

**PAGES  
MISSING**

# CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII.

PUBLICATION OFFICE: TORONTO, FEBRUARY 1st, 1918

No. 5

TRADE MARK

# Small's

## MAPLE BUTTER

The sale of **Small's Maple Butter** is now enormous. It is prepared from Small's **Original Exclusive Secret Formula**, held by Small's for the **past 60 years**. It does not sugar or turn to syrup, it is all the name signifies, a **smooth texture, uniform and spreads like butter**. For sale through all jobbers.

**T**HE trade is doubtless familiar with the fact that **SMALL'S SYRUP BRANDS** have been long recognized on the Markets of the World as **STANDARD** (having larger sales than hundreds of other brands combined), and have held firmly the front line for the past eighty years, during which time many largely advertised brands have come and gone.

**SMALL'S BRANDS** are labelled in conformity with Pure Food Regulations and in no single instance has same failed to meet the Inland Revenue requirements. Merchants handling **SMALL'S BRANDS** are free to do so absolutely without risk.

The fact also that we are well secured in regard to supplies and our modern equipment and expert mechanics of long experience, places us in a most favorable position to give prompt service and interesting prices. Insist on **SMALL'S BRANDS** from your jobbers.

**Smalls Limited** are the sole proprietors and exclusive manufacturers of **Smalls Brands**. Brokers in all large centers.

## SMALLS LIMITED

101 PARTHENAIS STREET - MONTREAL



# Let the Women Know

**Y**OUR store is the place where women like to be reminded of the household needs that have "slipped their minds." Even for so well-known an article as

## O-Cedar Polish

a reminder is needed. Housewives will be glad to see O-Cedar before their eyes when they enter your store. Every woman wants O-Cedar Polish because it is the quality polish—because it renews and protects all their furniture—because it cleans as it polishes.

The extensive and powerful advertising given O-Cedar Products is making more O-Cedar users every year. Let

your store be known as an O-Cedar store, and you will ensure your share of this profitable business. People will be sure you have it, if you utilize the convenient O-Cedar Sales Helps—O-Cedar Floor and Counter Stands; Electric Sign Displays; and O-Cedar advertising plates. Ask your jobber about yours, as well as about the Profit Deals that will make additional money for you.

**CHANNELL CHEMICAL COMPANY, LIMITED**

369 SORAUREN AVENUE

TORONTO

## **PROHIBITION** **BY THE BRITISH GOVERNMENT**

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

**MUNITIONS OF WAR**

This regulation precludes our manufacturing (for the present)

## **BOTTLE CAPS**

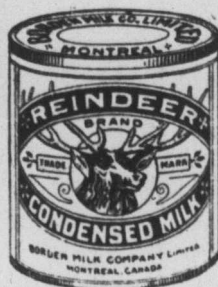
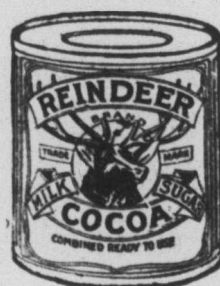
in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished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

**BETTS & COMPANY, LIMITED**

1 Wharf Road . . . . . LONDON, N., Eng.

Cable Address: **CHECKMATE, LONDON**

# When you recommend one of the Borden lines



your recommendation is backed and strengthened by a record of quality and satisfaction extending over a period of three generations.

Every housewife is familiar with Borden Milk Products. Advertising has made them known from one end of Canada to the other and their own unbeatable goodness has made them the standard by which canned Milk Products are judged.

Keep Borden's in the front row. Show them constantly on shelves and displays. There's a good margin for you on every sale and the Borden lines always repeat.

**Borden Milk Company, Limited**

*"Leaders of Quality"*

**Montreal**

*Branch Office:*

**No. 2 Arcade Building, Vancouver**



## The Family Dish

Every member of the family welcomes a steaming dish of delicious Simcoe Baked Beans. Every housewife appreciates the high food value of this dish and also the fact that it only needs warming to be ready for serving.

## Simcoe Brand Baked Beans (with Tomato Sauce)

should be stocked by every grocery merchant. Your sales will prove most gratifying if you give this line your support. It pays you a big profit and will strengthen your reputation as a high-class grocer.

The various sizes help to sell each other.



"The Seal of Quality"

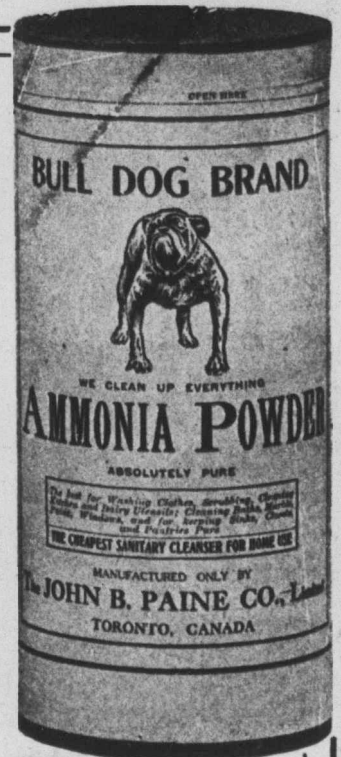
## Bull Dog Cleaners will give you a firm grip on better profits

They are good, quick sellers—the 19 Bull Dog lines. And they bring worth-while profits to the dealer pushing them.

Good grocers all over Canada are featuring "Bull Dog" Cleaners. Good housewives in every community are enthusiastic about Bull Dog dependability.

Do your customers know how good these lines are? Are you aware of the great profit-making possibilities of "Bull Dog" Cleaners?

Get acquainted.



Manufactured by

**The John B. Paine Co., Ltd.**  
Toronto and Winnipeg

## A High Quality Favorite

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

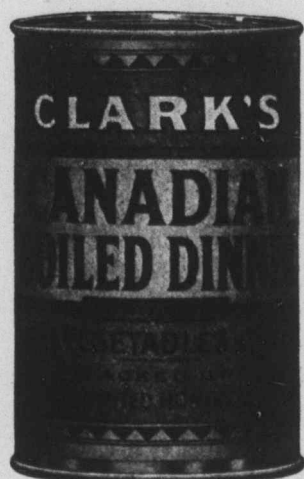
### COW BRAND BAKING SODA

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



**Church and Dwight**  
LIMITED  
Manufacturers  
MONTREAL

# CLARK'S PREPARED FOODS



are  
guaranteed  
prime  
quality.



## CLARK'S PORK & BEANS

Canadian Boiled Dinner  
Beefsteak and Onions  
Cambridge Sausage  
Corned Beef  
Roast Beef  
English Brawn  
Loaf Meats

Corned Beef Hash  
Potted Meats  
Sliced Smoked Beef  
Tongue, Ham and Veal  
Fluid Beef Cordial  
Peanut Butter  
Minced Collops

Soups (Full Assortment) etc., etc.

**GIVE QUALITY.**

**YOU'LL GET THE BUSINESS.**

**W. CLARK, LTD.**



**MONTREAL**

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

# Furnivall's



## Marmalade

NOW READY

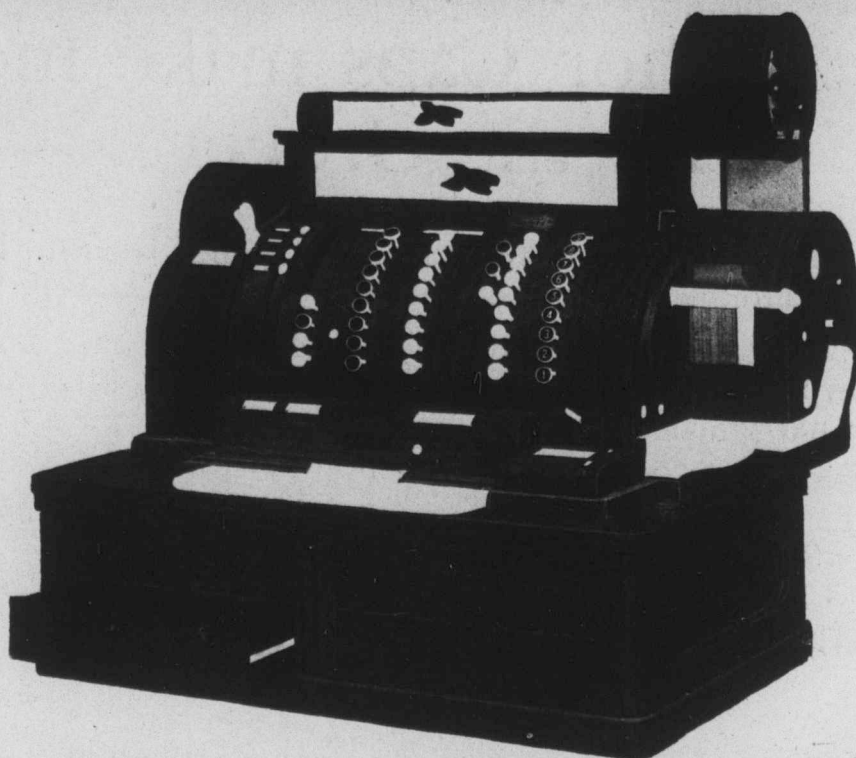
Made from  
**SEVILLE ORANGES**

direct from Spain

In spite of the war-time freight rates, submarines and insurance, we have decided to import genuine Sevilles rather than reduce the quality by using an inferior orange.

**FURNIVALL-NEW, Limited**  
Hamilton, Canada

**AGENTS:**—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.



# Your Clerks

Mr. Merchant:

To secure the whole-hearted co-operation of your clerks is of the utmost importance, in conducting your business.

If they can be induced to give the maximum of productive effort, they will be a valuable asset to your business. To secure this result, encouragement and the proper inducement must be given.

It should be your aim to get your clerks to view the business from your point of view; to place before them any or all of the information at your command, which, if given to them, will net returns.

A careful investigation reveals the fact that National Cash Registers are a big factor in determining who are the best clerks. They are endorsed by thousands of clerks and merchants in all parts of the world.

Tear off the coupon and mail it to us, we will send you valuable literature on store systems, free. Talk with our representative, because he can be of assistance to you and is trained in store efficiency.

**The National Cash Register  
Co., of Canada, Limited**  
TORONTO

Please send me information about your system as applied to my store.

