1 50
Do., basket (about 3 lbs.)	4 00
Onions, Yellow, 75-lb. sack	5 00
Do., red, 75 lbs.	5 00
Do., crate	2 75
Do., Spanish, case	7 00
Oyster plant, doz.	0 50
Parsley (Canadian)	0 60
Peppers, green, doz.	0 50
Peppercorns, bag	1 50
Radishes, Montreal (90-lb. bag)	2 35
Do., sweet, hamper	3 50

Do., New Brunswick	2 50
Radishes, American, doz.	0 75
Spinach, box	1 50
Turnips, Quebec, bag	1 50
Do., Montreal	1 25
Tomatoes, hothouse, lb.	0 35

*May Be No Advance
For Bran and Shorts*

Montreal.

FEEDS.—Millers express the belief that there may be no advance for bran and shorts, notwithstanding the increase of \$2.25 per barrel for standard wheat flour. It is felt that the increases added for flour price will take care of the bran and shorts content of wheat, and that the object will have been attained of not making an advance for these imperative, thus giving the farmer what he requires without added cost on present prices.

*Feed Barley \$1.55;
Good Oats Are High*

Montreal.

HAY AND FEED.—Market prices for hay are unchanged, and with some prospect of better roads here, there may be freer delivery to market.

Oat prices are revised somewhat this week, the best grades being one and a half cents higher, and cheaper grades lower to the extent of about half a cent.

Hay—	
Good, No. 1, per 2,000-lb. ton	25 00
Do., No. 2	24 00
Do., No. 3	20 00
Straw	12 00
Oats—	
No. 2 C.W. (34 lbs.)	1 06½

No. 3 C.W.	1 02½
Extra feed	1 02½
No. 1 feed	1 01½
No. 2 feed	1 00
Barley—	
No. 3 C.W.	1 55
No. 3	1 55
No. 4 C.W.	1 55
Feed barley	1 55

Prices are at elevator.

*Grapes Go To \$13.00;
Holly Costs More*

Montreal.

FRUITS.—Prices have advanced this week for Emperor grapes, and \$13 per keg is asked. Holly, in bunches, is also higher, the supply having been reduced owing to holiday demands. The apple list, while unchanged, is very firmly held.

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

ONTARIO MARKETS

TORONTO, Jan. 2—Grocery markets this week are generally firm and very strong. The sugar situation is unchanged. Moderate supplies are coming forward. Prices are steady and very firm. Cereals are holding at present levels, but higher quotations are not unlikely in the near future. Some lines of nuts are very strong, while new shipments of Manchurian walnuts are expected to sell easier. Teas and coffees are strong and dried fruits are also very firm.

*Sugar Quotations
Steady and Firm*

Toronto.

SUGAR.—The market in sugar is steady, with prices ruling very firm. Supplies are only moderate, but there is no actual shortage as far as this market is concerned. Refiners state that there is little likelihood of lower prices, but rather on the other hand values will be very much higher in the early part of 1920 at least. Some of the refineries at present are not operating but are waiting the arrival of new raws.

St. Lawrence, extra granulated, cwt.	12 21
Atlantic, extra granulated	12 21
Acadia Sugar Refinery, extra granulated	12 21
Can. Sugar Refinery, extra granulated	12 21
Dom. Sugar Refinery, extra granulated	12 21
Differentials: Canada Sugar, Atlantic, St. Lawrence, Dominion: Granulated, advance over basis: 50-lb. sacks, 10c; barrels, 5c; gunnies, 5/20s, 25c; gunnies, 10/10s, 40c; cartons, 20/5s, 45c; cartons, 50/2, 55c.	
Differentials on yellow sugars: Under basis, bags 100 lbs., No. 1, 40c; No. 2, 50c; No. 3, 60c; barrels, No. 1, 35c; No. 2, 45c; No. 3, 55c	

Acadia granulated, advance over basis: gunnies, 5/20s, 40c; gunnies, 10/10, 50c; cartons, 20/5s, 60c; cartons, 50/2, 70c. Yellows same as above.

*Molasses Are
Holding Firm*

Toronto.

MOLASSES AND CORN SYRUPS.—The market is strong on both molasses and corn syrups, although no changes are reported as compared with a week ago.

Corn Syrups—	
Barrels, about 700 lbs., yellow	0 08½
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbl	
Cases, 5-lb. tins, white, 2 doz. in case	5 95
Cases, 5-lb. tins, white, 1 doz. in case	6 55
Cases, 10-lb. tins, white, ½ doz. in case	6 25
Cases, 2-lb. tins, yellow, 2 doz. in case	5 45
Cases, 5-lb. tins, yellow, 1 doz. in case	6 05
Cases, 10-lb. tins, yellow, ½ doz. in case	5 75
Cane Syrups—	

Barrels and half barrels, lb.	0 98
Half barrels, 1/4 c over bbls.; 1/4 bbls., 1/2 c over.		
Cases, 2-lb. tins, 2 doz. in case	7 00	
Molasses—		
Fancy, Barbadoes, barrels.....	1 10	1 15
Choice Barbadoes, barrels.....		1 00
West India, bbls., gal.....		0 40
West India, No. 10, kegs.....		6 50
West India, No. 5, kegs.....		3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes.....		4 90
Tins, 3-lb. table grade, case 2 doz., Barbadoes.....		6 75
Tins, 5-lb., 1 doz. to case, Barbadoes.....		5 30
Tins, 10-lb., 1/2 doz. to case, Barbadoes.....		5 20
Tins, No. 2, baking grade, case 2 doz.....	3 50	4 00
Tins, No. 3, baking grade, case of 2 doz.....	4 70	6 50
Tins, No. 5, baking grade, case of 1 doz.....	3 75	6 20
Tins, No. 10, baking grade, case		
West Indies, 1 1/2, 48s.....	4 60	6 85
of 1/2 doz.....	3 60	6 00

Packaged Goods
Show Few Changes

Toronto.
PACKAGE GOODS.—Packaged lines are unchanged in price this week. There is a very heavy inquiry for all packaged cereals. Rolled oats and corn flakes are in big demand, and the market on the former is likely to see higher levels early in the New Year. Rolled oats in 20s are selling for \$5.60 for the round ones, and at from \$5.10 to \$5.60 for the squares. Quotations on these packaged lines are generally steady.

PACKAGE GOODS		
Roller Oats, 20s round, case.....	\$5 60	
Do., 20s square, case.....	5 10	5 60
Do., 36s, case.....		4 00
Do., 18s, case.....		2 00
Corn Flakes, 36s, case.....	4 00	4 25
Porridge Wheat, 36s, regular, case		6 00
Do., 20s, family, case.....		6 80
Cooker Package Peas, 36s, case.....		4 20
Cornstarch, No. 1, lb., cartons.....	0 11 1/2	0 11 3/4
Do., No. 2, lb., cartons.....		0 10 3/4
Laundry starch.....		0 10
Laundry starch, in 1-lb. cartons		0 12
Do., in 6-lb. tin canisters.....		0 12 1/2
Do., in 6-lb. wood boxes.....		0 12 1/2
Potato Flour, in 1-lb. pkgs.....		0 16
Fine oatmeal, 20s.....		6 75
Cornmeal, 24s.....		3 65
Farina, 24s.....		2 60
Barley, 24s.....		2 60
Wheat flakes, 24s.....		5 60
Wheat kernels, 24s.....		4 50
Self-rising pancake flour, 24s.....		3 20
Buckwheat flour, 24s.....		3 20
White flour, 24s.....		5 50
Graham flour, 24s.....		5 75

Sharp Upward
Tendency in Cereals

Toronto.
CEREALS.—The market for cereals is very strong. All indications point to a sharp upward trend in rolled oats in the near future. Other lines are steady.

	Single Bag	Lots
	F.o.b.	Toronto
Barley, pearl, 98s.....	7 00	7 50
Barley, pot, 98s.....		6 00
Barley Flour, 98s.....		4 50
Buckwheat Flour, 98s.....		6 25
Cornmeal, Golden, 98s.....	5 75	6 00
Do., fancy yellow, 98s.....		6 50
Hominy grits, 98s.....	5 50	6 00
Hominy, pearl, 98s.....	5 25	5 75
Oatmeal, 98s.....	5 70	5 80
Oat Flour.....		5 50
Corn Flour, 98s.....		5 50
Rye Flour, 98s.....		5 00
Roller oats, 90s.....	4 75	5 00
Roller Wheat, 100-lb. bbl.....	6 50	7 00
Cracked wheat, bag.....		6 50
Breakfast Food, No. 1.....		6 25
Do., No. 2.....		6 25
Rice flour, 100 lbs.....	10 00	
Linseed meal, 98s.....		6 75
Peas, split, 98s.....	0 08	0 08 1/2
Blue peas, lb.....	0 09	0 10
Marrowfat green peas.....		0 11 3/4

Canned Goods
in Moderate Demand

Toronto.
CANNED GOODS.—The market for canned goods is very steady, with no changes reported in prices this week. There is only a moderate demand for canned vegetables at the present time, but the demand for canned fruits and jam is very active. The new prices of jams, as announced two weeks ago, are ruling.

Salmon—		
Sockeye, 1s, doz.....	4 75	
Sockeye, 1/2s, doz.....	2 75	
Alaska reds, 1s, doz.....	4 25	4 50
Do., 1/2s.....		2 50
Cohoos, 1/2 lb. tins.....	2 00	2 10
Do., Red Springs, 1-lb. talls.....	3 75	4 25
Do., White Springs, 1s, doz.....	2 30	2 35
Chums, 1-lb. talls.....	2 35	2 60
Do., 1/2s, doz.....	1 35	1 45
Pinks, 1-lb. talls.....	2 35	2 60
Do., 1/2s, doz.....	1 35	1 50
Lobsters, 1/2 lb., doz.....	6 00	
Do., 1/4-lb. tins.....	3 25	
Whale Steak, 1s, flat, doz.....	1 75	1 90
Pilchards, 1-lb. talls, doz.....	1 75	2 10
Canned Vegetables—		
Beets, 2s, dozen.....	1 45	
Tomatoes, 2 1/2s, doz.....	1 95	2 00
Peas, standard, doz.....	2 00	2 50
Do., Early June, doz.....		2 40
Do., Sweet Wrinkle, doz.....	2 45	2 50
Do., extra sifted, doz.....	2 77 1/2	2 82 1/2
Beans, golden wax, doz.....	2 00	
Asparagus, tins, doz.....	3 85	4 25
Asparagus butts, 2 1/2s, doz.....		2 50
Canadian corn.....	1 75	2 10
Pumpkins, 2 1/2s, doz.....	1 25	1 25
Spinach, 2s, doz.....	2 15	2 15
Do., 2 1/2s, doz.....	2 2 1/2	2 80
Do., 10s, doz.....		10 00
Pineapples, sliced, 2s, doz.....	4 50	4 75
Do., shredded, 2s, doz.....	4 50	4 75
Rhubarb, preserved, 2s, doz.....	2 07 1/2	2 10
Do., preserved, 2 1/2s, doz.....	2 65	4 62 1/2
Do., standard 10s doz.....		5 00
Apples, gal., doz.....		6 25
Peaches, 2s, doz.....	3 55	3 90
Pears, 2s, doz.....	3 00	4 25
Plums, Lombard, 2s, doz.....	3 10	6 25
Do., Green Gage.....	3 25	3 40
Cherries, pitted, H. S.....	4 35	4 40
Blueberries, 2s.....	2 25	2 40
Strawberries, 2s, H. S.....		5 25
Blueberries, 2s.....	2 10	2 35
Jams—		
Apricots, 4s, each.....	0 90	
Black Currants, 16 oz., doz.....	4 60	
Do., 4s, each.....	1 15	
Gooseberry, 4s, each.....	0 98	
Do., 16 oz., doz.....	4 10	
Peach, 4s, each.....	0 97	
Do., 16 oz., doz.....	4 00	
Red Currants, 16 oz. doz.....	4 15	
Raspberries, 16 oz., doz.....	4 50	
Do., 4s, each.....	1 15	
Strawberries, 16 oz., doz.....	4 70	
Do., 4s, each.....	1 20	

Quotations on
Dried Fruits Strong

Toronto.
DRIED FRUITS.—Quotations on dried fruits are all very strong. The demand prior to Christmas was the heaviest in years, and the supplies in some lines were inadequate to meet it. Choice Muir peaches in 25-pound lots are offered this week at 28 cents per pound. A new shipment of Australian currants are en route and should soon be available for this market. It is likely that they will be quoted lower than the Grecian currants. California raisins are still very scarce.

Evaporated apples.....	0 22	0 23
Apricots, cartons, 11 oz., 48s.....		4 55
Candied Peels, American—		
Lemon.....	0 44	0 46
Orange.....	0 44	0 48
Citron.....		0 75
Currants—		
Grecian, per lb.....	0 22	0 23
Australians, 3 Crown, lb.....	0 22	0 23

Dates—		
Excelsior, pkgs., 3 doz. in case.....	5 50	
Dromedary, 3 doz. in case.....		7 00
Fard, lb.....	0 23 1/2	0 29 1/2
New Hallowee dates, per lb.....		0 19 1/2
Figs—		
Taps, lb.....		0 17
Malagas, lb.....		
Comarde figs, mats, lb.....		
Smyrna figs, in bags.....	0 18	0 19
Cal., 4 oz. pkgs., 70s, case.....		5 00
Cal., 8 oz., 20s, case.....		3 25
Cal., 10 oz., 12s, case.....		2 25
Prunes—		
		Per lb.
30-40s, 25s.....		0 31
40-50s, 25s.....		0 28
50-60s, 25s.....		0 24
60-70s, 25s.....		0 22
70-80s, 25s.....		0 21 1/2
80-90s, 25s.....		0 17 1/2
90-100s, 25s.....		0 16 3/4
Sunset prunes in 5-lb. cartons, each.....		1 15
Peaches—		
Standard, 25-lb. box, peeled.....	0 26 1/2	0 28
Choice, 25-lb. box, peeled.....	0 27	0 30
Fancy, 25-lb. boxes.....	0 29	0 30
Raisins—		
California bleached, lb.....		
Extra fancy, sulphur bch., 25s.....		0 22
Seedless, 15-oz. packets.....	0 21	0 22
Seeded, 15 oz. packets.....		0 20 1/2
Seedless, Thompson's, bulk e.....	0 23	0 24
Crown Muscatels, No. 1s, 25s.....		0 23
Turkish Sultanas.....	0 25	0 27
Table raisins, 20-lb. pkgs.....	7 50	10 50

New Walnuts
May Be Easier

Toronto.
NUTS.—Quotations on shelled almonds are very firm, and will be higher, with new shipments arriving. Peanuts are very strong, and new buying is only possible at higher prices. There is a possibility that with new stocks of Manchurian walnuts arriving at an early date, there may be easier levels prevailing on walnuts.