Name.....

Address.....

Business.....

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



## Why Anchor Caps make money for the Grocer

Anchor Caps do not come off in transit, no spoiled labels or dirty packages, no returns to the packer and every package saleable at the full price.

Anchor Caps are air-tight. Properly packed goods under Anchor Caps keep their flavor and freshness indefinitely. No clearing sales at a reduced profit before new goods come in. Anchor Caps add to the appearance of any package and make sales easier and repeats frequent.

Anchor sealed goods cost you no more, add to your sales and increase your profits. See that your next order specifies Anchor Caps.

**Anchor Cap & Closure Corporation**  
OF CANADA, LIMITED

FACTORY AND  
GENERAL OFFICES



50 Dovercourt Road  
TORONTO, ONTARIO

ANTICIPATE YOUR SPRING REQUIREMENTS OF

# “KKOVAH”

## HEALTH SALT

BY ORDERING AT ONCE.

EXPECT PRICES WILL ADVANCE.

SOLE DISTRIBUTORS FOR CANADA

**MACLURE & LANGLEY LIMITED**

WINNIPEG

TORONTO

MONTREAL

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

### Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)



It is a Cheese Cutter worth having

**A REAL COMPUTER**

and yet simpler than all others in construction and operation

Absolutely no figuring to do

It stands the test for durability, for it lasts a lifetime

**A REAL PROFIT SAVER**

Write for Prices and Terms

We have special combination prices with cabinets and pedestals

IT SAVES ITS COST in a few months and lasts a lifetime. BUY IT NOW.

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER. BUY IT NOW

**AMERICAN COMPUTING COMPANY**  
HAMILTON, ONT.

## For the Overseas Parcel

you cannot recommend a better or a more acceptable line than

## EVER-READY COCOA ("Dandee" Brand)

Health-sustaining, heat-giving and extremely delicious, this high grade cocoa will be a welcome gift to every Tommy.

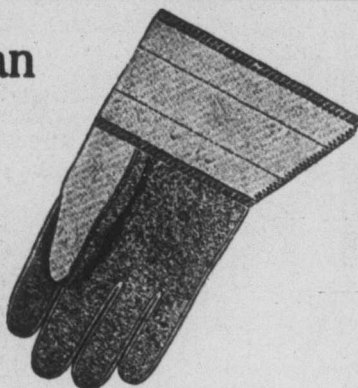
No Sugar or Milk is required. The mere addition of boiling water makes a cocoa fit for a king.

If you're not stocked, order a supply now and watch how Ever-Ready Cocoa sells.

**Litster Pure Food Co.**  
TORONTO Limited

## Every Man In Your Town

is a good prospect when you display the comfortable, carefully made TAPATCO Glove line.



**TAPATCO**  
REGISTERED BRAND TRADE MARK



Ask Your Jobber

TAPATCO Gloves are made in many styles and weights to meet the requirements of the many. See how well they'll sell in your store.

The American Pad and Textile Company  
Chatham, Ontario

## Raisins for War-Time

Raisins, by sweetening and flavoring all plain foods, save sugar. So they are in the front rank as a war-time product. Suggest this to your women customers.

### THOUSANDS BUYING RAISINS

Our constant advertising has convinced thousands that Sun-Maid Raisins are the only raisins to buy. They are of uniform quality and the price is right.

Keep Sun-Maid Raisins displayed. Get your full share of our advertising benefits.

### Victory Penny-Buns in Your Store

If you sell bread, ask your baker to keep you supplied with Victory Penny-Buns. These enticing 1-cent sellers have captured the nation's fancy. They pay you a surprisingly good profit.



California Associated Raisin Co.

Membership 8,000 Growers  
FRESNO, CAL.

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES

MANITOBA  
SASKATCHEWAN

Wholesale Grocery Commission  
Brokers

ALBERTA  
WESTERN ONTARIO

## H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

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

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

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

**F. D. COCKBURN CO.**  
Grocery Brokers  
Manufacturers' Agents **WINNIPEG**

**THE H. L. PERRY CO.**

214-216 Princess St., Winnipeg

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

Storage      Distributing      Forwarding

**This Space is Yours  
For \$2.50  
On Yearly Order**

**C. & J. JONES**  
WINNIPEG - VANCOUVER

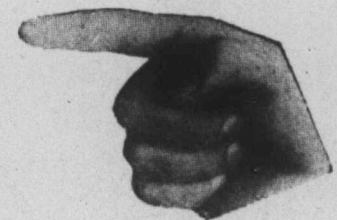
Wholesale Commission Brokers  
and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

**205 CURRY BUILDING  
WINNIPEG**

## Let us connect you with the Western Markets

Our organization with its well established prestige and its live-wire salesmen is the one thing needful to get you "in good" with the western buyers. We cover the entire wholesale and retail trade through twelve aggressive men, nine of whom are doing retail work exclusively. Think what a success-making factor these men will be in marketing your product in the West! May we send you full particulars?



## Scott-Bathgate Company, Limited

Wholesale Grocery Brokers and Manufacturers Agents.

149 Notre Dame Ave. E., WINNIPEG

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

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

**MANUFACTURERS :**

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

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

**WHOLESALE  
GROCERY BROKERS**

*Manufacturers' Agents  
Commission Merchants*

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

Est. 1907. Write us.

Correspondence Solicited.

Head Office and Warehouse, 181-183 Bonnatyne Ave. E., Winnipeg, Can.

**G. B. Thompson & Co.**

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

**WATSON & TRUESDALE**

*Wholesale Grocery Brokers and Manufacturers' Agents*

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage  
Storage  
Distri-  
bution

**C. H. GRANT CO.**

Wholesale Commission Brokers and Manufacturers' Agents.

1206 McArthur Bldg., Winnipeg

We have the facilities for giving manufacturers first-class service.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

## TO MANUFACTURERS AND SHIPPERS

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

# DONALD H. BAIN Co.

WINNIPEG

Head Office

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

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

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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## ONTARIO

### DRIED AND EVAPORATED APPLES.

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

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

## TO Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. This directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only \$1.25 per insertion. For quarter column for the same time the cost is \$2.80 an issue.

We shall be glad to furnish you with other rates upon application.

**Canadian Grocer**  
143-153 University Ave.  
TORONTO

## W. F. ELLIOT

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

## Beans

### W. H. Millman & Sons

Wholesale Grocery Brokers  
TORONTO

### W. G. PATRICK & CO. Limited

Manufacturers' Agents  
and Importers  
51-53 Wellington St. W., Toronto

## Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

ALL ORDERS PAYABLE  
IN ADVANCE.  
PRICE \$2.10 Post Paid.  
**MacLean Publishing Co.**  
143-153 University Ave., Toronto

### W. G. A. LAMBE & CO. TORONTO

Established 1885  
SUGARS FRUITS

### More Lines Wanted

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

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

"On the Job All the Time."

If you want results write me.

**A. Lalonde**

Post Office Box 123. TIMMINS, ONT.

# EL ROI-TAN PERFECT CIGAR

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

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### QUEBEC

Complete Trade Connection.

## JOHN E TURTON

Importer and Commission Merchant  
55 St. Francois Xavier St. - Montreal  
Wholesale and Retail

## Oats—Peas—Beans—Etc.

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

## C. B. HART, Reg.

Wholesale Grocery  
and Merchandise  
Brokers

489 St. Paul Street W.  
MONTREAL

## ROSE & LAFLAMME LIMITED

Commission Merchants  
Grocers' Specialties,  
MONTREAL TORONTO

## H. D. MARSHALL

Wholesale Grocery Broker  
OTTAWA MONTREAL HALIFAX

## G. B. MacCALLUM & CO.

GROCERY BROKERS  
Woolworth Building, Montreal  
Complete connection with the Grocery and  
Confectionery trade of Montreal.  
Daily Motor Delivery to all parts of City  
and Suburbs.

Kindly mention this paper when writing  
Advertiser.

## Enquiry Department

**W**HEN 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.

### GROCERS' ENCYCLOPEDIA.

Who are the selling agents in Canada for the Grocers' Encyclopedia?—Edmonton.  
Ans.—We are the sole agents in Canada for this encyclopedia.

### FISH FROM LAKE NIPISSING.

Are you allowed to buy fish from the Indians, the said fish having been caught in Lake Nipissing?—Sturgeon Falls, Ont.  
Ans.—No. Lake Nipissing is entirely under Government control, and only those holding

license can fish those waters. The fish caught must first be offered to the Government.

### SELLING "MARGARINE."

Does a merchant require a license to sell margarine?—Shallow Lake, Ont.  
Ans.—No. The retailer requires no license to sell margarine. Only importers who bring margarine from across the line require this license.

### LANTERNS AND LAMP CHIMNEYS.

Please give me names of manufacturers of

lanterns, lamp chimneys, lamp wicks, clothes pins and brooms.—New Brunswick.

Ans.—This information has been sent direct.

### CHOCOLATE AND COCOA MACHINES.

Please give me addresses of firms who manufacture chocolate and cocoa grinding machines.—London, Ont.

Ans.—This information has been sent direct.

CANADIAN GROCER,  
143-153 University Avenue,  
Toronto.

For Subscribers  
**INFORMATION WANTED**

Date.....191...

Please give me information on the following:.....  
.....  
.....  
Name.....  
Address.....

# WAGSTAFFE'S

CELEBRATED

## Seville Orange Marmalade

*NEW SEASON,  
1918.*

*Now Ready for Delivery.*

### WAGSTAFFE, LIMITED

HAMILTON, CANADA

**TAYLOR AND PRINGLE CO., LIMITED**

Manufacturers

QUEEN QUALITY PICKLES, VINEGAR

CIDER, CATSUPS AND SAUCES

OWEN SOUND, Canada Jan. 24th, 1918

To our Customers,

Dear Sir:—

Having re-arranged our entire selling organization, we beg to advise that in the future our Products will be distributed through the following Agents in Canada.

“Messrs Fearman Bros., Hamilton; Hamilton and District.

“Ed Cutmore, Brantford; Brantford and District.

“MacLaren Imperial Cheese Co. Limited, Toronto; Province of Quebec, Maritime Provinces and Province of Ontario, (excepting Hamilton and Brantford).

“MacLure & Langley Limited, Winnipeg; Manitoba, Alberta, Saskatchewan and British Columbia.

We wish to thank the trade for their generous support in the past, and would respectfully ask for their continued patronage.

We have recently made extensive alterations and improvements in our Factory, which will enable us to increase our output very materially. Representatives of the above mentioned Firms will call on the trade, regularly, in the various Districts, and all orders entrusted to them will receive prompt attention.

Wishing you a prosperous Season, we are,

Yours very truly,

TAYLOR & PRINGLE CO. LIMITED

QUEEN QUALITY PICKLES ARE THE BEST.





**The Keating Calendar**  
Keating's Insect Powder  
is in demand all year  
round. Order now for  
present and future re-  
quirements

OCTOBER, NOVEMBER, DECEMBER,  
JANUARY, FEBRUARY, MARCH.

In the home Keating's will be continually in requisition against Bugs and Roaches. Hunting parties in October will carry Keating's into their camps.

APRIL AND MAY.

House cleaning and the time for putting away winter furs and blankets. Moths now appear. Mosquitoes likely to become a pest in May and remain until the warm, dry weather.

JUNE, JULY AND AUGUST

Summer holiday season, Keating's in demand, when locking up the house, as a protection against moths in the furniture, carpets and draperies. Flies, Fleas, Ants and Mosquitoes in general evidence and a particular worry in summer camps and cottages.

SEPTEMBER

Flies are most tenacious. To kill or drive them out of doors use Keating's as a fumigant. Extra precautions also necessary against Bugs, Roaches and Ants.

Made by  
Thomas Keating  
London, England  
Established 1788

Sole Agents in Canada  
Harold F. Ritchie Co., Ltd.  
10-12-14 McCaul St., Toronto

**CENTURY SALT**

—a salt that's easy to sell

—a salt that's purified and refined to the very last degree—a salt with the clean, sparkling purity so much desired by every good housewife—a salt that makes satisfied customers.

Be sure your stock is well displayed.

**THE DOMINION SALT CO LIMITED**  
SARNIA, ONT.

Every calf raised  
will help win the war!

We are driving home that fact to the Canadian people in a series of attractive and forceful consumer ads. We are emphasizing in the strongest possible way the great importance and the patriotic duty of increasing the Allies' meat supplies.



That's why we started the Checkerboard Calf Club

and with it a bigger and a growing demand for the best calf food of all—

**PURINA CALF CHOW**

The Checker Board Calf Club has for its object the securing of 1,000 members—boys and girls in rural communities—to whom we offer special prizes for the best calf fed on this splendid calf food.

Aggressive dealers are boosting this Club and boosting their sales and their profits at the same time. You can do the same. Show Purina Calf Chow to your customers; tell them about the Checker Board Calf Club. Our consumer ads. will help you immensely and you'll be doing a patriotic work at the same time.

Start to-day.

**The Chisholm Milling Co., Ltd., Toronto**



**Holes!**

Mr. Grocer—did you ever lose a coin through a hole in your pocket?

Did some small boy or some "other fellow" find what you dropped?

Mr. Grocer—did you ever suspect there was a hole in your grocery store?

Say—Mr. Grocer—did you ever look for holes other than rat-holes in your grocery store?—holes through which profits leak—profits no one finds or picks up—profits lost to you and the world?

Mr. Grocer—there are likely many such holes in your store.

There's a whole bunch of holes in your old-fashioned counter. Throw it away. Install a

**SHERER COUNTER**

instead and you'll stop up more holes than you'd dream possible.

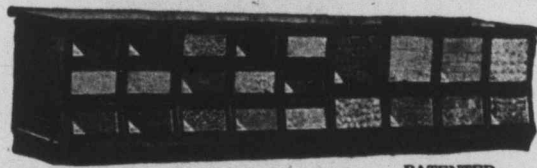
A Sherer counter is a saving—a profit—a builder of business from the moment you fill it with goods.

Write us for testimonials of the best grocers on earth. We have them in our Booklet AC. You will be glad when you read them.

**SHERER-GILLETT COMPANY, LIMITED**

Patentees and Manufacturers

Guelph, Ontario



PATENTED

**YOUR WANTS**

are many here below. Use CANADIAN GROCER want ad. page and get rid of a few of them.

*Quality Lines*  
**Holbrook's Imported Worcestershire Sauce**

is still being offered at pre-war prices.

We have also stocks of the following: Imported English Malt Vinegar, Sardines, French Olive Oil and Custard Powders — all high grade goods.

**ROSE'S LIME JUICE**

Every Grocer should feature this widely known and very popular Non-alcoholic Drink. For 50 years Rose's Lime Juice has set the standard — to-day it is still unsurpassed.

Get stocked now and let your customers know you sell this delicious and wholesome beverage.



Dominion Agents:

**Holbrooks, Limited**

TORONTO and VANCOUVER



Made in Canada



## Conservation of Food

DOMESTIC ECONOMY is impossible without FRUIT JARS. This is fully recognized by all authorities interested in FOOD CONSERVATION, and their PUBLICITY CAMPAIGN will undoubtedly stimulate the use of JARS this year and create a demand far above normal.

RETAILERS should be ready to do their part by having JARS on hand when required. REQUIREMENTS should be carefully considered and orders placed with WHOLESALERS as early as possible. LATE ORDERS may not ensure delivery in time to meet the requirements of the PUBLIC.

NO FRUIT or vegetables should be wasted this year for want of JARS.

Ask your wholesaler for JARS "MADE IN CANADA" and guaranteed by a reliable manufacturer.

**Advt. of Dominion Glass Co., Ltd.**



Made in Canada



When It Comes To Flour You Can't  
Do Better Than Stock

# PURITY FLOUR

"Purity" is just a plain dollars and sense proposition. It is a rich, nutritious, high-grade flour that sells to sensible people at a sensible price—and leaves a good margin of profit for you.

You owe it to your customers—to your own best business judgment—to sell flour of recognized merit. "Purity" is the one brand you'll delight in recommending to your personal friends and most particular customers.

Prove your claim to public confidence and trade. Purity Flour will do it for you—absolutely—positively—unmistakably. It will *always* "make good."



**Western Canada Flour Mills Company, Limited**

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

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

# Who Picks Out The Bulk Tea You Buy?

Do you choose it?

Or do you depend on the traveller?

Or do you leave it to the firm you buy the tea from?

No matter who picks it out, are you sure he is a good judge of tea?

Not many men are. They haven't the experience. It takes years of experience and concentration to make an expert judge—and not many firms can afford to pay the high salaries the expert tea judges command.

The Red Rose Tea business would have been down and out years ago if those in charge had not been good judges of tea. You have the benefit of their ripe experience and expert judgment when you buy tea in the Red Rose packages instead of in bulk.

And good tea must be protected by the sealed package if it is to stay good very long, which is an additional reason why you should sell Red Rose Tea instead of bulk.

## T. H. Estabrooks Co., Limited

St. John

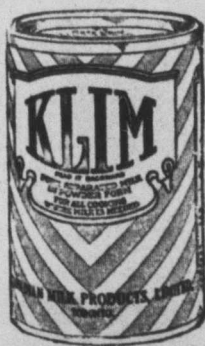
Toronto

Winnipeg

Calgary

### EVERY SALE OF KLIM BRINGS NEW CUSTOMERS

Klim has taken a firm hold on public approval. Every woman who has used Klim hastens to tell her friends and neighbors about its economy and natural milk taste.



The business which has always gone to the Dairies is now coming to the Grocers who are selling Klim.

Klim is not a milk substitute. It is not a form of milk to be used only in emergencies. It is used for everything in the home in place of fresh liquid milk. It is the solids—and

nothing else—of pasteurized separated milk in powder form.

Order a case of Household size from Your Wholesale House.

### Canadian Milk Products, Ltd.

10 - 12 William Street, Toronto

10 Ste. Sophie Lane, Montreal.

Also stocked by W. H. Escott Co., Ltd., Winnipeg, and Kirkland & Rose, Vancouver.

How to sell

# OCEAN BLUE

is not a problem. It is merely a question of getting your customers to try the first 5 cent packet. After that, repeat orders follow as a matter of course.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,

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—Green & Avery, Rooms 5 and 6, James Block, 407 Hastings Street W., Vancouver, B.C.



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



# Keen's Oxford —BLUE

A Keen's Blue display on your counter, window or shelf will be the connecting link between your store and the wide demand for this "Blue of Blues."

Everybody knows Keen's Oxford Blue. Good grocers everywhere are selling it and winning good profit and better customer satisfaction thereby.

Never be without a display of Keen's. Begin featuring it to-day and keep it up. Write us for a special display show card.

**Magor, Son and Company, Limited**

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

## WHY NOT?

When you sell Condensed Milk and Coffee lines why not sell the brands that are right?

Particularly when they are Canadian-made Products, equal in every way to the imported lines.



### Malcolm Milk Products

are strictly Made-in-Canada by the only All-Canadian Condensed Milk Company.

Dealers handling the Malcolm lines find the demand always good and especially good during the social season when their great utility and convenience appeal to every housewife.

Get a supply of Malcolm Milk Products now and secure a share of the growing demand.

There are lots of Canadian-made goods which do not feature this, but we are the only strictly Canadian company.

*We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c. per 100 lbs.*



**THE  
MALCOLM CONDENSING CO., LTD.**

St. George, Ontario

*The All-Canadian Condensed Milk Company*

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

# CANADIAN GROCER

Vol. XXXII.

TORONTO, FEBRUARY 1, 1918

No. 5

## A Change in the Food Controversy

Henry B. Thomson, of Victoria, B.C., Succeeds Hon. W. J. Hanna—Some Account of New Controller and His Recent Activities—Will Probably Act Immediately to Curtail Deliveries

**L**AST week announcement was made of the Hon. W. J. Hanna's resignation and the appointment of Henry B. Thomson of Victoria, B.C., as his successor. The retirement of Mr. Hanna was a secret well kept for he was active up to the last moment of his regime, and he did not cast aside his mantle until he had in fact ceased to be the Food Controller. Mr. Thomson, has not been much in the public eye, and people were rather inclined to look upon him as an outsider. He has been well known, however, to the committees who have visited Ottawa, to consider matters relative to the food control movement. As deputy to the Food Controller he has been actively engaged with many of these committees.