Almonds, Tarragonas, lb.....	0 31	0 33
Butternuts, Canadian, lb.....		0 08
Walnuts, Cal., bags, 100 lbs.....	0 40	0 45
Walnuts, Grenoble, lb.....		0 35
Walnuts, Bordeaux, lb.....	0 29	0 30
Filberts, lb.....		0 25
Pecans, lb.....	0 30	0 32
Cocoanuts, Jamaica, sack.....		10 00
Cocoanut, unsweetened, lb.....		0 45
Do., sweetened, lb.....		0 45
Peanuts, Jumbo, roasted.....	0 18	0 19
Brazil nuts, large, lb.....	0 32	0 33
Mixed Nuts, bags 50 lbs.....		0 32
Shelled—		
Almonds, lb.....	0 62	0 65
Filberts, lb.....	0 50	0 55
Walnuts, Bordeaux lb.....	0 88	0 90
Peanuts, Spanish, lb.....		0 25
Do., Chinese, 30-32 to oz.....	0 18	0 19
Brazil nuts, lb.....		0 88
Pecans, lb.....		1 30

Market For
Teas is Quiet

Toronto.
TEAS.—The market for teas has been rather quiet during the holiday season, and while reports from primary markets all point to very high prices there has been little or no change in the past ten days. Stocks in local hands are not heavy, and few changes are looked for in the downward direction.

Ceylons and Indians—		
Pekoe Souchongs.....	0 48	0 54
Pekoes.....	0 52	0 60
Broken Pekoes.....	0 56	0 64
Broken Orange Pekoes.....	0 58	0 66
Javas—		
Broken Orange Pekoes.....	0 58	0 65
Broken Pekoes.....	0 45	0 50
Janans and Chinas—		
Early pickings, Japans.....	0 63	0 65
Do., seconds.....	0 50	0 55
Hyson thirds.....	0 45	0 50
Do., pts.....	0 58	0 72
Do., sifted.....	0 67	0 77
Above prices give range of quotations to the retail trade.		

**Coffees on Spot
Are Unchanged**

Toronto.
COFFEES.—Coffees are very strong with no changes in spot quotations as compared with a week ago. The market is a little quiet at the present time.

Java, Private Estate	0 51	0 53
Java, Old Government, lb.		
Bogotas, lb.	0 49	0 50
Guatemala, lb.	0 48	0 52
Mexican, lb.		0 55
Maracaibo, lb.	0 47	0 48
Jamaica, lb.	0 45	0 46
Blue Mountain Jamaica		0 53
Mocha, lb.		0 55
Rio, lb.	0 35	0 37
Santos, Bourbon, lb.	0 46	0 47 1/2
Ceylon, Plantation, lb.		0 54
Chicory, lb.		0 25
Cocoa—		
Pure, lb.	0 31	
Sweet, lb.	0 31	

**Rices Are Selling
Slowly Just Now**

Toronto.
RICES.—The market for rice is quiet at the present time, with quotations very firm. Tapioca is selling at 14 1/2 and 15 cents per pound.

Honduras, fancy, per 100 lbs.		
Blue Rose, lb.	0 16	0 17
Siam, fancy, per 100 lbs.	15 00	16 00
Siam, second, per 100 lbs.	13 50	14 50
Japans, fancy, per 100 lbs.		17 00
Do., seconds, per 100 lbs.	13 00	14 00
White Sago		0 14
Do., Packing		14 00
Chinese, XX., per 100 lbs.	13 00	14 00
Do., Simiu		16 00
Do., Mujin, No. 1		16 00
Tapioca, per lb.	0 14 1/2	0 15

**Market For Beans
a Little Quiet**

Toronto.
BEANS.—There is not a very active demand for beans at the present time. Prices are steady and firm.

Ontario, 1-lb. to 2-lb. pickers, bus.	5 25	5 50
Do., hand-picked, bus.		6 00
Marrowfat, bush.	6 00	6 50
Japanese Kotenashi, per bush.	4 50	5 00
Rangoons, per bushel	3 00	3 50
Limas, per lb.	0 16	0 17
Madagascars, lb.	0 13	0 14

**Little Activity in
Honey Market**

Toronto.
HONEY, MAPLE SYRUPS. — No changes are reported in quotations on honey and maple syrups.

Honey, Clover—		
5-lb. tins		0 28
2 1/2-lb. tins		0 29
10-lb. tins		0 25
60-lb. tins		0 25
Buckwheat, 50-lb. tins, lb.		0 16
Comb, No. 1, fancy, doz.		4 50
Do., No. 2, doz.		
Maple Syrup—		
8 1/2-lb. tins, 10 to case, case.		18 00
Wine qt. tins, 24 to case, case		23 00
Wine, 1 gal. tins, 6 to case, case		24 00
Imp. 5 gal. cans. 1 to case, case		20 00
Maple Sugar—		
50 1-lb. blocks to case, lb.		0 29

**Steady Quotations
Rule on Spices**

Toronto.
SPICES.—Spices are in active demand at steady prices. The tendency, however, is towards higher levels, and advances are not unlikely early in the New Year. Importers are revising

prices this week, and it is stated that some lines will show advances.

Allspice	0 19	0 21
Cassia	0 33	0 40
Cinnamon		0 55
Cloves	0 30	0 30
Cayenne	0 33	0 37
Ginger	0 30	0 40
Herbs — cage, thyme, parsley, mint, savory, Marjoram	0 40	0 70
Pastry	0 32	0 38
Pickling spices	0 22	0 30
Mace	0 90	1 10
Peppers, black	0 40	0 43
Peppers, white	0 45	0 51
Paprika, lb.	0 60	0 70
Nutmegs, selects, whole, 100s.	0 45	0 50
Do., 80s		0 55
Do., 64s	0 60	0 65
Mustard seed, whole		0 35
Celery seed, whole		0 75
Coriander, whole	0 25	0 30
Caraway seed, whole	0 35	0 45
Tumeric, whole	0 25	0 27
Cream of Tartar—		
French, pure	0 75	0 80
American high test, bulk.	0 75	0 80
2-oz. packages, doz.		1 75
4-oz. packages, doz.	2 75	3 00
8-oz. tins, doz.		6 50

**Cal. Fruits Are
Active Sellers**

Toronto.
FRUITS.—There continues a very active demand for all fruits. California navel oranges are selling very freely, and prices are fairly easy. Malaga grapes, too, are in brisk demand, and are quoted at from \$13 to \$15 per Reg. California grapefruit is from \$4.50 to \$5 according to sizes.

Bananas, Port Limons		0 08
Valencia Oranges—		
100s, 126s, 150s, 176s, 200s	5 50	6 75
216s, 250s, 288s, 324s	5 50	6 75
Cal. Navel—		
100s, 126s, 150s, 176s, 200s	6 00	7 50
216s, 250s, 288s, 324s	6 00	7 00
Lemons, Cal., 300s, 360s	5 00	5 50
Lemons, Messinas, 300s		5 75
Grapefruit, 54s, 64s, 70s, 80s, 96s	4 50	5 00
Apples—		
Nova Scotia Kings, bbl.	6 00	7 00
Ontario Spies, bbl.	6 00	6 50
Blenheims, bbl.	5 50	6 50
McIntosh Reds, box		3 75
Jonathans, box	3 35	3 50
Kings, box		3 25
Spys, Ont., box		2 75
Rome Beauty, sizes 88s, 96s.		
104s, 118s, 125s, 138s, 150s.	3 75	4 00
Cal. Pears		5 50
Florida Tangarines, 144s, 168s,		
196s, 216s, 224s	3 50	4 50
Grape, Cal., Emperor		
Drums	7 75	8 00
Do., Spanish Malagas, keg.	13 00	15 00

WINNIPEG MARKETS

WINNIPEG, Dec. 30—The grocery markets here are all generally strong and show sharp upward tendencies. Sugar is likely to advance before long and supplies are not much improved. Jams are in active demand and prices are high. Bulk cereals are active sellers and rolled oats are rapidly advancing.

**Higher Market
Likely in Sugar**

Winnipeg.
SUGAR.—Raw sugars are being purchased for next year's supply at heavy advances over the present year's basis. All European countries are far short of their requirements and are buying freely of new crop raws. The outlook is for higher prices for refined sugar for 1920.

Cranberry, Cape Cod, bbl.	14 00
Do., half bbl.	7 50
Do., boxes	4 50
Pomegranates, boxes	4 00
Can. Chestnut, lb.	0 25

**Ont. Potatoes
Hold at \$2.75**

Toronto.
VEGETABLES.—Potatoes are steady this week, being quoted at \$2.75 per bag. Vegetables are holding firm and generally are unchanged from last week. There is an active demand at this time for imported green vegetables, even at the strong figures.

Cabbage, bbl.	2 75
Carrots, per bag	1 25
Parsnips, bag	1 75
Lettuce, Cal., head, crate 8 doz.	8 00
Hothouse Tomatoes, lb.	0 30
Onions, Yellow Danvers, 100-lb. sacks	7 00
Do., 75 lb.	4 50
Spanish Onions, large cases	7 50
Do., small crates	2 60
Do., Cal. Australian Browns, 100 lbs.	7 50
Onions, white, large sacks	6 50
Green Onions, doz. bunches	1 00
Spanish, hamper	3 00
Celery, 8 doz.	7 00
Cauliflower, Cal., case	6 25
Potatoes—	
Ontario, 90-lb. bags	2 75
Quebec, 90-lb. bags	2 75
Jersey Sweet Potatoes, hamper.	2 75
Do., bbl., double headers	7 50
Turnips, bag	1 00
Mushrooms, 4-lb. basket	3 50
Holly Wreaths, doz.	2 00

**Better Inquiry
For Flour**

Toronto.
FLOUR.—Higher prices are now ruling in the market for flour. Ontario winter wheat flour, in carload shipments, on track, in cotton bags 13 40
Do., in jute bags 13 25

**Millfeeds Hold
at Fixed Prices**

Toronto.
MILL FEEDS.—Mill feeds are holding at the fixed Government prices.
MILLFEEDS—
Bran, per ton 45 25
Shorts, per ton 53 25

Refiners report that the outlook for supplies for our Canadian trade is better than it has been this year, as they have figured their needs on a basis of increased consumption.

**Bulk Cereals
Are Active**

Winnipeg.
CEREALS.—Rolled oats are advancing rapidly, as pointed out in these pages some time ago. Retailers were

then advised to purchase their requirements for some time ahead. This week shows a further advance of from forty to fifty cents per bag, with the market very strong at this advance.

Outside rolled oats, the cereal market shows very little change. Market is very firm in all lines and active demand is reported. Many buyers are anticipating a general advance, and consequently are stocking up with heavy supplies.

Standard oatmeal, 98s	5 50
Do., 49s	2 80
Do., 24s	1 45
Granulated same as standard.	
Wheat granules, 98s	6 00
Do., 49s	3 05
Do., 24s	1 15
Barley, Ont., pot. 98s	5 35
Do., 48s	2 75
Do., pearl, 98s	7 50
Do., 49s	3 85
Do., 24s	2 00
Cornmeal, yellow, half sack	2 75
Do., quarter sack	1 40
Do., bales	6 15
Dried peas, yellow, whole, per lb.	0 04
Do., green	0 10 1/2
Split peas, 98s	7 75
Do., 49s	3 90
Do., small lots	0 08 1/2

Evaporated Fruits in Active Demand

Winnipeg.

DRIED FRUITS.—There is a heavy demand reported for evaporated fruits, especially in the smaller country towns. The market generally is very firm at all times, with slight advances showing on evaporated apples and many California lines.

Evaporated Apples—	
Choice No. 1 stock—	
50-lb. boxes, faced, per lb.	0 26 1/2
25-lb. boxes, faced, per lb.	0 27
3-lb. cartons, 16 to cs., carton	0 85
Apricots, extra choice, 5-lb. cartons, per carton	1 85
Currants—	
Australian, 3 crown, half case, per lb.	0 25
Greek Filiatras, dry cleaned, lb. Do., wet cleaned, half case.	0 21
Dates—	
Royal Excelsior, 10 oz., case.	0 18 1/2
Do., broken cases, per pkg.	0 19
Dromedary, 10 oz., case lots.	0 22
Do., less quantities	0 22 1/2
Fard, 12-lb. boxes, per box	3 15
Figs—	
Spanish cooking, re-cleaned, 25-lb. cases, lb.	0 18
Black, in cartons, 5 lbs., carton	1 16
California White Roedings, 25-lb. case, lb.	0 23
Grapes, dried, black, 25-lb. boxes, per lb.	0 15 1/2
Peaches, peeled, 25-lb. boxes, lb. Do., unpitted, whole, 25-lb. boxes, lb.	0 27 1/2
Pears, extra choice, 25-lb. boxes, lb.	0 22
Prunes—	
90-100, 25-lb. case, per lb.	0 17
90-100, 10-lb. case, per lb.	0 17 1/2
80-90, 25-lb. case, per lb.	0 17 1/2
80-90, 10-lb. case, per lb.	0 18
70-80, 25-lb. case, per lb.	0 19
60-70, 25-lb. case, per lb.	0 20
50-60, 25-lb. case, per lb.	0 21
40-50, 25-lb. case, per lb.	0 23
Raisins—	
Cal. Muscatels, 3 crown, 25s. lb.	0 16
Cal. package seeded, 11 oz., pkg.	0 15
Do., 15 oz., pkg.	0 20 1/2
Do., seedless, 11 oz., pkg.	0 16
Do., 15 oz., pkg.	0 21
Cal. bulk, seedless, 25-lb. boxes, per pkg.	0 20 1/2
Cal. bleached Sultanias, 25-lb. box, per lb.	0 24

Rice Steadily Advancing

Winnipeg.

RICES.—A general advance has taken place in all grades of rice, amounting

approximately to \$40 per ton. Higher prices are still looked for, especially on Oriental lines.

Molasses Strong; Advance Looked For

Winnipeg.

MOLASSES.—Molasses has constantly followed the changes in the sugar market, as sugar is steadily reaching higher levels. Molasses is also expected to advance accordingly in sympathy with the sugar market.

Tea Advancing; Market Strong

Winnipeg.

TEAS.—The higher rate of exchange on the rupee during the past two weeks has made India and Ceylon teas not only much stronger in market tone, but has actually shown a considerable advance for immediate purchase.

The India market is about closing, and unless large quantities continue to come down it will be at least four months before the market reopens. It was stated here recently that dollar a lb. tea was in sight. It is now very much nearer and it will only be a matter of a few weeks at most, with present sharp advances, before the packers of package tea will be compelled to mark their packages with the dollar sign.

Coffee Showing Little Change

Winnipeg.