### Trained in Business

The new Food Controller is an Irishman by birth. He came to British Columbia 24 years ago since that time has been prominent in the life of the city of Victoria and of the Province of British Columbia. Among his other activities he is a director of the Turner-Beeton Company, Limited, wholesalers, and he was associated with that company in many capacities for a considerable number of years past so that he comes to the Food Controversy with a training in business systems and business needs that will not only be useful to him but may well prove a safeguard to the trade at large. The new Food Controller has also served three terms as the representative of the city of Victoria, in the British Columbia Legislature.

### In Sympathy With Recent Activities

There has been some fear expressed that the many good things that have resulted from Mr. Hanna's regime would be lost and that the uncertainty and mistakes of the early days would have to be repeated. Those who know Mr. Thomson, however, and who have been



HENRY B. THOMSON,  
of Victoria, B.C., who succeeds Hon. W. J. Hanna as Food  
Controller.

in touch with him feel confident that there is no ground for these apprehensions. To begin with the new Food Controller has been closely associated with the Food Control department for some time past, and often in the absence of Mr. Hanna it fell to him to meet with the different delegations and to try and find a way out of many of the difficulties that presented themselves. He is familiar with the proposed regulations governing the food distributing activities. On several occasions he met with the committees which were considering these changes and materially aided them in their dis-

cussions. There is therefore every reason to believe that he is heartily in sympathy with these changes.

### Believes in Considering Opinion of Trade

Mr. Thomson, too, has stood out definitely on several occasions for a consideration of the viewpoints of the different branches of the trade before action affecting these trades was introduced.

If he maintains this frame of mind on assuming his new duties it may reasonably be hoped that his administration will be as free as is possible under the existing conditions from legislation that hampers and curtails trade without producing any results to justify the disturbances.

It is interesting to note that Mr. Thomson, if press reports speak truly, intends to move rapidly, when he does move. To do things before the public expect them, and so to avoid the opportunity for evading these measures that has been possible when these measures were announced in advance of their imposition. Just in how far this intention will coincide with a reasonable understanding of all sides of the situation remains to be seen. It is an autocratic type of action that does not naturally find favor in this country. It will require

a cool head and a wise judgment to adopt this policy without entailing a good deal of opposition from all quarters.

### Probable Curtailment of Deliveries

One of the changes that may be expected to be one of the earliest results of the appointment of the new Food Controller is some curtailment of the existing delivery systems. Mr. Thomson for some time past has been considering this matter, and it was largely due to his suggestion that the proposal to curtail deliveries was incorporated in the recently announced regulations.

It is more than likely that one of the first acts of his official life will be some measure calculated to eliminate or curtail the extent of present deliveries. Just how far reaching this may be is of course not known, but something along this line is to be expected.

#### No Changes in Food Dept. Likely

As far as the personnel of the Food Control department goes there is little likelihood of any changes. Mr. Thomson speaks of curtailing the ex-

penditure of the department, but this is not thought to imply the elimination of any of the higher offices.

It is likely too that P. B. Tustin who would have been Mr. Hanna's representative in administering the new regulations once they became effective, will in all probability be still the man charged with that responsible position. It is not unlikely also that he will step into the place recently vacated by the new Food Controller.

## Flavoring Extract Sales to be Recorded

### Proposed Amendment to Ontario Temperance Act to Make Recording of Sale Obligatory, and to Forbid Sale in Bottles Larger Than Two and a Half Ounces

**O**WING to the many abuses that have crept into the sale of flavoring extracts subsequent to the passing of the Ontario Temperance Act the Retail Merchants' Association are petitioning the Provincial Assembly which convenes on February 5, to so amend the said act as to forbid the sale of flavoring extracts in bottles larger than two and a half ounces, to require all handlers of these products to keep a detailed record of their sale, and to forbid the sale of these goods entirely by peddlers or transient traders.

The actual wording of the amendment that will in all probability be passed at the coming session is as follows:

"The Ontario Temperance Act is amended by adding thereto the following section:

"125a (1) Notwithstanding anything contained in Section 125 of the Ontario Temperance Act no essence or tincture either of ginger or lemon and no compound or preparation commonly known or described as a flavoring extract or essence containing alcohol shall be sold except in bottles containing not more than two and one-half ounces, and a record of the sale of the same shall be kept by the manufacturer, merchant, druggist or other person who sells the same in a book provided for that purpose, which shall show the name and address of each person to whom such article is sold, and the date of sale and the quantity sold, and this record shall be open to the inspection of any License Inspector or any officer authorized by the Board to make such inspection and a true copy thereof under oath shall be supplied to the Board forthwith on demand by the proprietor of the business upon whose premises any such sale was made. Provided, however, that nothing in this section contained shall prevent the sale of any such essence, tincture or flavoring extract in a larger quantity than two and one-half ounces to a druggist or a manufacturer of confectionery or other similar commodity or to a person in any trade or business in which any such article is commonly used for legitimate purposes, but all such sales shall be recorded in a book as above

mentioned by the person selling the same. Any violation of this section shall be an offence against this Act and the person committing the offence shall, upon conviction incur the penalties provided by section 59.

"(2) No peddler or transient trader in Ontario shall sell or dispose of any tincture, essence or extract mentioned in the preceding subsection of any person violating this subsection shall incur the penalty provided by section 59."

## Drastic Changes in Paint Industry

### Canadian Paint Manufacturers' Association Make Some Pronounced Changes—Eliminate Pint and Half Gallon Size Tins, Curtail Color List and Increase Differential and Prices

**S**OME very far reaching changes are scheduled to take place in the paint distribution trade in the course of a few months. *Hardware and Metal* will in this week's issue carry a full discussion of these very marked changes. As many general stores and grocery stores have of late made a practice of handling paint, there will unquestionably be a very considerable interest taken in these changes. For the benefit of our readers therefore we give the following synopsis of the changes as they appear in this article.

At a recent meeting of the Canadian Paint Manufacturers' Association the following changes were decided upon:

1. The elimination of pint and half gallon size in liquid paints, and also in the corresponding sizes of specialty lines, varnishes, etc. This regulation becomes effective on July 1. Manufacturers will continue to ship these sizes while the supply lasts, but from now on these sizes will not be produced.

2. The number of colors will be materially reduced. Formerly there had been from 48 to 60 different colors, this had necessitated both the manufacturer and the retailer carrying heavier stocks than were really necessary, as a result the decision was reached to cut the color

### AMERICAN ADVERTISING EXPERT SPEAKS BEFORE TORONTO ADVERTISING CLUB

T. A. Deweese, Director of Publicity of the Shredded Wheat Company, Niagara Falls, N.Y., in an address before the Toronto Advertising Club, in the Board of Trade Rooms on Tuesday evening, made a very strong plea for an aggressive business campaign stating that business must finance the war, and that only by still further business activity could this result be achieved.

#### "More Business than Usual"

"It is a mistake," said Mr. Deweese "for people to talk of retrenching in business because of the war. The motto he thought should be 'more business than usual.'

"That is the war slogan that ought to be emblazoned here with the Union Jack, Business has to finance the war, and it can't be done out of savings. The only way business can do it is by going right on as in ordinary times.

"Let us cut out the things that destroy the body and degrade the mind," he continued. "We surely don't need any 'booze.' Canada was no doubt wise to stop the waste of barley and other grains required for food. A little sanity and sense and a little less hectic

(Continued on page 41.)

list down to 36 different shades exclusive of black and white.

3. A material advance in paint prices. All first quality paints will advance 25 cents a gallon, and second quality will advance 15 cents a gallon. This change in price becomes effective at once, except as it affects spring bookings. As it has been a custom to favor these spring orders the change will not be effective against spring booking orders; for this season they will be booked at the old figure. All sorting business will, however, come under the new price regulation.

4. There will be a considerable change in the differentials. On the half gallon this will be ten cents over the gallon price; on quarts there will be a 20 cents increase over the gallon price; on pints a 40 cent increase, on half pints an 80 cent increase and on quarter pints a \$1.60 increase over the gallon price. These are changes that are of the most pronounced moment to any and all handlers of paints and painting supplies.

#### VINEGAR FROM WATERMELONS

Shipments of watermelon vinegar have been made from the State of Alabama, and it is estimated that 100,000 gallons will be produced this season.

# Would It Pay You To Move?

Probably you've puzzled over your rent bill a hundred times, searching for ways to reduce it. But did it ever occur to you that possibly you should be paying more instead of less rent? The question may strike you as preposterous—yet sometimes a higher rent actually is profitable, as this article points out.

By Professor Ralph E. Heilman, Department of Economics, Northwestern University.

Reprinted by courtesy of "System."

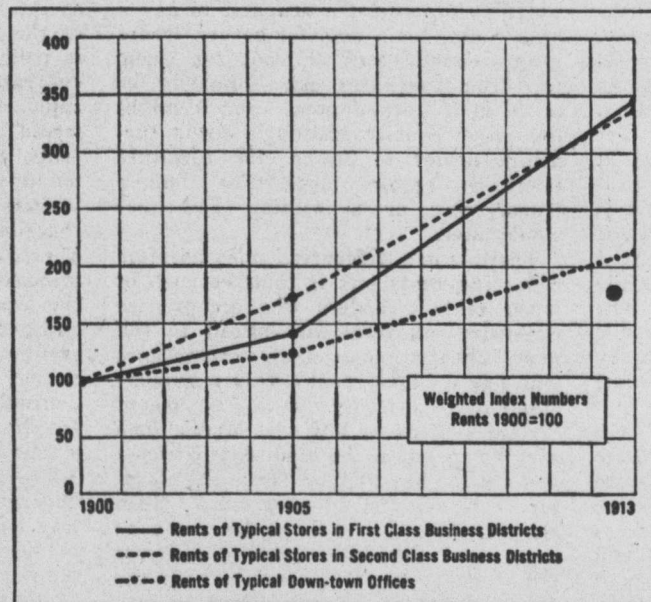
**W**HAT are the factors that determine the amount of my rent bill? Is my rent bill in proper proportion to my other expenses, my profits, my rate of turnover, and the advantages offered by my location? From the business man's point of view, these are probably the two most fundamental questions regarding rent.