COFFEES.—While there has been very little actual change in the coffee market the past week, everything, with the exception of Rio, shows a firmer tendency. Rio alone is reported weaker.

All mild coffee is very difficult to procure. Quotations are about the same on ordinary coffee, but in order to get well described coffee it is necessary to pay a premium.

This market has been very short of the better grades for some time past, due to the inability to get supplies in on account of the congestion of freight, labor difficulties, etc.

Conditions are now more favorable and heavy shipments are looked for after the first of the new year.

Jams Are in Active Demand

Winnipeg.

MISCELLANEOUS.—It would not be surprising to see a much higher price on jams. All varieties of dried fruits are very high, as well as all canned fruits. Sugar is moving up, and at present looks to be higher. This accompanied with the increased consumption looks like higher jam prices before long.

Norwegian sardines are looked upon

as due for an advance in the early part of the new year. This year's pack of the finer grades is reported very light, and there will be very few for the Canadian market. There is, however, a better supply of the second quality.

Increased cost in transportation all along the line is an added factor that must be taken into consideration.

Very little activity has been shown in the markets on this line for some time, although changes which have been noted have shown a steady advance. This week is no exception, the new changes again show advances of moderate proportions.

Transportation is the Biggest Problem

J. Spencer Smith Speaks to Young
Business Men on Importance of
Transportation in Development
of Commerce

In an interesting address delivered last week before the Young Men's Canadian Club of Montreal, J. Spencer Smith, president of New Jersey Board of Commerce and Navigation, called the attention of his auditors to the importance of transportation in the problem of commerce. Mr. Smith is a Montreal boy, and his visit to Montreal was therefore a very welcome one, not only to himself but to those who heard him.

Tracing the growth of transportation from early days, when the only means was by boat manned by galley slaves, then via Roman roads, and down to the present time, the speaker came to the present transportation conditions, and through the medium of the above treatment, made an interesting survey of the situation. He pointed out that with the proper adjustment of avenues of communication, economic problems will go far towards solving themselves. It would take time, of course, for conditions to reach a high standard, but much depended upon proper readjustment of transportation systems and conditions, so much so in fact that this was the crux of the whole situation.

The speaker paid great tribute to the board which had directed the building of the Canadian Pacific Railway and other lines, and while he found that conditions were entirely different in Canada as compared with those of the United States, because of the density of population in the latter country, great progress had been made in Canada, and some wonderful transportation undertakings were to the credit of this country. Canada really possessed, said the speaker, wonderful transportation facilities which a great many people did not realize.

In speaking of water transportation, Mr. Smith referred to the excellent arrangement carried out in Montreal and believed that if those interested in New Jersey and New York could be persuaded, the Montreal system would be followed in these two important centres.

WEEKLY MARKET REPORTS BY WIRE

Statements from Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Dec. 29.—Flour has advanced \$2.25 per barrel. Quotations on Siam rice are from \$12.75 to \$14.75 per cwt. Rolled oats in eighties are \$4.60. Number one storage eggs are from \$19.60 to \$21.50 per case. Tomatoes, in twos and halves, are from \$4.40 to \$4.75, and standard peas are from \$4.20 to \$4.75. Evaporated apples in fifties are 22½ to 25 cents. Local potatoes are \$65 per ton and oranges are \$6.25 per case. Lemons are \$7, and grapefruit, \$6. Shipments of Smyrna figs arrived late for Christmas. Oleo-margarine is higher. Best grades are costing 41 cents, and second grade margarine 37 cents.

Flour, 96s, per bbl.	12 95
Beans, B.C.	7 50
Rolled oats, 80s	4 60
Rice, Siam	12 75
Japan, No. 1	17 00
Taploca, lb.	0 14
Sago, lb.	0 13½
Sugar, pure cane, granulated, cwt	0 81
Cheese, No. 1, Ontario, large	0 70
Butter, creamery, lb.	0 55
Do., dairy, lb.	0 32
Lard, pure, 3s, lb.	0 80
Eggs, new-laid, local	19 60
Do., No. 1, storage, case	4 00
Tomatoes, 2½s, standard, case	4 00
Corn, 2s, case	4 20
Peas, 2s, standard, case	10 30
Strawberries, 2s, Ontario, case	10 30
Raspberries, 2s, Ontario, case	9 00
Cherries, 2s, red, pitted	0 22½
Apples, evaporated	0 25½
Do., 25s, lb.	0 26½
Peaches, evaporated, lb.	0 25½
Do., canned, 2s	7 50
Prunes, 90-100s	0 16
Do., 70-80s	0 17
Do., 50-60s	0 20
Do., 30-40s	0 26
Do., 20-30s	0 31
Raisins, bleached Sultanias	0 27
Do., bulk, seedless	0 21
Do., package, 11 oz.	0 16½
Filiatras Currants, lb.	0 26
Salmon, pink tall, case	10 25
Do., Sockeye, tall, case	17 50
Do., halves	18 00
Potatoes, Alta., per ton	65 00
Oranges	6 25
Lemons	7 00
Grapefruit	6 00
Peas, evaporated, lb.	0 33½
Pineapples, 2s	6 20
Do., 2½s	7 90
Spanish Malaga Raisins, 5½-lb. trays	0 23
Do., Crowns, 21 lbs.	6 50

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., December 29.—The flour situation is the most interesting feature of the local market. Flour has

advanced \$2.25 per barrel. Some dealers had expected the action of the Wheat Board and had bought fairly good stocks before the jump. Bakers are not yet certain what increase will follow in bread. The holiday market is quiet. Trade is a little slower.

Flour, No. 1 patents, bbls., Man.	12 60
Cornmeal, gran., bags	6 00
Cornmeal, ordinary	3 85
Rolled oats	11 25
Rice, Siam, per 100 lbs.	13 00
Taploca, 100 lbs.	13 50
Molasses	15 00
Sugar—	1 25
Standard, granulated	12 10
No. 1, yellow	11 60
Cheese, New Brunswick	0 32
Cheese, Ont., twins	0 34
Eggs, fresh, doz.	0 90
Eggs, storage	0 85
Breakfast bacon	0 38
Butter, creamery, per lb.	0 70
Butter, dairy, per lb.	0 65
Butter, tub	0 60
Lard, pure, lb.	0 32
Lard, compound	0 30
American clear pork	60 00
Beef, corned, 1s	4 55
Tomatoes, 2½s, standard case	4 20
Raspberries, 2s, Ont., case	4 40
Peaches, 2s, standard, case	7 25
Corn, 2s, standard, case	3 75
Peas, standard, case	4 10
Apples, gal., N.B., doz.	5 00
Strawberries, 2s, Ont., case	19 50
Salmon, Red Spring, flats, cases	11 00
Pinks	11 50
Cohoos	15 00
Chums	9 00
Evaporated Apples, per lb.	0 25
Peaches, per lb.	0 27½
Potatoes, Natives, per bbl.	4 25
Onions, Can., 100-lb. bag	6 00
Lemons, Cal.	6 00
Oranges, Cal., case	6 50
Grapefruit, Cal., case	6 25
Apples, Western, box	4 00
Bananas, per lb.	0 09
Grapes, Malaga, keg	11 00

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Dec. 29.—The market is generally the same as last week. Lillooet potatoes are bringing \$70 per ton. Seattle is quoting potatoes at \$90, and onions at \$130 per ton. Okanagan onions are selling at \$140 per ton. Navel oranges are firmer at \$6.50 per case. Japanese oranges are around 90 cents per box. The lemon market is easier.

NOW FOR INTELLIGENT RECKONING

Continued from page 27

Moreover, I think this conservative, and that no matter how he may shuffle the figures about, he will not honestly and tangibly arrive at any lower total—it probably costs more.

I do not say that if he did not work on his books and do other work in connection with handling those accounts, he

could do something else equally profitable with his time. I do think that it pays him to give credit. I know it paid me. Just the same, he does that work and must be paid for it, the same as he is paid for any other work or service he performs in his business. I am satisfied that it costs more to extend credit than most merchants think it does. I am sure that most of us do not charge enough, on the average, into our prices to cover credit expenses along with our other costs. It might be profitable for us to discuss this more in detail.

The immediate question which led to his query was whether 5 per cent. discount to cash-and-carry customers was fair. I thought it was, and said so. I think it is quite fair; provided he finds it advantageous to encourage cash-and-carry trade, or is compelled by competition to recognize two classes of customers. This is a live phase of business to-day.

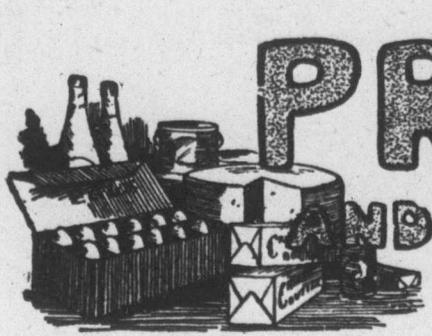
JAPAN TEA EXPORTS HELD UP

In a report on the Japanese tea situation recently received by one of the Government's executive departments it is said that the exporters are in trouble because the steamship companies are trying to avoid the shipment of tea, as the freight rates thereon are very low (\$8 per ton) in view of those on Pacific lines rising to \$13 to \$14 per ton. It is reported that there are huge accumulations of tea for export, and that unless the exporters are ready to pay \$12 to \$13, the steamer companies will not take the tea.

The report also asserts that the Japanese tea manufacturers are very much put out over the irregularity of their transactions with America, there being sometimes an overwhelming demand and hardly any at other times. Such being the case, leading manufacturers in Hiye Prefecture are turning to Korea and Manchuria, where they expect steady and good markets.

FUTURE RICE PROSPECTS NOT TOO BRIGHT

While the rice situation throughout the Orient is very serious at present, it is expected in many quarters to be even worse next year, because the summer crops in many important rice-growing centres are but 50 per cent. normal. In the mountains of Sumatra, Dutch East Indies, there are said to be, approximately, 60,000 to 90,000 tons of rice that can not be brought out to the hungry people on the coast, on account of the lack of transportation facilities.



PRODUCE AND PROVISIONS

Hints for Slicing Ham

The Right and the Wrong Way to Cut Ham and Bacon is Demonstrated by Practical Instances

THE accompanying article by John Alfeldt appeared in the current issue of "The Red Ball," the interesting little magazine published by the Atlantic Sugar Refineries. It has some interesting and instructive points for the merchant and for that reason is reprinted herewith.

"A FEW days ago I cut up two hams, each weighing thirteen pounds. I started slicing one straight across, as I have seen them sliced in the majority of markets, and I got from this ham nine centre cuts at 35 cents per pound, or \$1.55; fifteen poorer cuts at 30 cents per pound, or \$1.45; and a ham bone weighing three pounds, or 45 cents—making the total of \$3.45. Then I started slicing the other ham parallel with the rump bone, which is the proper way of slicing hams, and from this I got fifteen centre cuts of ham at 35 cents per pound, or \$2.57, and nine poorer cuts at 30 cents per pound, or 90 cents, and a three-pound ham bone, or 45 cents, making a total of \$3.92—a saving of 47 cents on the ham. While this is not a big saving on the single ham, think what it would mean if you were cutting a barrel of hams a week or every two weeks! Furthermore, one ham gave nine centre cuts, and the other gave me fifteen—a difference of six centre cuts. Now, you all know that centre cuts of ham sell more readily than end cuts, therefore, you not only save 46 cents on a ham, but you can increase the sale of your ham 20 per cent., or better, because you are getting more and better cuts. This is what your trade wants, and is willing to pay for.

Waste in Bacon

Did you ever step into a grocery store which handles a small line of smoked meats, and see on its counter from six to eight small pieces of bacon weighing from six to eight ounces each, just because the clerks do not know, and probably have never been told, how to eliminate this tremendous waste? Instead of starting at both ends, and getting rid of end pieces first, they cut a strip of bacon in two, and start selling from the middle, with the result of

having left over two end pieces, which accumulate very fast, unless they are sold at a greatly reduced price, and most any kind of bacon to-day is worth two cents or more per ounce.

One of the first things a merchant should do is to become acquainted with his trade, that he may address them by name. You, no doubt, have been in stores where, as you step in, the proprietor and clerks will say, "Good morning, Mr. White. What will you have this morning?" Surely it makes you

think you are welcome there and they take an interest in your wants, and if you find what you want you cannot help doing all your trading there, and telling all your friends about it. I do not advise that you should be familiar with them by calling them by their first name, because, if you do, the first thing you know you will be asked to extend credit, which you will give against your better judgment. Then, you should learn to know their wants. This is very essential. A large percentage of the meat business is done by phone and delivery, and you must give your customer as good a cut of meat when she phones as when she calls personally.

November Sardine Catch Only Fraction of Former Year

Pack Declines From 65,000 Barrels to 8,300 Barrels—Packing Did Not Pay—B.C. Fisheries Well Ahead From the "Red Ball"

THE total value of sea fish at the point of landing on both the Atlantic and Pacific coasts during the month of November was \$2,138,513, as compared with \$2,272,468 for the same month in 1918. The value of the British Columbia catch was over three hundred thousand dollars greater than in November of last year, but this was offset by a great drop in value of the Bay of Fundy sardine catch. Owing to unremunerative prices, the sardine fishery was not prosecuted with the usual vigor, and, consequently, the catch amounted to not more than 8,300 barrels, as compared with 65,000 barrels in November, 1918.

A heavy easterly gale in the first week of the month handicapped the fishermen of the Atlantic coast by wrecking or damaging boats and fishing gear. This gale is largely responsible for a decrease in the mackerel catch, which fell from 22,910 cwts. in November, 1918, to 13,800 cwts. last month. The gale occurred just at the time when mackerel appeared in abundance on some parts of the coast. The catch of cod, haddock, hake and pollock was over 6,000 cwts. greater last month than in the previous November.

In spite of unfavorable weather conditions on the Pacific coast, the salmon catch was 70,000 cwts. greater than in

November, 1918. The herring catch also was greater by over 6,000 cwts., while the halibut catch shows an increase of 1,700 cwts.

A CHRISTMAS GREETING TO EMPLOYEES

The Loblaw Stores, Ltd., of Toronto, sent out a striking Christmas message to all the employees in their numerous branches. This was the message:

CHRISTMAS GREETINGS TO ALL EMPLOYEES OF LOBLAW STORES, LIMITED

We always like to think of everyone associated with Loblaw Stores, Limited, as real personal friends, united by something more than mere business ties.

The management realize, and appreciate, that in a broad sense the success of the company depends on the constant co-operation of every individual employee.

Permit us to extend to you our thanks for your faithful service and our best wishes for a Very Merry Christmas.

LOBLAW STORES, LIMITED and underneath and attached to the above was a cheque drawn by the management of the stores as an added "Merry Christmas" message.