Rent is an important item in the expense of conducting most businesses. In many concerns the outlay for rent is very large. It is a constant and fixed charge. The landlord's bill at the end of the month can be neither evaded nor scaled down.

The importance of rent is further evident when it is remembered that in practically all growing communities the general scale of rentals for business locations is rapidly advancing. The decided upward movement in store and office rentals in Canada since 1900 is shown in the chart\* on this page. This tendency has manifested itself in most cities in the United States. In the light of such facts every business man who pays rent for business quarters should give the question consideration.

There is much confusion of thought regarding the first question mentioned above: namely, what determines the size of the rent bill? Sometimes we are told that the rents of business properties depend upon their accessibility to people. Yet it is obvious that this answer cannot be conclusive. For some stores that are situated on quiet, dignified, and exclusive thoroughfares, removed from the crowds, pay a higher rent, in proportion to their space, than some stores located in more populous districts. Or, it is sometimes thought that rents are governed largely by transportation. Yet frequently higher rents are paid for quarters farther removed from street railways or other transportation than for those which are close to such facilities.

Clearly, it is not possible to explain the variation in rentals by any single factor, such as accessibility to crowds,



## HOW RENTS ARE GOING UP

This chart shows advances in rentals between 1900 and 1913. It is based on a study of charges for the same properties in 48 Canadian localities having a population of 10,000 or over.

transportation, or the character of buildings. The scale of rentals is governed by many factors, and many combinations of factors. But these factors may be all grouped together by saying that the rents of business locations depend upon the total income-yielding advantages offered by certain quarters, and the scarcity of such quarters.

These advantages are of two kinds—space and site. Every building provides shelter. Presumably a portion of the rent bill is a return upon the investment of capital in the building. But it is not enough that the building provides a roof. It must also provide advantages of site or location.

As a matter of fact, that part of the rental which is paid simply for the use of the building, as such, does not constitute "economic rent," strictly speaking. It is simply a return upon the capital invested in the building. But that portion of the income yielded by the rentals of a building, over and above a fair interest rate on the cost or the value of the building, represents what the economist calls "economic rent" or "site rent." If a building cost \$100,000, and if the market rate of interest prevailing in the com-

munity is 6 per cent., \$6,000 of the rentals—above depreciation, repairs, and the like—may be regarded as the interest upon the capital invested in the building. For if similar sites were freely available, the construction of buildings for rental purposes would soon be carried to the point where the returns would be cut down to 6 per cent., and, normally, it would not be carried beyond this point. But if the net rentals aggregate \$15,000 a year, the \$9,000 over and above the \$6,000 may be regarded as "ground rent" or "site rent." It represents the additional payments accruing because of the advantages possessed by the particular site upon which the building stands.

Probably the larger part of the rentals paid in the business sections of our cities is paid for advantages of this character—advantages of site rather than of space. For example, in mild climates the west side of streets running north and south and the south side of streets running east and west, generally command the highest rentals in the retail districts.

From noon, or early afternoon, on, these are the shady sides of the streets. Most women shop after the noon hour. They naturally prefer the shady side of the street. The merchant located there can display his goods with less danger of fading, and with greater probability of attracting passing customers in the afternoon. In southern cities the difference in rentals between the sides of the streets is most marked. On the other hand, it is said that in cities far north—such as Petrograd and Montreal—the sides of the streets which are sunny in the afternoon command higher rentals in the retail district.

Locations which are advantageous for one business are not necessarily so for others. It is a mistake to rent space paying a rental based upon the superior advantages of the quarters for other businesses. The business man should study the advantages of a site, in relation to its rental, for his business.

The owner of a dry goods or a department store catering largely to women shoppers might be justified in paying a

\*Based upon the report of the Board of Inquiry into Cost of Living in Canada, 1915, Volume 1, Page 460.



high rental for a location on the shady side of the street. But it is questionable whether a dealer in men's clothing and furnishings would be justified to the same extent in doing so. For men, not being confined by household duties in the morning, do not concentrate their shopping in the afternoon.

That the charges which may be wisely incurred for rent vary with the nature of the business is indicated by the results of investigations of the Harvard Bureau of Business Research. These investigations into the costs of doing business in the retail grocery and shoe business covered a large number of establishments in various sections of the country.

The results regarding rentals are summarized in the chart on page 53. Rents were generally found to constitute a much smaller proportion of the net sales in the grocery business than in the shoe business. Rents paid by grocery stores vary from .3% to 4.1%, while for shoe stores they run from 1.8% to 14.6%. The common figure for rent expense in shoe stores is about 5%, while in grocery stores it is only 1.3%. The Bureau regards .8% as an attainable standard for efficiently conducted grocery stores, and 3% for efficiently conducted shoe stores.

These inquiries show that there is a greater possibility of using less expensive sites in the grocery business than in the shoe business. As stated by the bureau, "Groceries are convenience goods in which there is no style element, and which are bought daily in relatively small quantities by almost every family. Consequently the grocery stores are located near residential districts in close proximity to their customers, and generally they occupy comparatively inexpensive sites.

"Inasmuch as service to counter customers is rapid—and since many of the customers give their orders by telephone or to order solicitors the floor area of a grocery store is not relatively large. Shoes, on the other hand, are more in

the nature of a shopping line. Each customer purchases at rather infrequent intervals and wishes to make a selection from a varied stock. To attract a sufficient volume of trade the shoe store must ordinarily have a prominent location in a shopping district where rents are higher than in residential districts."

#### What's the Reason for High Rents?

In other words, the difference in the range of rentals is natural, and arises out of the difference in the character of the two businesses. Such differences are common. For example, it might prove profitable for a druggist to pay a high rental for a transfer corner, where people change cars or wait for them, for drug purchases can ordinarily be made in a few minutes. But it might not prove equally justifiable for a furniture dealer to do so, for furniture purchases require more time than a transferring or a waiting passenger would have.

There is one widespread misconception regarding rents. It is that, because of lower rentals, dealers who occupy less expensive quarters can afford to sell more cheaply than their competitors who pay a higher rent. This misunderstanding is partially due to the use of certain slogans by low rent stores, such as, "We are out of the high rent district—you get the benefit;" or "Take the elevator, and save \$10 on your suit." Such slogans have been taken by many to mean that the dealer paying a lower rental has a marked advantage in the prices at which he can afford to sell. While it is frequently true that the low rent dealer sells more cheaply than others, these slogans have led some to suppose that prices are governed by the rents which the dealer must pay.

The true situation is just the reverse. Prices are not governed by rents. Rents are the result of price or of selling opportunities; not the cause.

This truth was first pointed out by Ricardo and the earlier economists, in

their discussion of farm rents. They said, "Rent is not the cause, but the result of price." Thus, they said, if the price of grain advances, the rentals of farms devoted to raising such products will also advance. Prices being set, the rentals of farm lands follow and depend upon the prices obtainable for the products.

In substance this is true, although when applied to city sites, the statement "rent is not the cause, but the result of price" is somewhat too narrow. For it is not always true that goods sold by those paying the highest rentals are sold at the highest prices. For example, one of the highest space rentals in Chicago is paid by a drug store which sells at cut rates, but which has an unusually rapid rate of turnover on its stock. It would be more correct to say that the rents of retail establishments depend, not upon price, but upon selling opportunities. Thus rent may be high because the site enables the merchant to secure a rapid rate of turnover, at a modest price; or it may be high because the location enables him to charge a high price, and get it. In the latter case, his prices are not high because his rent is high; rather, his rent is high because of the unusual opportunity of successfully reaching those who are willing to pay a fancy price.

The cut rate shoe dealer on the tenth floor, and the merchant in the out-of-the-way location, do not sell at a low price because they pay low rentals. Rather they must offer price or other inducements to encourage people to seek them out. They are less advantageously located than some of their competitors. Their "selling opportunity" is less. And that, of course, is why their rents are less.

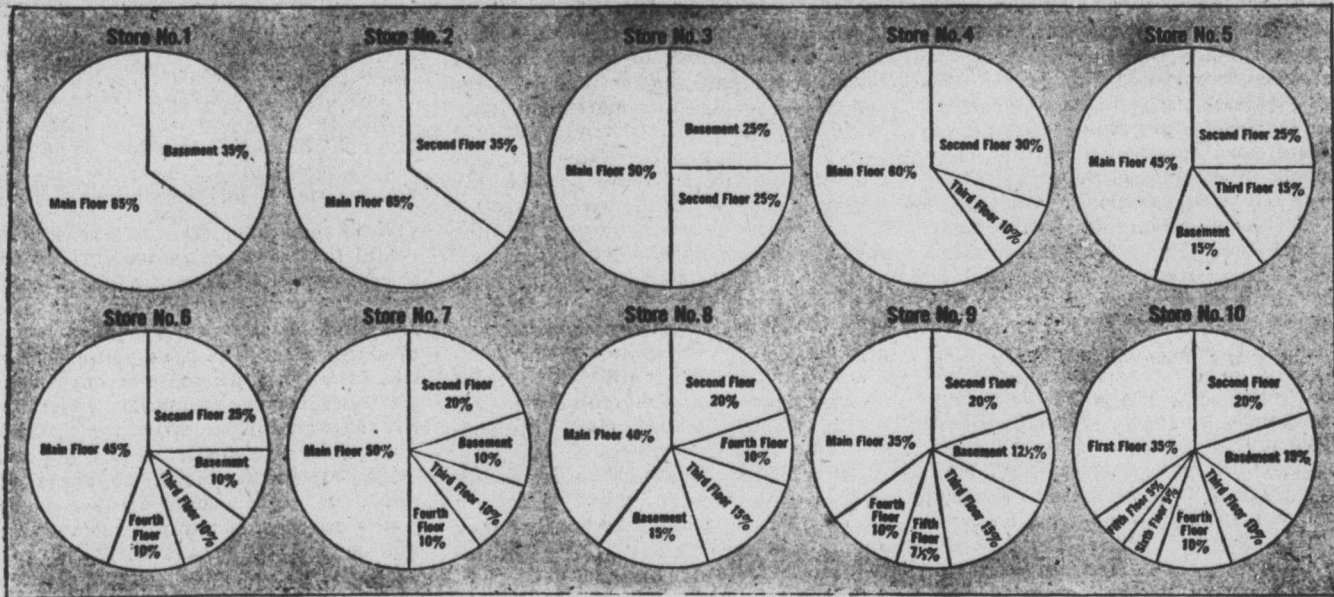
True, the customer may take advantage of this situation, and secure his goods for less than he might have to pay in other stores, if he is willing to hunt out the merchant who is less advantageously located. But the low price



**HE CAN AFFORD A LOW RENT**  
Groceries are "convenience goods" and are purchased daily by nearly every household. Style is not important. That's why the grocer can usually profitably afford a low rent site, like this.