Produce, Provision and Fish Markets

QUEBEC MARKETS

MONTREAL, Dec. 30—Provision markets are ruling with fewer changes than usual, but the hog situation has strengthened materially and prices for select live-weights are up \$1 to \$1.50. Dressed are advanced in like manner. Oysters are 20 to 25 per cent. higher in price, this being due to the severity of weather conditions in the producing ground. Frozen fish are firming in price. Cured meats are steady. Butter is in demand and a decided activity prevails for No. 2 creamery. Cheese holdings are heavy, but prices are unchanged. Lard still is very active. Imported margarine from the United States is very firm. Storage eggs are in very active demand. Turkeys have advanced materially and the holiday sale of all grades poultry was very heavy.

Hogs Score Advance; May Be Temporary

Montreal.
FRESH MEATS.—An advance is made this week in the basic price of live and dressed hogs. This is due, in part, to the small offerings, for farmers have been shipping but a very few. The higher market may, therefore, be but temporary. Selects are selling for \$18 to \$18.50 per 100 lbs., liveweight, and dressed hogs at \$26.50 to \$27. The undertone of the cattle market is quite firm, and sales of fancy beef have been seasonably heavy.

FRESH MEATS—			
Hogs, live (selects)	18 00	18 50	
Hogs, dressed—			
Abattoir killed, 65-90 lbs	26 50	27 00	
Fresh Pork—			
Leg of Pork (foot on)	0 81½		
Loins (trimmed)	0 35		
Loins (untrimmed)	0 32		
Bone trimmings	0 16	0 21	
Trimmed shoulders	0 25		
Untrimmed	0 23		
Pork sausage (pure)	0 23		
Farmer sausages	0 18		
Fresh Beef—			
(Cows)		(Steers)	
\$0 19	\$0 22	Hind quarters	\$0 26 \$0 28
0 12	0 14	Front quarters	0 15 0 17
0 27	0 27	Loins	0 38
0 22	0 22	Ribs	0 36
0 12	0 12	Chucks	0 14
0 18	0 18	Hips	0 19
Calves (as to grade)	0 22		0 28
Lambs, 50-80 lbs. (whole carcass), lb.			0 28
No. 1 Mutton (whole carcass), 45-50 lbs., lb.			0 18

Steady Sales For Some Cured Meats

Montreal.
CURED MEATS.—Markets have been steady during the week on cured meats, and the undertone is firm, but without change. Quite a demand existed during the holidays for cured meats, and sales are reported to have been satisfactory.

Hams—			
Medium, smoked, per lb.—			
(Weights) 8-10 lbs.	0 35		
12-14 lbs.	0 36		
14-20 lbs.	0 35		
20-25 lbs.	0 30		
25-35 lbs.	0 30		
Over 35 lbs.	0 28½		
Boneless (for slicing), 4c advance over above prices.			
Bacon—			
Breakfast	0 39	0 50	
Cottage Rolls		0 32½	
Picnic Hams		0 27	
Barrel Pork—			

Canadian short cut (bbl.), 25-35 pieces	56 50
Clear fat backs (bbl.), 40-50 pieces	64 00
Heavy mess pork (bbl.)	52 00
Plate Beef	30 00
Mess Beef	28 00
Bean Pork	53 00

Roast Meats Were Holiday Sellers

Montreal.
COOKED MEATS.—Demands from the trade for various cooked meats were satisfactorily large during the holiday season, but this heavier buying will have died down. For the most part, the undertone is steady.

Head cheese	0 14
Choice jellied ox tongue	0 55
Jellied pork tongues	0 40
Jellied Pressed Beef, lb.	0 32
Ham and tongue, lb.	0 30
Veal and tongue	0 28
Hams, cooked	0 49
Shoulders, roast	0 44
Shoulders, boiled	0 44
Pork pies (doz.)	0 12
Blood pudding, lb.	0 12
Mince meat, lb.	0 15
Sausage, pure pork	0 23
Bologna, lb.	0 13

Brisk Demand For Second Grade Butter

Montreal.
BUTTER.—While there has been a considerable sale for the best grade creamery butter, fodder make has been in active demand, and what is known as number two creamery, has been a big seller. The market is ruling without quotable change.

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

Big Cheese Stocks Much For Export

Montreal.
CHEESE.—Stocks of cheese held at Montreal are large. A great quantity is held here for export account, but, in addition to this, holdings are large for resident owners. The demand in a domestic sense is quite active, and prices are unchanged.

CHEESE—			
New, large, per lb.	0 31		
Twins, per lb.	0 31	0 31	
Triplets, per lb.	0 31	0 32	
Stilton, per lb.	0 35		
Fancy, old cheese, per lb.	0 35		

Continued Heavy Demand For Lard

Montreal.
LARD.—Heavy demands have been made upon stocks of lard, and the undertone has continued strong, with prices held firmly, although without change.

LARD—			
Tierces, 400 lbs., per lb.	0 29½	0 30	
Tubs, 50 lbs., per lb.	0 30	0 30½	
Pails, 20 lbs., per lb.	0 30½	0 30¾	
Bricks, 1 lb., per lb.	0 31	0 32½	

Shortening a Seller, But Demand Limited

Montreal.
SHORTENING.—While some sales of shortening are made, the demand is rather limited, owing to the slightly higher prices obtaining for pure grades of lard. No price changes have been made.

SHORTENING—			
Tierces, 400 lbs., per lb.	0 28		
Tubs, 50 lbs., per lb.	0 28½	0 28½	
Pails, 20 lbs., per lb.	0 28½	0 28¾	
Bricks, 1 lb., per lb.	0 30	0 30½	

Imported Margarine Firmer in Price

Montreal.
MARGARINE.—As before pointed out, the market is firm on grades of oleomargarine imported from the United States, and this comes, of course, as a result of the excessive exchange rates. Prices locally, however, are ruling without change.

MARGARINE—			
Prints according to quality, lb.	0 37	0 39	
Tubs, according to quality, lb.	0 31	0 34	

Outside Enquiries For Storage Eggs

Montreal.
EGGS.—Enquiries have come from European buyers for Canadian storage eggs. In view of the fact, however, that the Canadian market requirements are heavy, and with good prices obtainable here, there is not a strong probability of export being heavy. New-laid are very firm at unchanged prices.

EGGS—			
No. 2	0 55		
No. 1	0 58	0 58	
Selects	0 65	0 66	
New laid	1 00	1 10	

Record Prices Paid; Turkeys Are Higher

Montreal.
POULTRY.—Christmas buyers had to pay higher prices for "King Turkey," and the quotations this week are very much higher. This applies to both dressed and live "buying" prices. Little export has been made to the Canadian market from the United States owing

to unfavorable exchange rates, and this has served to accentuate the shortage here.

POULTRY (dressed)—
(Selling Prices)

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

Oysters Are Higher; Frozen Fish Firming

Montreal.
FISH.—Oysters have advanced 20 to 25 per cent. This is due principally to the stormy weather on producing grounds and a shortness of labor. Fish trade, generally, is brisk. Good demand for frozen smelts, cod, herring and mackerel. Supplies being limited, it is expected that with an active demand prices will advance. In all lines of pickled and salt fish, trade is quiet.

FRESH FISH

Haddock	0 08½	0 09
Steak, cod	0 11	0 13
Market cod	0 07½	0 08
Mackerel	0 18	
Flounders	0 08	0 10
Prawns	0 40	
Live Lobsters	0 60	
Salmon (B.C.), per lb., Red	0 30	
Skate	0 12	
Shrimps	0 40	
Whitefish	0 16	
FROZEN FISH		
Gaspereaux, per lb.	0 06½	0 07
Halibut, large and chicken	0 18	0 19
Halibut, Western, medium	0 20	0 21
Haddock	0 07	0 07½

ONTARIO MARKETS

TORONTO, Jan. 2—The produce markets this week show few changes as compared with last. Selected eggs are becoming short and all quotations are at high levels. Fresh meats are steady, and provisions are selling well at unchanged figures.

Fresh Meats Are Unchanged

Toronto.
FRESH MEATS.—Fresh meats are selling very freely at the present time, the sale of high-class meats and fowl for the Christmas trade having been very heavy. Prices are unchanged this week, as compared with last.

FRESH MEATS

Hogs—		
Dressed, 70-100 lbs., per cwt.	22 00	24 00
Live off cars, per cwt.	16 50	16 50
Live, fed and watered, per cwt.	16 25	16 50
Live f.o.b., per cwt.	15 25	
Fresh Pork—		
Legs of pork, up to 18 lbs.	0 28	
Loins of pork, lb.	0 35	0 37½
Tenderloins, lb.	0 47	0 48
Spare ribs, lb.	0 20	0 20½
Picnics, lb.	0 22	0 24
New York shoulders, lb.	0 24	
Boston butts, lb.	0 30	
Montreal shoulders, lb.	0 25	
Fresh Beef—from Steers and Heifers—		

Mackerel	0 15	0 16
Dore	0 15	0 16
Smelts, No. 1, per lb.	0 16	0 18
Smelts, No. 2, per lb.	0 11	0 12
Smelts, extra large	0 07	0 08
Pike, headless and dressed	0 11	0 12
Market Cod	0 06½	0 07
Whitefish, small	0 12	0 13
Sea Herrings	0 07½	0 08
Steak Cod	0 08½	0 09
Gaspe Salmon, per lb.	0 24	0 25
Salmon, Cohoes, round	0 19	0 20
Salmon, Qualla, hd. and dd.	0 13	0 14
Whitefish	0 15	0 16
Lake Trout	0 19	0 20
Lake Herrings, bag, 100 lbs.	4 50	
Alewives	0 05½	0 06

SALTED FISH

Codfish—		
Large bbl., 200 lbs.	20 00	
No. 1, medium, bbl., 200 lbs.	17 00	
No. 2, 200-lb. barrel	15 00	
Strip boneless (30-lb. boxes), lb.	0 20	
Boneless (24 1-lb. cartons), lb.	0 20	
Ivory (2-lb. blocks, 20-lb. boxes)	0 18	
Shredded (12-lb. boxes)	2 40	2 50
Dried, 100-lb. bbl.	16 00	
Skinless, 100-lb. boxes	16 50	
Pollock, No. 1, 200-lb. barrel	14 00	
Boneless cod (2-lb.)	0 23	

PICKLED FISH

Herrings, Scotch cured, half bbl.	12 00	
Do., Scotia, barrel	12 00	
Do., half barrel	6 50	
Mackerel, barrel	25 00	
Salmon, B.C., 200 lbs.	25 00	
Labrador Salmon, barrels	26 00	
Sea Trout, 200-lb. barrels	23 00	
Turbot, 200 lbs.	20 00	22 00
Codfish, tongues and sound, lb.	0 13	
Eels, lb.	0 16	0 17

SMOKED FISH

Haddies, BXs, per lb.	0 11	0 12
Filletts	0 17	0 18
Bloaters, box	2 50	
Kippers	2 15	2 50
Digby Chicks, in bundles, per box	6 24	
Boneless Smoked Herring, 10-lb. box, lb.	0 22	

OYSTERS

Cape Cod, per barrel	13 00	15 00
Batouche, per barrel	14 00	
Malpeques shell oysters, choice, bbl.	18 00	
Do., XXX, bbl.	16 00	
Scallops, gallon	4 00	
Can No. 1 (Solids)	2 50	3 00
Can No. 3 (Solids)	7 50	8 40
Can No. 5 (Solids)	11 20	12 00
Can No. 1 (Selects)	2 40	3 00
Can No. 3 (Selects)	6 75	9 00

SUNDRIES

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

Hind quarters, lb.	0 22	0 30
Front quarters, lb.	0 12	0 20
Ribs, lb.	0 18	0 32
Chucks, lb.	0 12	0 16
Loins, whole, lb.	0 25	0 35
Hips, lb.	0 15	0 22
Cow beef quotations about 2c per pound below above quotations.		
Calves, lb.	0 20	0 29
Spring lamb, lb.	0 22	0 27
Sheep, whole, lb.	0 12	0 16

Above prices subject to daily fluctuations of the market.

Provision Prices Are Steady

Toronto.
PROVISIONS.—The market for provisions is active with no changes as compared with a week ago. Prices are holding at the levels that have prevailed now for some weeks.

Lams—

Medium	0 34	0 35
Large, per lb.	0 29	0 30
Heavy	0 28	0 29

Backs—

Skinned, rib, lb.	0 44	0 45
Boneless, per lb.	0 50	0 52
Bacon—		
Breakfast, ordinary, per lb.	0 40	0 45
Breakfast, fancy, per lb.	0 45	0 52
Roll, per lb.	0 29	0 30
Wiltshire (smoked sides), lb.	0 33	0 35
Dry Salt Meats—		
Long clear bacon, av. 50-70 lbs.	0 27	
Do., av., 80-90 lbs.	0 25	
Clear bellies, 15-30 lb.	0 28	
Sausages in brine, keg, 35 lbs.	7 35	
Fat backs, 16-20 lbs.	0 30	
Out of pickle prices range about 2c per pound		
ing, per lb.	0 44	
below corresponding cuts above.		
Barrel Pork—		
Mess pork, 200 lbs.	42 00	
Short cut backs, bbl. 200 lbs.	50 00	
Picked rolls, bbl., 200 lbs.—		
Heavy	50 00	
Lightweight	60 00	
Above prices subject to daily fluctuations of the market.		

Cooked Meats Are a Little Slow

Toronto.
COOKED MEATS.—Cooked meats are a little slow just now, and prices are steady as compared with a week ago.

Boiled hams, lb.	0 47	0 50
Hams, roast, without dressing, lb.	0 50	0 52
Shoulders, roast, without dress-		
Head Cheese, 6s, lb.	0 12	0 14
Choice jellied ox tongue, lb.	0 55	
Jellied pork tongue	0 49	0 50

Above prices subject to daily fluctuations of the market.

Butter Prices Steady and Firm

Toronto.
BUTTER.—The butter market is unchanged, but very strong. Creamery prints are selling to the trade at from 67 to 70 cents per pound.

BUTTER—

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

Stocks of Selects Are Getting Low

Toronto.
EGGS.—The market for eggs is very strong. Stocks of selects are diminishing, and the price of them has advanced at from 66 to 67 cents per pound.

EGGS—

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

Prices shown are subject to daily fluctuations of the market.

Cheese Market Holding Strong

Toronto.
CHEESE.—Large cheese is selling at from 31 to 32½ cents per pound, and the Stiltons at from 34 to 36 cents per pound.

CHEESE—

Large	0 31	0 32½
Stilton	0 34	0 36
Twins 1c higher than large cheese.		Triplets
1½c higher than large cheese.		

Margarine is Selling Freely

Toronto.
MARGARINE.—Margarine is selling fairly brisk, the high prices of butter stimulating the sale of it. Prices are steady.