**HIGH RENTS ARE PROFITABLE**  
This photograph, taken on a warm fall day, shows how crowds naturally choose the shady side. A merchant may find it profitable to pay more rent to have his store where the crowds are.

**CENTRAL, BUT NOT EXPENSIVE**  
In some lines a central, but not necessarily expensive, location is desirable. Barber shops, for instance, are usually found in high rent districts, in basements or an upper flat.



WHICH FLOOR IS WORTH MOST?

This chart shows how 10 stores, which have from two to seven floors, apportion their rent. Note how large a share is charged in every instance to the main floor. The chart is based on figures collected by Paul Nystrom and published in his book, "The Economics of Retailing." The upper floors and basement come in, in each example, for a relatively low charge.

obtained by the customer is not the result of the low rent paid by the dealer. Rather, the low rent is the result of the lower price at which the commodities must be sold, or the special inducements which must be made, in order to bring business to such locations.

It is essential for the merchant who contemplates moving to lower rent quarters to keep this clearly in mind. For taking a less expensive site may mean that it will prove impossible to maintain the same volume of sales, and at the same margin of profit.

But taking a less expensive location does not necessarily mean this. The desire to have a conspicuous or a prominent location leads some merchants to take expensive locations, which are no better adapted to their particular business than others which could be obtained

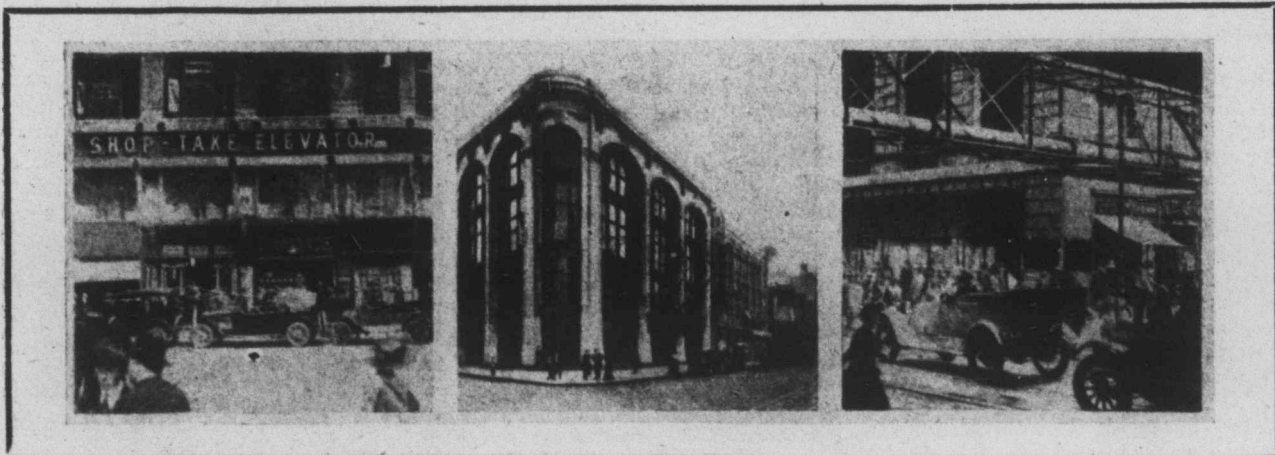
at much lower rentals. Other merchants make the mistake of accepting without question the propriety of the established rentals, as determined by the rentals paid by other businesses, without studying these rentals in relation to their own business.

Many concerns could profit by reducing their outlay for rent. The business which finds that the rent being paid by it is out of proportion to the advantages obtained for its purposes, ordinarily has at least two alternatives. It may move out—or up. In Chicago there is a marked movement of many businesses out of the loop district. These are mostly businesses for which a central location in the retail district is not essential, and which have reached the decision that, for them, the advantages of such a location are not commensurate with

the prevailing rents. Similar movements are taking place in other cities.

Sometimes a move to a less central location materially lessens the rental, without correspondingly decreasing sales or profits.

Or, savings in rent may sometimes be effected by taking upstairs quarters. Generally speaking, for most kinds of retailing, upstairs locations are less desirable than ground floors. This is shown by the lower rentals charged for such locations. It is also shown by the lower rents apportioned by department and retail stores to their upstairs departments. The chart on this page shows how 10 large retail establishments, all occupying more than one floor, apportion their rent charges over the departments located on the various floors. These fig-



THE UPSTAIRS STORE

The merchant in an out-of-the-way location must usually offer extra inducements to get customers. Lower prices is a common argument with merchants out of the high rent district.

WHERE THEY EXPECT TO FIND YOU

This is "automobile row" in one city. When special lines of business are segregated as here, it often pays individual concerns to assume high rents to be where customers commonly come.

A VALUABLE CORNER—FOR DRUGS

The "run in and run out" type of store can frequently afford to pay high for a transfer corner. This drug store, for instance, has an unusually rapid rate of turnover because of such a location.

ures\* are probably typical and serve to indicate how rapidly the rental values of the upstairs stories decrease for general merchandising purposes.

Nevertheless, many businesses can be advantageously conducted upstairs. Such businesses are those which rely not upon an opportunity to display their wares to large numbers of passers-by, but rather upon developing and holding a permanent body of customers. The barber business is of this nature. A barber shop is seldom found on the ground floor in the business centre of our cities, nowadays.

#### When It's Wise To Pay Less

It has also been found that other businesses which depend primarily upon quality, style or personal service — for example, tailoring, hairdressing, corseting, millinery, dressmaking, jewelry stores, and furrier shops—can be successfully operated above the ground floors. On the other hand, an effort to move a grocery store or a hardware store upstairs would probably prove disastrous. For here the commodities sold are standardized, and sales depend largely upon convenience.

While there are some businesses which

The rent was higher than he had been paying, but this location enabled him to display his goods to all the men of the town on their way to and from the post office. The results more than justified his decision.

In a certain city the street railway company altered its route so that the cars coming into the downtown section swung around a certain block, using the trackage around this block as a loop, upon which to start their outward journey. Thus most of the downtown passengers dismounted upon arriving at this loop. The owner of a variety store decided to risk a high rental bill in order to secure quarters facing this loop. Increased business quickly proved the wisdom of his action.

If a business is dealing in commodities which are of primary appeal to certain classes or groups of consumers, it may prove profitable to pay a greatly increased rent, in order to be located where the largest number of people in this group will pass.

Not only the number of passers-by, but also their character and economic status are important. Some sites used for retailing command high rentals, even

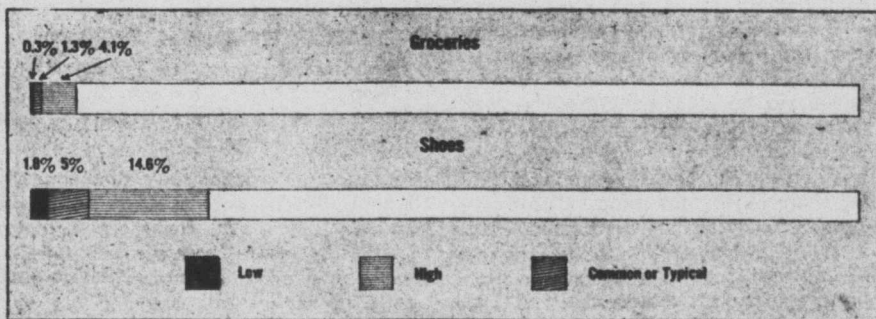
#### Going Where Your Customers Are

If a business relies primarily on passing or transient customers, it may be wise to pay a high rent for a location giving access to such passers-by. Thus cafes and tobacco stores can afford to pay high rentals for locations near the theatres, and florists for locations near the depots.

It is sometimes wise to pay a higher rental for a location having no intrinsic advantages, aside from the fact that one's competitors are located close by. There are some businesses which have well established retail centres. In most large cities the furniture and piano dealers are clustered in one vicinity. Under such circumstances it might prove profitable for a furniture dealer to pay a greatly increased rental simply to break into this location, for many prospective furniture purchasers naturally gravitate to this section. On the other hand, to do so would prove disastrous unless the dealer's capital and organization were sufficient to enable him to compete successfully with the merchants already established there.

It is impossible to formulate a general rule, which would be applicable in all cases, regarding the advisability of leasing high rent or low rent quarters.

In fact, every business should give the same careful consideration to its rent problem that it does to its buying or its selling activities. The essential thing is to see that the advantages of site and location, and of access to any particular group of purchasers, are commensurate with the rental paid for the conduct of a particular business. The rent problem is frequently intricate and the factors involved in it are numerous. But proper understanding of it may mean the difference between failure and success.



HOW RENTS VARY IN DIFFERENT LINES.

This chart shows the ratio between rent and net sales in various kinds of grocery and shoe stores; low rent stores average and high rent stores. Note that rents are considerably lower for grocery than shoe stores. These figures are based upon investigations made by the Bureau of Business Research of Harvard University.

could profit by renting less expensive quarters, there are others which economize unduly on rents. Some could profit by paying a higher rental, which might be more than offset by increased earnings. A Greek fruit dealer in Boston found that he could rent a certain corner stand just outside a subway entrance. The rent appeared tremendous, but he took the lease. This subway entrance was used by thousands on their homeward way in the late afternoon. Many were tempted by his attractive fruits, and, utilizing their last opportunity before entering the subway, made purchases, at fancy prices, to carry home. His profits soon showed a surprising increase.

A dealer in men's furnishings and clothing in an Iowa town of 2,000 decided that men do not shop systematically like women, but buy largely through suggestion. In this town everyone calls at the post office for mail. This clothier rented a store next to the post office.