MARGARINE—

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

No Change in the Lard Market

Toronto.
LARD.—There is no change in the market for lard this week, the price holding at from 29 to 29½ cents per pound on the tierce basis.

LARD—

Tierces, 400 lbs., lb.	0 29	0 29½
In 60-lb. tubs, ½ cent higher than tierces, pails ¼ cent higher than tierces, and 1 lb. prints, 2c higher than tierces.		

Shortening Prices Holding Steady

Toronto.
SHORTENING. — Quotations on shortening are steady, at from 27 to 28 cents per pound.

SHORTENING—

Tierces, 400 lbs.	0 27	0 28
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Smoked Fish Selling Freely

Toronto.
FISH.—There is a very active demand for fish these days, the smoked and frozen varieties supplying the demand. Oysters, too, are having a very active sale. Prices show few changes.

FRESH SEA FISH.		
Cod Steak, lb.	0 09	
Do., market, lb.	0 07	
Haddock, heads off, lb.		
Do., heads on, lb.		
Halibut, chicken		
Do., medium		
Fresh Whitefish		
Fresh Herring		
Flounders, lb.		
Oysters, No. 1 can	3 40	
Do., No. 3 can	9 50	9 80
Do., No. 5 can		16 00
Blue Point oysters, 800s		15 75
Do., 1000s		14 00
FROZEN FISH		
Salmon, Red Spring	0 24	
Do., Cohoe	0 20	0 22
Do., Qualla	0 11½	0 12
Halibut, chicken	0 19	
Do., medium	0 21	
Do., jumbo	0 19	0 20
Whitefish, lb.		0 11
Herring	0 05	0 09
Mackerel	0 12	0 13
Flounders	0 10	0 11
Trout	0 17	0 18
Pickrel, dressed		0 14
Smelts	0 11	0 16
Fresh mackerel		
SMOKED FISH		
Haddies, lb.	0 12	0 14
Fillets, lb.		0 17
Kippers, box		2 50
Bloaters, box		2 60
Ciscoes, lb.		0 18

Poultry Trade Continues Active

Toronto.
POULTRY. — The after-Christmas trade in poultry has been very heavy. Prices are much the same as before the holiday.

Prices paid by commission men at Toronto:

	Live	Dressed
Turkeys, old, lb.	\$0 35	\$0 45
Do., young, lb.	0 35	0 55
Roosters, lb.	0 14	0 19
Fowl, over 5 lbs.	0 23	0 27
Fowl, under 3½ lbs.	0 22	0 28
Ducklings, 3½ lbs. up	0 25	0 30
Geese	0 18	0 35
Guinea hens, pair	1 25	1 50
Spring chickens, live.	0 20-0 22	0 26-0 30

Prices quoted to retail trade:—

	Dressed
Hens, heavy	0 32
Do., light	0 20 0 28
Chickens, spring	0 28 0 35
Ducklings	0 28 0 34
Geese	0 28 0 33
Turkeys	0 60

Building a Trade in Coffee

A few years ago we scarcely sold five pounds of coffee a month, and to-day we sell from 25 pounds a week up. Such was Teeter's, 616 Logan Ave., Toronto, reply to a query regarding the demand for the beverage in his neighborhood.

"This community is settled practically by English people who are connoisseurs so far as tea is concerned. Ever since we opened the business here we have sold a large quantity of tea, but coffee was seldom asked for. We carried a very fine blend, too, but our customers always received suggestions regarding coffee indifferently, or with the remark that they did not care for it at all.

"We had nearly given up hope of creating a trade in this particular line, when a certain firm put their own particular blend before the public in the form of samples. Their traveller called on me to inquire how much I intended ordering. I told him we did not intend putting in a stock of their package goods, as our own bulk coffee was equal, if not superior, to the line they were offering.

"People who had received their samples sometimes inquired for 'coffee,' but we generally succeed in persuading them to try a sample of our bulk blend.

"Take it home and try it, and if you don't like it as well as —'s, we will get the other in stock. At present we feel we are offering you a good article at a fair price, and we will guarantee that the quality will be uniform"—was the way we met these queries.

"People liked it, recommended it to their friends and came back for more.

"Did it affect our tea sales? Not a bit, but it made from five to ten coffee sales where one was before. That is a satisfactory increase, isn't it?"

LARGE CONSUMPTION OF COFFEE DESPITE HIGH PRICES

Whether prohibition has or has not increased the use of coffee, it is at least a fact that the people of the United States are now consuming more coffee than has been their custom and paying far greater sums for it than ever before. A statement by the National City Bank of New York shows that the quantity of coffee brought into the United States in the calendar year 1919, will probably be greater than ever before, notwithstanding the fact that the cost is about three times as much per pound as formerly.

The imports for the ten months ending with October approximate 1,140,000,000 pounds against 940,000,000 pounds in the same months of last year, and 1,122,000,000 pounds in the corresponding months of 1917, the former high record year in importation.

In fact, says the bank's statement, the people of the United States are consuming this year over one-half of the world's coffee crop. The total crop of the world for the coffee year 1918-19 is, according to the latest available figures, slightly less than 14,000,000 bags (of 132 lbs. per bag), while the quantity entering the United States in the ten months of 1919, for which figures are available, is slightly more than 8,000,000 bags, and while the quantity re-exported during the full year may reach a half million bags, it is apparent that the coffee consumption in the United States in the calendar year 1919 will be more than 50 per cent. of the world's production in the crop year 1918-19, which was, however, but 13,640 bags, against 18,847,000 in 1917-18.

U.S. Heavy Coffee Drinker

Per capita consumption, despite the fact that the cost is now nearly three times as great as formerly, is running very high, and may "break the record" in the calendar year 1919. The average consumption, which was slightly less than five pounds per capita in the period 1861-70; eight and one-half pounds per capita in the period 1891-5; about nine and one-half pounds per capita in the period 1906-12, has averaged over ten pounds per capita since 1912, and seems likely to be fully twelve pounds per capita in 1919, irrespective of the question of cost. The average import price of coffee according to the official figures of the Department of Commerce, was in August, 1919, the latest official record, 21.8c per pound, as against 9.4c per pound in August, 1918; these figures being the average wholesale price in the countries from which imported into the United States.

Brazil continues to be the chief source of coffee brought into the United States. The total quantity imported from Brazil in the eight months ending with August, the latest official figures, having been 493,000,000 pounds out of 883,000,000 pounds imported in that period, the next highest figure being that from Central America, 116,000,000 pounds, while Colombia supplied 88,000,000 pounds, Venezuela 83,000,000, and Mexico 26,000,000 pounds.

MR. DERY'S CREED

- To serve little customers with same care as big
- To emphasize importance of display.
- To provide modern equipment for many goods.
- To treat patrons so they never will trade elsewhere.
- To watch credit very closely.
- To sell a better class of groceries.



Win more trade with these Seasonable Lines!

GOOD, snappy-cold mornings, these,—eh? And what's better than a hot, savory breakfast of tender Pork Sausage? Introduce your customers to

Davies' Pork Sausage

and build up a substantial sausage trade in your district. You've no idea how delicious Davies' Pork Sausages are—unless you have tried them yourself. Place a standing order for so many pounds weekly—and watch your sales and profits grow!

NOTHING makes the Provision Window look so bright and seasonable as a choice array of Davies Quality Hams—a line that sells all the time.

Davies' Quality Hams

We can supply you with quick shipments of any kind of hams you want—S.P. or Smoked—and whether your order be large or small you can depend on us to give you real service. We have an unusually fine line of **Heavy** Hams just now that will interest you.

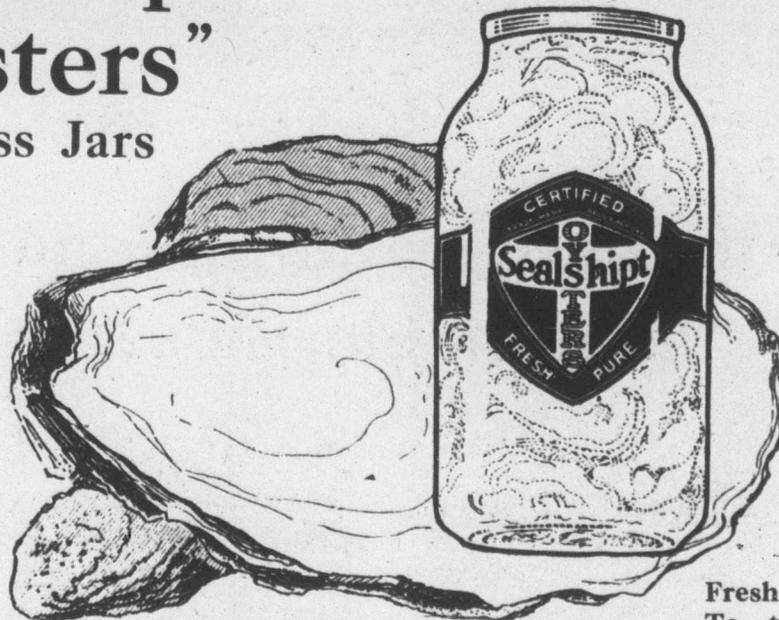
Ask our Traveller—or Send us a Postcard To-day

THE **DAVIES** COMPANY
WILLIAM LIMITED
TORONTO -- MONTREAL



"Sealshipt Oysters"

In Glass Jars



Fresh from the Sea
To the Consumer

For your better class of trade

These choice northern grown oysters are put up in the best way we know how. They are strictly a quality proposition.

Sealshipt Oysters in glass jars are packed to a standard and not to a price. A lower price would necessarily mean a lower standard of quality and pack. We will not cheapen our product.

Oysters are not a necessity. The frequency of purchase is determined by the satisfaction experienced by the consumer when eating them. Hence the necessity of a definite standard of quality.

Refrigeration is absolutely necessary with these Sealshipt Oysters, in glass jars. As they are put up without the use of any preservative or adulteration—they **must not** be displayed as you would display canned goods or other bottled goods.

Connecticut Oyster Co., Ltd.

CANADA'S EXCLUSIVE OYSTER HOUSE

50 Jarvis St.

TORONTO

An absolutely sure repeater

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

Gunns
LIMITED
WEST TORONTO



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



Have No Hesitation

in choosing

'Bluenose' Butter

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

SOLE PACKERS.

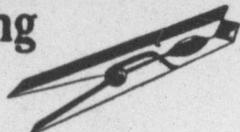
SMITH & PROCTOR : HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

Dominion Spring Clothes Pins



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

The J. H. Hanson Co., Ltd.
244 St. Paul St. West, Montreal

We manufacture all kinds of

Box Shooks

And Can Guarantee Prompt Delivery

Write or Wire for Prices

W. C. Edwards & Co., Limited
Ottawa, Ontario

WE THANK YOU

for your patronage during the past year
and ask for a continuance of same during

1920

Brunswick Brand Sea Foods

during the past year have made many new friends and
to-day Brunswick Brand Goods are to be found in the best
stores in

Canada from Coast to Coast.

In the year 1920 it is our intention to use every effort to pack
our Brunswick Brand Sea Foods so that it will be an easy
matter for grocers everywhere to sell our goods quickly.

**Brunswick Brand Sea Foods are Packed in Canada
in a clean, modern and up-to-date factory.**

*Make Brunswick Brand your Leader
for the Coming Year*

Connors Bros., Limited

BLACK'S HARBOR, N.B.

Sell Aylmer Catsup

Now is the time to let your customers know that you have a supply of this

Pure Tomato Catsup

It never fails to make satisfied and permanent customers—because of a definite superiority. It makes for rapid turnover and gratifying profits. Order now! Don't run low!

If you cannot procure Aylmer Catsup from your jobber, write, phone or wire.

Glass Bottles

Three sizes — 8 oz., 12 oz., 17 oz. All 2 dozen to case.

Glass and Stone Jugs

1 gallon—4 to crate.

Dominion Cannery, Limited, Hamilton, Canada

HELP YOURSELF TO A REPUTATION

by buying a copy of

THE GROCER'S ENCYCLOPEDIA

BY ARTEMAS WARD

YOU will enjoy reading it, because you will find it the most interesting and entertaining book you ever saw—and the result will be that:

YOUR BANK ACCOUNT will profit, for the information acquired will save you money—and **YOUR REPUTATION** will be strengthened, because you will know so much more about foods, etc., than any of your competitors who do not possess the book. Your customers will be quick to notice the difference and will look up to you as an authority. *Such a reputation is very valuable and brings business.*

SOME PRESS COMMENTS

THE GROCER'S ENCYCLOPEDIA is the most magnificent work of the kind ever published. Complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

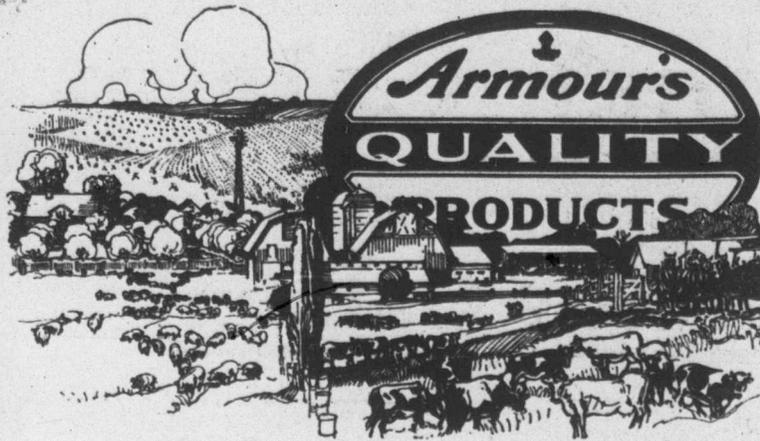
MAKE YOURSELF A PRESENT OF A COPY.

1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper and strongly bound in heavy buckram. *It cost more than \$50,000 to produce, but it sells for*

ONLY \$10.50, DELIVERY PREPAID.

Send your order to Book Department

MacLean Publishing Co., 143 University Avenue, Toronto, Canada



Oval Label Quality Begins at the Source of Production

The Armour Oval Label takes the guesswork out of buying—on both sides of the counter. Armour Oval Label Quality begins at the source of production. Wherever the best foods are found, there Armour selects the choicest for you and your customers. The Armour Oval Label makes repeat sales absolutely certain.

For information regarding Armour Quality Products, write to your nearest Branch House or direct to us.

ARMOUR AND COMPANY

General Offices and Plant:
Hamilton, Ontario

Branch Houses:
Toronto
Sydney, N.S. Montreal
St. John, N.B.

57

HEINZ Quality Begins with the Seed

To insure the grocer and his customers of the consistently high quality of the "57 Varieties," the Heinz Company aim to control, as far as possible, the handling of all materials from the soil to the consumer.