\*From Nystrom, "The Economics of Retailing."

when situated on streets where there is a comparatively small amount of foot traffic. Such is the case with quarters located on the exclusive streets and boulevards, frequented by the rich and the well to do. Boylston Street in Boston, Michigan Avenue in Chicago, and Fifth Avenue in New York City are such streets. Similar streets exist in many small cities. It might prove profitable to pay a large rental for the purpose of opening a high grade modiste or millinery establishment, or an antique shop, in such a location. But it would probably prove disastrous for a cut-rate shoe store.

Or, again, it might be justifiable to pay a substantial rental for a location across from or close to a city depot, for the purpose of operating a modest price or inexpensive restaurant or lunch counter. But ordinarily it would prove unwise to do so for the purpose of operating a high grade or expensive cafe. For travelers who are willing to pay high prices usually prefer to save time by using the dining car service.

#### MERCHANTS MUST PAY INCREASED CARTAGE CHARGES

In response to a complaint made by the Retail Merchants Associations of Fort William and Port Arthur, the Dominion Railway Board has refused to grant an order denying the right of cartage companies in these cities to increase their charges. It was maintained that the existing situation is a discriminatory one in that the practice of advanced cartage charges is allowed only in respect of a limited number of shipping points in Ontario and Quebec. The grievance is said to be one which is not within the powers of the railway commission to correct.

#### U.S. FOOD CONTROLLER HONORED

H. C. Hoover, U.S. Food Administrator was honored with the receipt of an autographed portrait of King Albert of Belgium sent on the occasion of the latter's birthday, November 15. Mr. Hoover is chairman of the Belgian Relief Commission.

# Chain Stores Adopt Cash and Carry

Loblaw Stores, Toronto, Adopt New Selling Principles — Find New System Avoids Many Difficulties and Results in Great Economy

**T**HE Loblaw Stores, Toronto, a chain of sixteen grocery stores in different sections of the city have adopted the cash and carry principle. Up to a month ago they had carried on a credit and delivery system. About that time however the manager, Frederick E. Robson, states they began to figure that in so doing they were entailing heavy expenses without giving any particular benefit either to themselves or to the public. The result was the decision to adopt the cash and carry system in all their stores.

## Would Not be Successful Everywhere

Mr. Robson when questioned regarding the matter stated that even with the short experience that they had to judge from it was their opinion that the change had been a success. "Don't misunderstand me," continued Mr. Robson, "I don't mean to say that such a system would be effective everywhere. It is my belief that there is, and always will be, a demand for credit and for services such as delivery among a certain fixed proportion of the public. To attempt to start such a system in one of the wealthier suburbs would, in our opinion, be courting failure. That condition does not influence us however, for we are not represented in those districts. We do our business among people who are willing to accept some small inconvenience provided that it results in some slight saving.

"We do not make a bid for this trade by cutting profits. We aim to make as much profit as the average grocer, and we aim to compete on a fair and reasonable basis. We do feature special lines at times, but all merchants do that, and we probably not more than others. Our aim is however by so guarding the overhead expenses to be able to get our own legitimate profits and yet show a saving to our customers.

"Naturally we have a large buying ability, which helps us in this way, and there are many other little ways in which our centralized management can help to limit expenses. But in looking over the matter it appeared to us that we could still further curtail expenses by the elimination of credit, with its possibility of loss, and the elimination of delivery with all the expense and difficulties that it entailed."

## Cost Some Customers

"How did the change work out in practice?" "Well, I admit that it cost us some customers. A fair number of those who had been dealing with us went elsewhere where they could get credit and a delivery service. With the bulk of our customers however we were able to demonstrate the fact that we were not attempting to profit, but ra-

ther that as a patriotic activity we were trying to curtail unnecessary expense and serve the customer for the smallest margin above cost that would show us a reasonable profit.

## The Stores Profit in Goodwill

"We profited in a variety of ways. First in the elimination of many abuses that have grown up around the delivery system and the consequent annoyances that are so fertile in dangers for the store.

For instance, a woman phones for a bottle of vanilla, a bottle is sent, but is not the sort she wants. Perhaps she has been waiting for it. It entails a double delivery and in the end a dissatisfied customer. Or it may be that an article has been sold and has been promised to be delivered at such and such a time, and through some fault of the delivery boy or some disorganization of the delivery system it is late. The customer feels that she in some way has been shabbily treated. All this is bad for the store. It is an expensive service that opens up wide vistas of misunderstanding between the store and its customers. We cut entirely loose from this system. First of all that meant the doing away with the horses and waggons used for each store's delivery service, a very sizable item in itself, all that became extra capital in the business instead of a drain upon it. The services of a delivery boy were no longer required, which resulted in another saving.

"Now we make no delivery and give no credit. We have lost customers unquestionably, but the business has not suffered. There are as I have stated people who will demand credit and delivery. We are bound to lose this class, but there still remains such a substantial margin of people to whom the price is the argument of most moment that we do not think we need particularly fear this desertion. As a matter of fact we have not actually suffered. People have taken more kindly to the scheme than we could have hoped for; they have readily carried parcels, and there is a plentiful supply of small boys with sleighs to handle the heavier articles, and in many instances the family baby carriage has been called into use for the moving of bags of flour or potatoes.

## A Novel Parcel Carrier

"Of course it is necessary to provide something in which the customer can carry her purchases home. The large paper bag costs roughly about a cent and it does not do very effective service even for one trip. We have therefore adopted an idea of our own. This is a specially heavy paper bag, shaped something like a bag for school books,

specially reinforced, and supplied with handles of string. This is a new departure, but it will be supplied to all customers in the near future. It costs more than the paper bag, about two and a half times as much, but it will give more satisfactory and longer service. We estimate that each bag will be used at least ten times. This will result in another element of saving.

We deliver nothing, and believe that in doing so we are not curtailing a service but in reality are rendering a better service by saving money on non-essential services so that we may sell our products cheaper.

"That at least is our belief, and in the districts where our stores are located the people evidently think as we do for they have supported the changed conditions of service far better than we could have hoped."

## NEW BRUNSWICK POTATO GROWERS HOLD SHOW

The third annual convention and potato show of the New Brunswick Potato Growers' Association was held in Woodstock, N.B., on January 23 and 24.

Officers elected for the coming year were: President, A. H. H. Margison, East Florenceville; vice-president, F. E. Henderson, Andover; secretary, A. C. Taylor, Woodstock; treasurer, W. H. Moore, Scotch Lake; auditor, E. W. Jarvis, Woodstock; advisory board, T. H. Manzer, Aroostook Junction; Donald Innis, Tobique River; James Brennan, Jr., Chatham; H. P. Hatfield, Hartland, and Ernest Inch, Burt's Corner.

Dealing with rumors that the Food Controller would fix a selling price for potatoes, Hon. J. F. Tweedale, Provincial Minister of Agriculture, said that his department would protest very strongly against such a course, which he regarded as injurious to the farmer. He felt that he could say that prices for potatoes would not be fixed.

The sentiment of gathering was that transportation problems are responsible for the holding back of stocks more than a desire on the part of producers to hold out for higher prices.

Referring to conditions in his province, J. A. Clark, superintendent of the Dominion Experimental Station in Prince Edward Island, said that there are now about one and a half million bushels of potatoes in the island in excess of requirements for local consumption.

Excellent papers on technical subjects were delivered by various experts.

The potato exhibit was not so large as last year, but the quality averaged better. The leaders among the exhibits were the Green Mountain group, Irish Cobbler group, red, white, rose, and dark varieties.

# Price Fixing Achieves Nothing

The Cure-all of a Fixed Price Would be a Boomerang—Would Result in Lowered Production, and a Depleted Market—The Lessons Learned by the Food Departments During the War

AT a recent meeting in Toronto the Hon. W. J. Hanna, the retired Food Controller, spoke some words on the subject of price fixing. "It seems an easy thing to fix prices," said Mr. Hanna, "but it is not as simple as it seems, and it is more than likely to effect the very opposite results from those expected and desired. It may result at one time in a glut and at another in a famine. Restrictions and price fixing are matters that should be indulged in only as a matter of absolute necessity. For instance," he continued, "I am being constantly urged to prohibit the manufacture of ice cream. The agitators see very plainly that to do so would be to materially relieve the milk situation at the moment, but what they do not see is that there will be nothing to take care of the over production of milk in the summer months, there will be no incentive to the farmers to produce, and in a year or so the winter would see us facing real famine conditions in milk and no amount of price fixing would help the situation."

In so speaking Mr. Hanna is in line with practically every other authority on food subjects.

Garet Garrett, a financial writer of repute, writing in the New York Tribune recently has these lessons to draw from the price control activities of both the United States and Germany:

### Must Compel Producers to Produce

"You can fix prices successfully enough provided you have the power and the means, on the one hand, to compel the producer to produce and sell, and, on the other hand, to regulate the consumer's demands. The practice has been fumbling, not only in this country but in others during the war, even in Germany. There was set up a food administration which fixed the price of wheat, and that worked fairly well because the price was satisfactory to the farmer. The handling of other food products worked not so well. There was created a fuel administration which fixed the price of coal and that was almost disastrous, because the price compelled a lot of small high-cost mines to shut up. Other boards fixed other prices as for steel and copper and many industrial materials.

"You may fix the price at which the farmers shall sell their produce but if they refuse to plant they cannot be made to plant, and if, having grown the stuff they refuse to sell it at the price fixed, they cannot be made to sell it, because it would take the whole national army to make the government's mandate effective. They found this out in Germany. The Imperial German

government could command the farmers to bring in their produce, but the Imperial German government could not go and get it, as the farmers well knew. Therefore the price had to be a pleasing one."

Has the system been more effective in England? The answer to this question is emphatically no.

F. A. McKenzie in a despatch from London, Enc., even more forcefully outlines the difficulties and mistakes that result from price fixing. This is how he views the situation:—

### Products Simply Disappear

"The real problem of supplies still continues over tea, butter, margarine, meats and fats, attempts to officially regulate prices revealing many difficulties. Thus the farmers declared last autumn that the official price they were allowed to demand for meat was inadequate, therefore they have to kill young and immature cattle during the autumn, thus creating a meat shortage in January. This is happening as they foretold.