For this purpose the Company has established 19 branch factories throughout the world, each situated in the midst of a region best suited by soil and climate to grow the best products of their kind. Prompt handling of the freshly gathered crops is thus made possible, with the result that the "57 Varieties" contain only the finest and freshest of fruits and vegetables.

Consequently the Heinz label on a food product is a badge of quality.

H. J. HEINZ COMPANY

*All Heinz goods sold in Canada are
made in Canada.*

57

57

Fresh Pork Sausage

Cold weather brings with it a bigger demand for pork sausage as a breakfast dish.

Let us put you down for daily or weekly shipment. Made fresh every day and under Government inspection.

F. W. FEARMAN CO.
LIMITED
HAMILTON

UPTON'S PURE STRAWBERRY JAM

Luscious Red Ripe Fruit and
Pure Granulated Sugar



In Glass Jars and in the Economical Two and Four pound Family Tins

Quick Selling Products

It pays to display Upton's
Jams and Marmalades in a
prominent place and to tell
your customers about them.

They never fail to satisfy.
Repeat sales make for sub-
stantial profits.

The
T. Upton Company
Limited
Hamilton, Canada

Selling Agents:

S. H. Moore & Company,
Toronto, Ont.

Gaetz & Company,
Halifax, N.S.

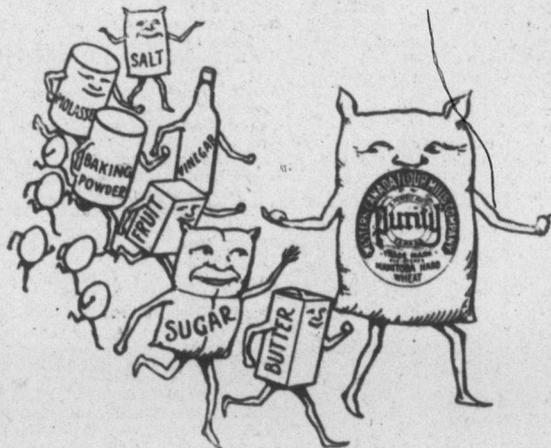
P. H. Cowan & Company
St. John's, Nfld.

Rose & Laflamme, Limited,
Montreal, Que.

Schofield & Beer,
St. John, N.B.

Scott Bathgate Co., Ltd.
Winnipeg, Man.

Flour Leads the Way



Ever think that when a woman wants to
bake a batch of biscuits she needs a dozen
other things beside the flour—things you can
supply—things you *would* supply if you sold

PURITY FLOUR

*The woman who wants purity Flour for her bis-
cuits wants baking powder, sugar, salt, lard, but-
ter. And when she serves her biscuits, likely she'll serve tea, jam, or marmalade, and
other things, from the store where she got her Purity Flour.*

Western Canada Flour Mills Co., Ltd.

Head Office: Toronto, Ontario

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

Short of Help? Too Bad!

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

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

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

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

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

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

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

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

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

CANADIAN GROCER

143-153 University Avenue
TORONTO

QUOTATIONS FOR PROPRIETARY ARTICLES

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

JAMS DOMINION CANNERS, LTD. Hamilton, Ont.

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

Screw Vac. Top Glass Jars, 16 oz. glass, 2 doz. case.	Per doz.
Strawberry	\$4 50
Currant, Black	4 50
Pear	3 90
Peach	3 90
Plum	3 70
Raspberry, Red	4 50
Apricot	4 00
Cherry	4 30
Gooseberry	4 00

"AYLMER" PURE ORANGE MARMALADE

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

PORK AND BEANS "DOMINION BRAND"

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

CATSUPS—In Glass Bottles

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

BORDEN MILK CO., LTD., 180 St. Paul St. West, Montreal, Can.

CONDENSED MILK

Terms, net, 30 days.	
Eagle Brand, each 48 cans	\$9 80
Reindeer Brand, each 48 cans	9 35
Silver Cow, each 48 cans	8 80
Gold Seal, Purity, each 48 cans	8 45
Mayflower Brand, each 48 cans	8 45
Challenge Clover Brand, each 48 cans	7 95

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	\$7 15
Jersey Brand, Hotel, each 24 cans	7 15
Peerless Brand, small, each 24 cans	3 15
St. Charles Brand, Tall, each 48 cans	7 25
Jersey Brand, Tall, each 48 cans	7 25
Peerless Brand, Tall, each 48 cans	7 25
St. Charles Brand, Family, 48 cans	6 25
Jersey Brand, Family, each 48 cans	6 25
Peerless Brand, Family, each 48 cans	6 25
St. Charles Brand, small, each 48 cans	3 20
Jersey Brand, small, each 48 cans	3 30
Peerless Brand, small, each 48 cans	3 30

CONDENSED COFFEE

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

W. CLARK, LIMITED, MONTREAL

Compressed Corn Beef—½s.	\$2.90;
1s, \$4.80; 2s, \$8.95; 6s, \$31.75.	
Lunch Ham—1s, \$6.95; 2s, \$13.95.	
Ready Lunch Beef—1s, \$4.80; 2s, \$8.95.	
English Brawn — ½s, \$2.95; 1s, \$4.35; 2s, \$8.80.	
Boneless Pig's Feet—½s, \$2.95; 1s, \$4.35; 2s, \$8.80.	
Ready Lunch Veal Loaf—½s, \$2.45; 1s, \$4.45.	
Ready Lunch Beef-Ham Loaf—½s, \$2.45; 1s, \$4.45.	
Ready Lunch Beef Loaf—½s, \$2.45; 1s, \$4.45.	
Ready Lunch Asst. Loaves — ½s, \$2.50; 1s, \$4.50.	
Geneva Sausage—1s, \$4.45; 2s, \$8.75.	
Roast Beef—½s, \$2.90; 1s, \$4.80; 2s, \$8.95; 6s, \$31.75.	
Roast Mutton—1s, \$6.25; 2s, \$11.75; square cans, \$42.	
Bolled Mutton—1s, \$6.25; 2s, \$11.75; 6s, \$42.	
Jellied Veal—½s, \$3.35; 1s, \$4.00; 2s, \$9.25.	
Cooked Tripe—1s, \$2.95; 2s, \$4.95.	
Stewed Ox Tail—1s, \$3.25; 2s, \$4.45.	
Stewed Kidneys—1s, \$4.45; 2s, \$8.45.	
Mince Collops—½s, \$1.95; 1s, \$3.85; 2s, \$6.75.	
Sausage Meat—1s, \$3.95; 2s, \$7.95.	
Corn Beef Hash — ½s, \$1.90; 1s, \$3.20; 2s, \$5.80.	
Beef Steak and Onions—½s, \$2.90; 1s, \$4.80; 2s, \$8.90.	
Jellied Hocks—2s, \$9.35; 6s, \$30.	
Irish Stew—1s, \$2.90; 2s, \$5.80.	
Cambridge Sausage—1s, \$4.45; 2s, \$8.75.	
Boneless Chicken—½s, \$6.95; 1s, \$11.45.	
Boneless Turkey — ½s, \$6.95; 1s, \$11.45.	
Ox Tongue—½s, \$4.95; 1s, \$12.00; 1½s, \$18.50; 2s, \$23.95; 3½s, \$44.00; 6s, \$60.00.	
Lunch Tongue—½s, \$4.90; 1s, \$10.45.	
Mince Meat (tins)—1s, \$3.45; 2s, \$5.45; 5s, \$15.95.	
Mince Meat (bulk)—5s, 25c; 10s, 27c; 25s, 26c; 50s, 26c.	
Chateau Brand Pork and Beans with Tomato Sauce—Ind., \$1.05; 1s, \$1.65; 2s, \$2.35; 3s, \$3.50.	

CANADIANS MUST BE SQUARE

IN the course of an article in January issue of MACLEAN'S MAGAZINE (now on sale), Mr. Lloyd Harris, who was head of the Trade Mission to Great Britain, makes the important statement that "Canada must develop a high standard of commercial morality—she hasn't that standard now." This is a vitally important article, pointing out the tremendous opportunity for profitable trade in Europe that is open to Canada, but at the same time issuing a grave warning as to what we must do, and must not do, if we are to grasp the golden chance.

Mr. Harris shows the opening for permanent trade connections that has come about as the result of war conditions and the "sentimental preference" that Canada now has in Europe—a preference created by the record of our soldiers. His message is one that every Canadian should read—business man or workingman, exporter or laborer.

Other features found in January MACLEAN'S are:

"Politics Under the Shadow"

Dominion politics are summed up by J. K. Munro in his usual pithy and unsparing style. He tells what is happening in Ottawa where the shadow of an impending farmer invasion hangs over everything.

"The Birth of a Labor Party"

Up to the recent election in Ontario, Canada hadn't a real Labor party. As a result of the return of a solid group of Labor candidates, a new party may be said to have been born. J. L. Rutledge gives interesting sketches of the first Labor members.

"The Woman's Court"

Mrs. Arthur Murphy (Janey Canuck), the first woman magistrate to sit on a bench in Canada, tells of the operation of the first Woman's Court.

"A Woman on the Warpath"

Mrs. Nellie McClung, who has figured on the public platform more prominently than any other Canadian woman, tells interestingly of her experiences, particularly with regard to the campaign in Manitoba against the Roblin Government.

Six Bright Stories by Well-Known Authors

The Thread of Flame—By Basil King.

His Majesty's Well-Beloved—By Baroness Orczy.

Spanish Doubloons—By Camilla Kenyon.

The Fall Triumphant—By C. L. M. Brown.

The Empty Chair—By Alice and Claude Askew.

Winning a Post in Fur Land—By Robert E. Pinkerton.

Keep in Touch with the World

The world is being remade in these trying times and the man or woman who would keep up with the march of events, can do no better than read the "Review of Reviews" department in January MACLEAN'S, in which the best articles and most interesting selected from the periodicals of the world are reprinted in condensed form. Look at the list of articles in this department in January MACLEAN'S:

Britain's Supremacy is Threatened
Japan is Fighting For Her Life
Admiral Reveals Vital Secrets
Germany is Still Dangerous
Can Life be Lengthened?

How Ole Hanson Was Elected
The Diamond Market Cornered
Balking Life's Handicap
Britain Must Remain Strong Military Power
The Song of the Bolsheviks

Political Chaos in Britain
The New Roosevelt
Death Rate Exceeds Births
Secrets of "Make-Up."
Revolution Brewing in Egypt

Over 350,000 Canadians Read

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

JANUARY ISSUE Now On Sale
At All News Dealers **20c**



CURLING BROOMS

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

Selected basswood handles.

Selected corn.

Closely stitched.

Well balanced.



*Tough, Fine Corn
Can Ship from Stock.*

J. C. SLOANE & CO.
Owen Sound Canada

The time is ripe for greater sales of Klim

All your customers are worrying over the high cost of milk. They are looking for some way of reducing their milk bills.

Sell Them Klim

Klim provides all the necessary milk food, except butterfat, at less cost than it can be obtained in any other form. It is genuine, pure, powdered separated milk, good to the last fine particle in the tin.

Urge your customers to solve their milk problem economically by using Klim and a steady stream of Klim sales will flow over your counters.

Canadian Milk Products Limited
TORONTO
Winnipeg Montreal St. John

Winnipeg Montreal St. John

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

HARRY HORNE & CO.,
Toronto, Ont.

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

B.C. HOPS

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

COLMAN'S OR KEEN'S MUSTARD

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

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

CANADIAN MILK PRODUCTS, LIMITED,

Toronto and Montreal
KLIM

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

THE CANADA STARCH CO., LTD.
Freight allowance not to exceed 50c per 100 lbs., to other points, on 5-case lots or more.

Manufacturers of the Edwardsburg Brands Starches
Laundry Starches—

Boxes	Cents
40 lbs., Canada Laundry	\$0 10
100-lb. kegs, No. 1 white	0 10½
200-lb. bbls., No. 1 white	0 10½
80 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs.	0 12
40 lbs., Benson's Enamel, (cold water), per case	3 25
Celluloid, 45 cartons, case	4 70

Culinary Starch

40 lbs., W. T. Bepson & Co.'s Celebrated Prepared	0 11½
40 lbs. Canada Pure or Challenge Corn	0 10½
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.	0 16½
(20-lb. boxes, ¼c higher, except potato flour.)	

CROWN BRAND CORN SYRUP

2-lb. tins, 2 doz. in case	5 45
5-lb. tins, 1 doz. in case	6 05
10-lb. tins, ½ doz. in case	5 75
20-lb. tins, ¼ doz. in case	5 70

(Prices in Maritime Provinces 10c per case higher.)
Barrels, about 700 lbs. ... 0 08½
Half bbls., about 350 lbs. ... 0 08½

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	\$5 95
5-lb. tins, 1 doz. in case	6 55
10-lb. tins, ½ doz. in case	6 25
20-lb. tins, ¼ doz. in case	6 20

(5, 10, and 20-lb. tins have wire handles.)
GELATINE
Cox's Instant Powdered Gelatine (2-qt. size), per doz. 1 50

INFANTS' FOOD

MAGOR, SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	\$4 00
½ lb.	2 00
Robinson's Patent Groats—	
1 lb.	4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown	\$1 15
Card Outfits, Black and Tan	4 15
Metal Outfits, Black and Tan	4 85
Creams, Black and Tan	1 25
White Cleaner	1 25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED

EMPIRE BRANCH

Black Watch, 10s, lb.	\$1 20
Bobs, 12s	1 00
Currency, 12s	1 00
Stag Bar, 9s, boxes, 6 lbs.	1 00
Pay Roll, thick bars	1 25
Pay Roll, plugs, 10s, 6-lb. ¼ caddies	1 25
Shamrock, 9s, ½ cads., 12 lbs., ¼ cads., 6 lbs.	1 00
Great West Pouches, 9s, 3-lb. boxes, ½ and 1-lb. lunch boxes	1 30
Forest and Stream, tins, 9s, 2-lb. cartons	1 44
Forest and Stream, ¼s, ½s, and 1-lb. tins	1 50
Forest and Stream, 1½-lb. glass humidors	1 75
Master Workman, 2 lbs.	1 12
Master Workman, 4 lbs.	1 12
Derby, 9s, 4-lb. boxes	1 00
Old Virginia, 12s	1 50
Old Kentucky (bars), 8s, boxes, 5 lbs.	1 25

JELL-O

Made in Canada

Assorted case, contains 4 doz.	\$5 40
Lemons, 2 doz.	2 70
Orange, 2 doz.	2 70
Raspberry, 2 doz.	2 70
Strawberry, 2 doz.	2 70
Chocolate, 2 doz.	2 70
Cherry, 2 doz.	2 70
Vanilla, 2 doz.	2 70

Weight, 8 lbs. to case. Freight rate second class.

JELL-O ICE CREAM POWDERS

Made in Canada.

Assorted case, contains 2 doz.	\$2 70
Chocolate, 2 doz.	2 70
Vanilla, 2 doz.	2 70
Strawberry, 2 doz.	2 70
Unflavored, 2 doz.	2 70

Weights, 11 lbs. to case. Freight rate second class.

BLUE

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

COCOA AND CHOCOLATE

THE COWAN CO., LTD.,
Sterling Road, Toronto, Ont.

COCOA

Perfection Cocoa, lbs., 1 and 2 doz. in box, per doz.	\$5 25
Perfection, ¼-lb. tin, doz.	2 75
Perfection, ¼-lb. tins, doz.	1 45
Perfection, 10s size, doz.	1 10
Perfection, 5-lb. tins, per lb.	0 42
Supreme Breakfast Cocoa, ½-lb. jars, 1 and 2 doz. in box, doz.	3 00
Soluble Cocoa Mixture (Sweetened), 5 and 10-lb. tins, per lb.	0 28
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	0 41
Supreme Chocolate, 10c size, 2 doz. in box, per box	1 90
Perfection Chocolate, 10c size, 2 doz. in box, per box	1 90

SWEET CHOCOLATE Per lb.

Eagle Chocolate, ¼s, 6-lb. boxes	0 32
Eagle Chocolate, ½s, 6-lb. boxes, 28 boxes in case	0 31
Diamond Chocolate, ¼s, 6 and 12-lb. boxes, 144 lbs in case	0 32
Diamond Chocolate, 8s, 6 and 12-lb. boxes, 144 lbs. in case	0 33
Diamond Crown Chocolate, 28 cakes in box	1 10

CHOCOLATE CONFECTIONS

Maple Buds, 5-lb. boxes, 30 boxes in case, per lb.	\$0 45
Milk Medallions, 5-lb. boxes, 30 boxes in case, per lb.	0 45

VLIT

THE TIME AND LABOR-SAVING FURNITURE POLISH

**Vlit
Lessens
Indoor
Toil**

**Prevents dry rot
and fills hair cracks**

**Improves all wood-
work**



Best and

**Sold only through the
Wholesalers and Jobbers**

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



VLIT is guaranteed to polish Paints, Varnishes, Enamelware, Pianos, Floors and Furniture. Also Burlap, Linoleum, Fancy Leathers and other things too numerous to mention.

VLIT does not contain one drop of acid which is the great destroyer of furniture.

VLIT prevents mud from adhering to automobiles.

VLIT makes old cars look new.

VLIT licks up dirt and polishes in one movement.

VLIT must make good or we will

Made in Canada

Direction-- Shake bottle, moisten lightly a soft clean cloth, rub briskly four or five movements are sufficient, when a brilliant polish is the result DO NOT use a second cloth to polish.

The VLIT MFG. CO., Ltd.
MONTREAL

**Velvet Finish
Lighter Labor
Instantaneous
Troubles Over**

**A genuine furniture
food**

**Contains no kerosene
nor acids**

Non-inflammable



Goes Farthest

Order Today

**THE VLIT MANUFACTURING
CO., LTD.**
223 McGill St. MONTREAL
Main 4927



OAKEY'S "WELLINGTON" KNIFE POLISH

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

John Oakey & Sons, Ltd.

Manufacturers of

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

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

Agents:

F. Manley, 38C Empress Offices,
854 Main Street, Winnipeg.

Sankey & Manson, 839 Beatty Street,
Vancouver.

GEORGIAN BAY APPLES

*We Invite Correspondence for Fall and Winter
Supplies.*

LEMON BROS.

Owen Sound, Ont.

SEASON 1919

Many of the restrictions upon the exportation of our productions during the war have now been removed, and others are about to be rescinded.

We hope shortly to again be able to ship to our Canadian friends our

"Old English Xmas Pudding," packed in tins and basins.
Silver Medal. Cream Stilton Cheese.

Particulars and enquiries from Hamblin Brereton, 256 Lemoine St., Winnipeg; Chapman, Montreal

TUXFORD & NEPHEWS, MELTON MOWBRAY, ENGLAND

Even One Half Hour

spent reading your trade paper is time well spent. Then pass it on to your assistant, and let it help him to help you.

What's Wanted

Almost every week you want something which you could quite easily secure by consulting with your fellow Grocers.

Perhaps you need a clerk. The best of them read Canadian Grocer and watch the "Wanted" page for new opportunities.

Possibly you want to buy or sell a grocery business. Canadian Grocer's subscribers are the best prospects in Canada. Talk to them through our columns with a want ad.

Or do you want to sell or exchange some surplus stock? Here again the Want Advertisement can help you.

Cost: 2 cents per word for first insertion; 1 cent per word for subsequent insertions of the same ad. Box Number 5 cents extra.

Lunch Bars, 5-lb. boxes, 30 boxes in case, per lb.....	0 45
Coffee Drops, 5-lb. boxes, 30 boxes in case, per lb.....	0 45
Chocolate Tulips, 5-lb. boxes, 30 boxes in case, per lb.....	0 45
Milk Croquettes, 5-lb. boxes, 30 boxes in case, per lb.....	0 45
No. 1 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb.....	0 45
Chocolate Beans, 5-lb. boxes, 30 boxes in case, per lb.....	0 41
Chocolate Emblems, 5-lb. boxes, 30 boxes in case, per lb.....	0 41
No. 2 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb.....	0 41
No. 1 Vanilla Wafers, 5-lb. box, 30 boxes in case, lb.....	0 41
No. 2 Vanilla Wafers, 5-lb. box, 30 boxes in case, per lb.....	0 36
No. 1 Nonpareil Wafers, 5-lb. boxes, 30 boxes in case, lb.....	0 41
No. 2 Nonpareil Wafers, 5-lb. boxes, 30 boxes in case, lb.....	0 26
Chocolate Ginger, 5-lb. boxes, 30 boxes in case, per lb.....	0 60
Crystallized Ginger, 5-lb. boxes, 30 boxes in case, per lb.....	0 60
NUT MILK CHOCOLATE, ETC.	
Nut Milk Chocolate, 1/4s, wrapped, 4-lb. box, 86 boxes in case, per lb.....	0 46
Nut Milk Chocolate, 1/2s, wrapped, 4-lb. box, 86 boxes in case, per lb.....	0 47
Fruit and Nut or Nut Milk Chocolates, lbs., unwrapped, 6-lb. box, 5 div. to cake, 32 boxes to case, lb.....	0 43
Nut Milk Chocolates, 5s, squares, 20 squares to cake, packed 3 cakes to box, 24 boxes to case, per box.....	2 35
Fruit and Nut Milk Chocolate, 2-lb. cakes, each 20 divisions, 3 cakes to box, 32 boxes to case, per box.....	2 50
Fruit and Nut Milk Chocolate Slabs, per lb.....	0 42
Milk Chocolate Slabs, with Assorted Nuts, per lb.....	0 43
Plain Milk Chocolate Slabs, per lb.....	0 42
MISCELLANEOUS	
Maple Buds, fancy, nearly 1 lb., 1/2 doz. in box, per doz.....	\$5 50
Maple Buds, fancy, 1/2 lb., 1 doz. in box, per doz.....	2 75
Assorted Chocolate, 1 lb., 1/2 doz. in box, per doz.....	5 50
Assorted Chocolate, 1/2 lb., 1 doz. in box, per doz.....	2 75
Chocolate Ginger, full 1/2 lb., 1 doz. in box, per doz.....	4 35
Crystallized Ginger, full 1/2 lb., 1 doz. in box, per doz.....	4 35
Active Service Chocolate, 1/2s, 4-lb. box, 24 boxes in case, per lb.....	0 46
Triumph Chocolate, 1/4s, 4-lb. boxes, 35 boxes in case, per box.....	0 47
Triumph Chocolate, 1/2-lb. cakes, 4 lb., 35 boxes in case, per lb.....	0 46
Chocolate Cent Sticks, 1/2 gr. boxes, 30 gr. in case, per gross.....	1 15
120-1c Milk Chocolate Sticks, 60 boxes in case.....	0 80
5c LINES	
Toronto Prices Per box	
Filbert Nut Bars, 24 in box, 60 boxes in case.....	\$0 95
Almond Nut Bars, 24 in box, 50 boxes in case.....	0 95
Puffed Rice Bars, 24 in box, 50 boxes in case.....	0 95
Ginger Bars, 24 in box, 50 boxes in case.....	0 95
Fruit Bars, 24 in box, 50 boxes in case.....	0 95
Active Service Bars, 24 in box, 50 boxes in case.....	0 95
Victory Bar, 24 in box, 60 boxes in case.....	0 95
Queen's Dessert Bar, 24 in box, 50 boxes in case.....	0 95
Regal Milk Chocolate Bar, 24 in box, 50 boxes in case.....	0 95
Royal Milk Cakes, 24 in box, 50 boxes in case.....	0 95
Cream Bars, 24 in box, 50 boxes in case, per box.....	1 00
Maple Buds, 6c display boxes, 6c pyramid packages, 6c glassine envelopes, 4 doz. in box.....	1 90
W. K. KELLOGG CEREAL CO.	
Kellogg's Toasted Corn Flakes, Waxtite.....	4 15

Kellogg's Toasted Corn Flakes, Ind.....	2 00
Kellogg's Dominion Corn Flakes.....	4 15
Kellogg's Dominion Corn Flakes, Indiv.....	2 00
Kellogg's Shredded Krumbles.....	3 50
Kellogg's Shredded Krumbles, Ind.....	2 00
Kellogg's Krumbled Bran.....	1 85
BRODIE AND HARVIES	
XXX Self-Raising Flour, 6 lb. packages, doz.....	\$6 70
Do., 8 lb.....	2 90
Superb Self-Raising Flour, 6 lb.....	5 50
Do., 8 lb.....	2 80
Crescent Self-Raising Flour, 6 lb.....	5 60
Do., 8 lb.....	2 85
Perfection rolled oats (50 oz.).....	3 00
Brodie's Self-Raising Pancake Flour, 1 1/2 lb. pack., doz.....	1 50
BLACKWOODS' BAKING POWDER	
Per doz.	
8-oz. tins, 4 doz. to case.....	\$ 1 50
12-oz. tins, 4 doz. to case.....	2 25
16-oz. tins, 4 doz. to case.....	2 50
Qt. Sealers, 1 doz. to case.....	5 00
3-lb. tins, 1 doz. to case.....	6 50
5-lb. tins, 1 doz. to case.....	10 50
CORDIALS	
Black Cherry St. Julien Claret	
Mondego Port Grape Wine	
Hot Todd Ginger Wine	
Sloe Gin Creme de Menthe	
Packed 1 doz. qts. to case.....	
Per case.....	\$4 50
Bulk, per gallon.....	1 85
LIQUORS	
H. T. Special Ginger	
Creme deMenthe Black Cherry	
Hot Todd Port	
Grape Claret	
Sloe Gin Trench Rum	
Packed 1 doz. qts. to case.....	\$5 85
Bulk, per gallon.....	2 85
CONCENTRATED FRUIT CIDER	
Orange Cherry	
Peach Loganberry	
Lemon Strawberry	
Grape Raspberry	
Blackberry.....	Per doz.
Packed 24, 2 1/2-lb. tins to case.....	\$7 20
Apple, pkd. 24, 2 1/2-lb. tins to case.....	7 40
EXTRACTS	
Blackwoods' Government Standard. All flavors. Per doz.—	
2-oz. 2 1/2-oz. 4-oz. 8-oz. 16-oz.	
\$1 75 2 00 3 25 5 75 11 25	
Heather Brand. Fifty per cent. over Government Standard. Per doz.—	
2-oz. 2 1/2-oz. 4-oz. 8-oz. 16-oz.	
\$2 25 2 60 4 25 7 50 14 00	
OYSTER COCKTAILS Per doz	
Packed 5-doz. 4-oz. bottles to case.....	\$0 85
OLIVES Per doz	
Queens, packed 24, 8 oz. to case.....	\$2 20
Queens, packed 24, 16 oz. to case.....	3 35
Pimento Stuffed, 24, 8 oz. to case.....	3 00
Pimento Stuffed, 24, 16 oz. to case.....	4 50
BLACKWOODS' DE LUXE PICKLES	
Oss. 10 16 18 20 Qts.	
Sr. Mix.....	2.10 2.50 3.15 3.50 4.75
Chow.....	2.15 2.55 3.25 3.60 4.90
Onions.....	2.25 3.00 3.50 3.75 5.00
Gherkins.....	2.65 3.50 3.60 4.30 5.75
Sw. Mix.....	2.25 3.10 3.60 3.85 5.15
Sw. Onions.....	2.50 3.30 3.60 4.10 5.25
Sw. Gherkin.....	2.90 3.50 4.00 4.65 6.15
PICKLES IN TINS Per doz.	
Sr. Mix, 2 1/2-lb. tins.....	\$3 25
Chow, 2 1/2-lb. tins.....	3 40
Sw. Mix, 2 1/2-lb. tins.....	3 50
Sr. Gherkin, 2 1/2-lb. tins.....	4 25
Sw. Gherkin, 2 1/2-lb. tins.....	4 50
Dills, 2 1/2-lb. tins.....	2 50
Kraut, 2 1/2-lb. tins.....	1 90
PICKLES IN BULK	
Spring Top Gallon Jars	
Sr. Mix.....	\$1 15
Chow.....	1 25
Sw. Mix.....	1 40
Dills.....	1 00
Pails 1 gal. 5 gal. 5 gal.	
Sr. Mix.....	\$1 40 \$3 00 \$4 60
Chow.....	1 45 3 25 4 90
Sw. Mix.....	1 70 4 25 6 50
RELISHES Per doz.	
Horseradish, 10-oz. bottle.....	\$2 40
English Pickle, 8-oz.....	2 25
East India Pickle, 8-oz.....	2 25

1920

How the years roll round. Don't they go fast? Whiz!!! and another one has come and gone—and what a lot takes place in a short year—particularly years such as the past few. Who would have believed it; When the armistice was signed nearly everybody thought that values were going to pot—stocks were likely to show us a heavy loss and what not. We ourselves were chasing around trying to find somebody to take our goods off our hands. Exporters in New York took over a number of canned and dried Fruit Contracts at steadily advancing prices, and in consequence of the incessant European demand values mounted to unthought of figures. After we had disposed of the bulk of our holdings, we awoke to the fact that values were fixed at a much higher basis than formerly---in other words the dollar was only worth about 50c. We should have been much better pleased if our own customers had reaped the advantage which ultimately accrued, but at the time we were congratulating ourselves that we had unloaded onto the unsuspecting European. Their buying was undoubtedly the main factor that helped steady the market and start off a prosperous year in the grocery line. Our boys will be out after your business again next week, and we will appreciate any favors which you may extend to them.

WE WISH YOU ALL A HAPPY NEW YEAR

H. P. ECKARDT & CO

WHOLESALE GROCERS

CHURCH STREET & ESPLANADE TORONTO

RICE
RICE FLOUR
RICE MIDDLINGS

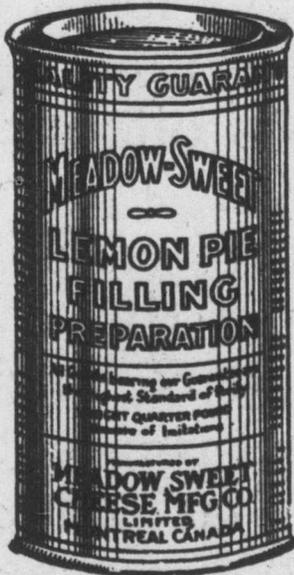
**Mount Royal Milling
and
Mfg. Coy., Limited**

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

D. W. ROSS COMPANY
Agents
MONTREAL

1919

A Year
of
Prosperity



1920

Continued
Prosperity

This is the year for big business. Canada is about to realize the greatest business boom she has ever known.

"Meadow Sweet" products will help you increase sales.

T. M. Sibbald & Sons Toronto Angevine & McLaughlin Eastern Provinces D. M. Doherty Vancouver

"Meadow Sweet" Cheese Mfg. Co. LIMITED
MONTREAL

The Norcanner Brand



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

**Bravo Brand
Sild Sardines**

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



Your jobber can supply you.

**NORCANNERS, LIMITED
STAVANGER, NORWAY**

American Headquarters:
105 Hudson Street, New York

Canadian Agents:
C. B. Hart Reg. Montreal A. S. May & Co. Toronto Donald H. Bain Co. Winnipeg

PURE OLIVE OIL
"PURITY" GENUINE ITALIAN OLIVE OIL

in gal., 1/2-gal., 1/4-gal. attractive tins—the first and only shipment to arrive since the war in original containers. Owing to scarcity

We advise the trade to order immediately
"PASCO" SPANISH OLIVE OIL

in gallon, 1/2-gal., 1/4-gal., 1/8-gal. tins. Also in 5-gal. plain tins, especially imported for trade desiring to bottle under own private labels.

P. PASTENE & CO., LIMITED

Importers and Exporters.
340 ST. ANTOINE STREET - - - MONTREAL, QUE.

REX PRODUCTS

are now being sold in all parts of Canada. Are you selling them?

Rex Cedar Oil
Rex Floor Wax Rex Furniture Cream
Rex Washing Powder

Order from your Jobber or Wholesaler.

REX CHEMICAL CO.

103 Wellington St., MONTREAL

McDONALD ADAMS WINNIPEG S. H. MOORE & CO. TORONTO KING & SOUTHCOT VANCOUVER
GAETZ CO. HALIFAX W. S. CLAWSON CO. ST. JOHN J. N. DION QUEBEC



It's Popular With the Trade

Grocers in all parts of the country are enjoying good sales of our XXX Self-Raising Flour, it's here to stay.

**BRODIE & HARVIE'S
XXX Self-Raising Flour**

Will make delicious pastry, cakes, muffins, croquettes, etc. It's sure to please your trade. Be sure to recommend

Brodie & Harvie's XXX Self-Raising Flour
Order from your wholesaler.

Brodie & Harvie, Ltd., Montreal

We are receiving now daily shipments of California Vegetables:

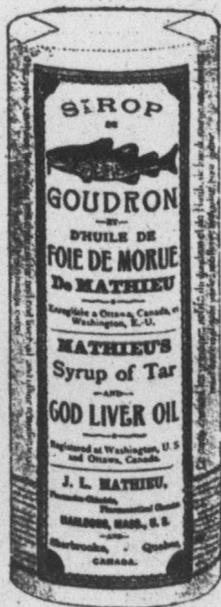
**Celery
Cauliflower
Head Lettuce**

Also Daily Shipments of
Hothouse Tomatoes

*Wishing Everyone a
Happy New Year*

WHITE & CO.
TORONTO

**MATHIEU'S SYRUP OF TAR
AND COD LIVER OIL**



This dependable remedy for coughs and colds is celebrated for its speedy, curative properties.

You can recommend it to your customers with absolute assurance of complete satisfaction.

There is a steady demand for a reliable cough remedy during these cold winter months. Why not ring up extra profits by selling Mathieu's line?

J. L. Mathieu Co.
PROPRIETORS
SHERBROOKE - QUEBEC

It's Profitable Because—



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

RETAILS
15c and 25c

WELL ADVERTISED
Write us or ask your jobber for trade prices.

INDEX TO ADVERTISERS



A New Drink
Champagne de Pomme

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

Put up in pints, bottles or splits.

Every grocery store in Canada can sell this delicious beverage.

Packed 2 doz. to the case.

Order from your wholesaler or direct to

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



The delicious Concord flavor of

Marsh's Grape Juice

is the customer's satisfying feature which assures quick turnover on its sale.

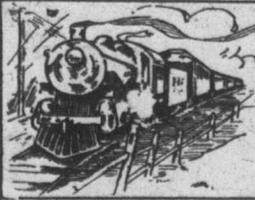
Other grocers find that profits are very liberal, which fact, together with quick turnover, means bigger business.

Start displaying Marsh's.

The Marsh's Grape Juice Company
NIAGARA FALLS, ONT.
Agents for Ontario, Quebec and Maritime Provinces

The McLaren Imperial Cheese Company Limited
Toronto and Montreal

A		McLay Brokerage Co. 14
Abbey Salt Co. 22		Macdonald Reg'd., W. C. 4
Armour & Co. 52		Mackenzie, W. L. 14
Aron & Co., Inc., J. 8		Macleod & Co., D. J. 16
		Maclure & Co., A. M. 13
B		Maclure & Langley 17
Baker & Co., Ltd., Walter 64		Magor, Son & Co., Ltd. 22
Bain & Co., Donald H. 14		Manley, F. 13
Baird Ltd., Alex. 14		Mann & Co., C. A. 64
Bequet & Co., Ch. 18		Marsh Grape Juice Co. 62
Borden Milk Co. 1		Marshall, H. D. 17
British Columbia Hop Co. 12		Mathieu & Co., J. L. 61
Brodie & Harvie 61		Meadow Sweet Cream Cheese. 60
		Mickle, George T. 64
		Millman & Sons, W. H. 17
		Moore & Co., R. M. 64
		Morris & Co. 19
		Mount Royal Milling Co. 60
		Morris & Co. 51
C		
California Prune & Apricot Growers 10		N
Campbell Brokerage Co. 13		Nagle Mercantile Agency 64
Canadian Fish & Cold Storage. 12		National Biscuit Co. 11
Canada Nut Co. 13		Nelson, C. T. 13
Canadian Milk Co. 56		Norcanners, Ltd. 60
Canadian Importations 62		North-West Trading Co., Ltd. 13
Channell Chemical Co.		
		O
		Oakeys & Sons, Ltd., John 57
		Olivier & Co., G. F. 64
		P
		Pacific Cartage Co. 16
		Pastene, P. 60
		Patrick & Co., W. G. 17
		Pennock & Co., Ltd., H. P. 15
		Perry & Co., H. L. 15
		R
		Red Rose Tea 21
		Regina Cold Storage 16
		Rex Chemical Co. 60
		Rock City Tobacco Co.
		S
		St. Lawrence Flour Mills Co. 6
		Salada Tea Co. 19
		Sarnia Paper Box Co. 64
		Scott-Bathgate Co., Ltd. 16
		Sibbald & Co. 17
		Sherer-Gillett Co., Ltd. 55
		Silcocks & Drew 18
		Smith & Proctor 49
		So-Clean, Ltd. 64
		Solman, C. M. 18
		Sloan & Co., John 56
		Star Brand Cotton 11
		Store-Helps Mfg. Co. 64
		Stevens-Hepner...Inside back cover
		T
		Thompson & Co., J. C. 18
		Toronto Salt Works 64
		Toronto Pottery Works 64
		Trent Mfg. Co. 64
		Tuxford & Nephews 57
		U
		Uptons Ltd. 53
		V
		Vlit Mfg. Co. 57
		W
		Wagstaffe, Limited 6
		Walker & Son, Hugh 2
		Wallace Fisheries, Ltd. 11
		Watson & Truesdale 15
		Welch Grape Juice Co. Front cover
		Western Canada Flour Mills Co., Ltd. 53
		Western Transfer & Storage, Ltd. 16
		White & Co. 61
		White Cottell's 64
		Williams Storage Co. 15
		Wiley, Frank H. 14
		Woods & Co., Walter
		M
		McDavid & Co. 18
		McCormick Mfg. Co. Back cover



BUYERS' MARKET GUIDE

Latest Editorial Market News



STONEWARE
Buy Now—Butter Cocks
Jugs, Churns, Flower Pots
etc. Ask for latest cata-
logue.
The Toronto Pottery Co.
Limited
Dominion Bank Bldg.
TORONTO

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

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

WHITE-COTTELL'S
Best English Malt Vinegar

QUALITY VINEGAR

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

Agent:

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

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

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

BAIRD & CO., Merchants, St. Johns

Order from your jobber to-day.

"SOCLEAN"

the dustless sweeping compound

SOCLEAN, LIMITED

Manufacturers TORONTO, Ontario

Shuman Pricing Outfits

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

For full particulars write:

Store Helps Manufacturing Company

12 Sheppard Street, Toronto,
and
Calgary, Alberta.

Olivier's Cream Toffee

5 cent bars

O.K.—Almond—Cocoanut
The finest made

Brokers

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

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

**ROLLED OATS ARE
VERY STRONG**

Quotations on rolled oats
have already advanced on
some markets, but no
changes are reported in
Montreal or Ontario prices
as yet. However, all ad-
vices point to higher levels
ruling before very long.
The price of raw oats is
steadily mounting and
this condition is bound
to be reflected in the quota-
tions on rolled oats. The
trade will be well advised
to buy now at present
prices, as new figures are
bound to be named at an
early date.



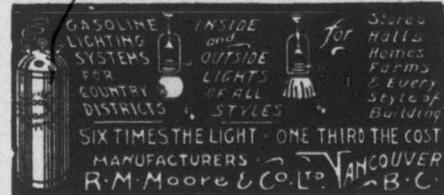
**CLIMAX PAPER
BALERS**
ALL STEEL-FIREPROOF
"Turns Waste
into Profit"
12 SIZES
Send for Catalogue
CLIMAX BALER CO.
Hamilton, Ont.

FOR SALE

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

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

Phone 1577



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

Manufacturers of:
Ice Cream Cartons, Paraffined.
Butter Cartons, Paraffined.
Egg Cartons: Special Egg Fillers.
Folding Candy Boxes; also handy
Paraffine boxes for bulk Pickles,
Mince-meat, etc.

BEANS

Handpicked or Screened

Ask for quotations

Geo. T. Mickle, Ridgeway, Ont.

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

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

Fidelity Collection Agency Ltd.

Canadian Bank of Commerce Bldg., Winnipeg
Collections and Adjustments

"We collect anything anywhere"

References: Can. Bank of Commerce and Molsons Bank

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

Wanted

Classified Advertising

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

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

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

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

SITUATIONS WANTED

EXPERIENCED LADY DESIRES POSITION in store. Village preferred. Apply Box 784, Canadian Grocer, 153 University Ave., Toronto, Ont.

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

Business Opportunities

WESTERN FIRM WITH WELL-ESTABLISHED chain mercantile stores requires partner able to take management of branch or office. Investment required \$5,000 up; unlimited opportunity and good salary for right party; best references required and given—particulars. Box 756, Canadian Grocer.

When writing
to advertisers
kindly mention
this paper.

FOR SALE

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

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

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

1,000 ADVERTISING HEADLINES AND show card suggestions—a book of 22 pages full of five, snappy sentences for advertising headlines or show cards. Secure yours early and use it for your Christmas advertisements and show cards. Price \$1.00. Ad. Specialty, Box 419, Antigonish, N.S.

WANTED

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

Baker's Cocoa and Chocolate



REGISTERED
TRADE-MARK

MAKE A ND
KEEP GOOD
CUSTOMERS

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

MADE IN CANADA

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

Established 1780

Opportunities
are offered
every week
on this page.

Are you
making use
of them?

It Will Pay You

A. H. Mealing, formerly in the grocery business in Orillia, Ont., used this page to dispose of his business. He received 60 replies to his announcement. The want ad. page is read by merchants in every Province of Canada. Send along your wants. It paid Mr. Mealing; it will pay you too. Canadian Grocer, 143-153 University Avenue, Toronto.

COLLECTIONS

By a competent organization which is wide-awake to the necessity of having these leakages stopped.

We can handle this proposition in a proper business like manner and guarantee satisfaction to all concerned.

Nagle Mercantile Agency
Laprairie (Montreal) Que.

EVERYWHERE
NO
COLLECTION
NO
CHARGE
EFFICIENT
RELIABLE

KEYSTONE BRAND

SATISFACTION

Satisfied customers are your assurance of repeat orders. "Nugget" Brooms are giving complete satisfaction to thousands of women, who want a good quality broom of light weight.

NUGGET BROOMS

are in steady demand. If you aren't stocking them, you're losing customers and money.

For prices, etc., write

Stevens-Hepner Co., Limited
PORT ELGIN, ON.

The "Nugget" Broom is only one of the famous Keystone Brand Brooms and Brushes.

STEVENS-HEPNER CO., Limited
- PORT ELGIN, ONTARIO -

WRAPPING

PAPER

Walter Woods & Co.
Hamilton - Winnipeg

KING GEORGE'S NAVY

CHEWING TOBACCO

Puts extra profit in your cash drawer

Get a stock of this popular chew working for you in a neat show case display and know what real tobacco profits mean.

The men like its unexcelled flavor and goodness—that's why every sale is a "repeat."

Why leave all the extra business to the other fellow?



Rock City Tobacco Co., Ltd.



$\frac{1}{2}$ Actual Size.

Best Goods
are
Best Sellers

McCormick's Jersey Cream Sodas

are the Best, because—

First: We use the most exacting discrimination in our selection of baking materials.

Second: Jersey Creams are made under hygienic conditions. Our patrons are invited to inspect our factory where cleanliness is our watchword, and where daylight penetrates to every corner.

Third: Jersey Creams are packed in sealed packages. This preserves their original crispness and freshness. This is why McCormick's Jersey Creams are delightfully fresh, and deliciously good.

These are the goods that give you a quick turnover.



The McCormick Mfg. Company, Limited, London, Can.

Branches ; Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, Port Arthur, St. John, N.B.