"When the price of a popular article is fixed it sometimes disappears from the market. When rabbits were recently reduced in price from \$1 to 42 cents they immediately disappeared from the shops. Dealers declared it did not pay them to handle them. When onions were reduced a fortnight ago from 10 cents to 6 cents a pound farmers promptly harvested their stocks of

the worst onions, half of them being bad. Consequently the housewife is paying more actually for her onions now than before the regulations were made. Fixing the low price of butter prevented the importation of French butter.

"These are typical examples. Regulation of fish prices made an immediate fish shortage."

### Must be Fair Price or Lowered Production

The gist of the matter seems to be that the fixing of a price without the power and the will to actually control the production is worse than useless. You may be able to make the farmer sell his potatoes this year at a dollar a bag, but you cannot eradicate from that man's mind the impression that he has been unjustly treated, and that he will not put himself in the way of such injustice again. He simply will not plant potatoes the following year, and all the system of regulation falls down before that primary fact that a price that does not appear to the producer as fair and reasonable will inevitably result in a lower production, and scoff as the people may at the law of supply and demand, the simple fact remains that if there are only potatoes for one man in ten, the man who can pay the highest for them will get them, and all the experience of the past few years has gone to prove the fact that no manner of price fixing can prevent this result.

## BRADLEY'S

### Save Wheat

Brother's suggest that you use wheat with our production...  
**Just Try Bradley's With Your Next Grocery Order**

**OATMEAL COOKIES**  
 25¢ per doz. 1/2 doz. 12¢

**ROLLED OATS**  
 2 1/2 lbs. for 25¢

**CORNMEAL**  
 5 lbs. for 25¢

**CHOICE POTATOES**  
 Good size, selected, 10¢ per doz. 1/2 doz. 5¢

**BRADLEY'S SPECIAL CRYSTAL TEA**  
 Sold in bulk—large pack ages to pay for the...  
 otherwise compare the price.

**TO-DAY'S NEWS AT BRADLEY'S**  
**To the Merchant, Let Me Suggest the Motto, "Small Profits and Quick Service"**

President Wilson's advice to the merchants of United States in April, 1917, so to have their goods sell more and better.

Bradley's have followed that policy for over eighteen years and Bradley customers have benefited. Just try this store with your next grocery order.

**SPECIAL OFFER**  
 One's Tullin, an excellent substitute, regular 15¢ per lb. 1/2 lb. for 10¢

**BRADLEY'S**  
**Deef and Bacon May Be Banned**  
**Canada**

**FOOD CONTROLLER**

Beef and Bacon  
 1 lb. for 10¢  
 1/2 lb. for 5¢

**BRADLEY & SON**  
 Phone 255  
 Cor. Market Square and Huron

Last week CANADIAN GROCER showed how the Robert Simpson Company, Toronto, preached the "Gospel of the Clean Plate" in window display. The above advertisements show how the firm of Bradley & Son, St. Catharines, Ont., use their newspaper advertising to do the same thing. Such a campaign, by all merchants, is becoming more necessary daily. Consider this matter.

# Proprietor Should Pay Himself a Salary

Few Retailers Pay Themselves an Adequate Salary—The Clumsy, Loose and Dangerous Methods of Many Retailers—The Matter of Partnerships—The Right Salary the Retailer Should Collect.

By John C. Kirkwood

**N**OT long ago I addressed a body of fifty retailers on the question of the cost of doing business. I asked for a show of hands from those who kept a record of their business costs, and about half a dozen indicated that they knew what it cost them to run their business. Then I asked for a similar indication by those who paid themselves a salary, and the same men held up their hands. Then I asked, "How many of you who pay yourselves a salary limit your living expense to the amount of this salary?" And not a single hand went up!

One could preach a forceful sermon on this theme of the retailer's neglect to pay himself an adequate salary and to limit his living expense to this salary, but this is not the time for delivering this sermon. I must content myself here and now with urging every earnest retailer to put himself, in regard to his own business, in the position of a salaried employee, and to pay himself each week or month a set sum—probably twice the amount he pays his highest salaried employee—and to live on this salary. Any other plan of remuneration is unsafe and unsound, and upsets all calculations. It takes real backbone to pay oneself a salary, and to live within its limits.

## Thieving From One's Own Business

Right here is where 90 per cent. of the men balk; more probably 97 per cent. of them: they won't do the thing they admit is right and business-like. And why, forsooth? Just because it is uncomfortable, and involves sacrifices.

The average retailer in business is a thief: he robs his own business. He takes goods and does not pay for them. Many retailers do not even make a debit entry of the goods they and their families take from their own store; and it is the rarest thing to find a retailer settling his account with cash in the same way that he requires the other employees of his business to settle for their purchases.

Also, many retailers run contra accounts with local firms, and never charge up against themselves the amounts of these contra accounts, and very rarely settle with cash charges of this nature against their own accounts.

## A Retailer Must Be Courageous

All retailers know that they should pay for such accounts, and that their own and family's living expense should be limited to the amount of salary drawn. But where will you find a retailer with the courage to run his business, as it affects his own income, in this way? He simply won't do it, just because to do so will put uncomfortable handcuffs on his wrists and shackles on his ankles, and he does not like fetters.

The average retailer very much prefers to take out of his own store what he wants from it for himself and family, and to take what cash he requires for himself and family, and let things go hang! And he does things this way because he lacks courage to run his business the right and better way. Which means that the average retailer has a yellow streak in him: his grit fails him in this particular matter. He prefers to shut his eyes just at this point, and to go it blind, hoping that he'll come out all right, by the help of God or of the Devil. But to stand up to the matter of paying himself a definite, fair and sufficient salary, and of paying in cash for his own and his family's purchases from his own store and from other stores, and to keep down the living expense of himself and family to the limits of his salary;—to stand up, I say, to this matter, and look it squarely in the face, well, where is the retailer willing to do this?

## The Retailer Can Do The Right Thing

Yet this same man, if his business were formed into a limited liability company, or if it were formed into a partnership, or if it became one in a system of chain stores with him as general manager, would have to live on a stated salary; would have to receive this salary at regular times; would have to charge against himself all purchases, and settle for them in cash. All of which means that this man, under outer compulsion, can and will do things which he will not do when the compulsion is self-imposed. It means that most of us have rather flabby wills, unequal to the performance of the commands of our conscience and convictions. It means that when right conduct is left solely to ourselves, when we can do the sneak act, we'll funk duty and become thieves.

## Letters Wanted, Please!

Where is the retailer who will write me, saying: "Consarn ye, Kirkwood, you're a sanguinary liar when you tell me I haven't the grit to pay myself a salary and live on it; that I am a sneak thief, afraid to charge the goods I take from my own store for myself and family; that I haven't the courage to pay for any purchases with cold cash; that I am afraid to pay cash for purchases made on contra accounts; that I make my employees do what I won't do myself. You're a brute and a liar, and I am going to prove it to you, to myself and to all the world"?

If any retailer is prepared to say this thing to me, I'll apologise to him publicly, if he will send me his name and address, with the message—"Kirkwood, you're a liar, and I am ready to prove it to you twelve months from date."

## Profit a Thing Apart

The salary a man should pay himself should not be confused with the net profits which every retailer should aim to obtain over and above the costs of doing business. The proprietor's salary should be regarded in the same way as the salaries or wages of employees—a charge on the business.

The amount of the salary which the proprietor should draw ought at least to be equal to his own legitimate personal requirements and those of his family, and living expenses ought to be limited to the amount of the salary. But beyond this sum collected from the business weekly or monthly—actually withdrawn from it—the retailer should aim to make a net profit—a profit over and above all expenses. The amount of this profit will have relation to turnover—and may be a percentage of the turnover or of the capital invested; or it may be put down arbitrarily—\$1,000, \$2,000, \$5,000—whatever is a reasonable sum.

## What Constitutes The Cost of Doing Business

Here again one must be careful to distinguish between net profit and interest on capital invested. Perhaps it will be made clearer if we put down, in a group way, the several classes of items which aggregated go to make up the cost of doing business.

These are:

1. Interest on capital invested (say 6 per cent. to 8 per cent.)
2. Rent (if you own the premises you occupy, charge as rent the sum another would pay if he occupied your premises instead of you).
3. Freight on incoming goods (including packing, drayage, duty).
4. Salaries (including an adequate one for yourself).
5. Fixed expense (insurance, light, fuel, taxes, water rates, telephone, etc.).
6. Interest (on borrowed money).
7. Incidentals (stationery, postage, cleaning and all miscellaneous items).
8. Delivery (including horse, wagon, stable, motor car, garage, repairs, supplies, twine, paper, etc.).
9. Advertising (including all forms of publicity endeavor).
10. Losses (including bad debts, shrinkage, spoilage, leakage, donations and subscriptions, thefts, etc.)
11. Depreciation (on furniture, fixtures, horse, car, premises, stock, etc.).

These several classes of expenditure, when added, constitute the cost of doing business; but unless all items are charged the cost records are faulty.

From the foregoing it will be seen that no provision has been made for a profit over all expenses. This desired profit

can and should be made a distinct charge, and will become a 12th item in the afore-named groups of cost items, in which case the list of cost groups becomes:

1. Interest on capital.
2. Rent.
3. Freight on incoming goods.
4. Salaries.
5. Fixed expense.
6. Interest on borrowed money.
7. Incidentals.
8. Delivery.
9. Advertising.
10. Losses.
11. Depreciation.
12. Desired year's profit.

These 12 groups of cost items may total \$5,000 or \$6,000, or \$10,000 or any larger sum; it all depends on the magnitude of one's business; but whatever the total may be, it represents the cost of doing business, with a desired trading profit for the year (\$1,000, \$2,000, \$5,000, etc.) figured on. Knowing these costs of doing business enables one to calculate the percentage cost of doing business, and informs the retailer how much goods he must sell in the year to recover all costs, plus the desired trading profit.

**A Salary For The Proprietor**

But if a retailer omits from his items of expense of doing business a proper salary for himself he throws out of true his calculations, and the error made may be serious. The correct calculation calls for the inclusion of an adequate salary for the proprietor which he will draw out in cash each week or month, and which he will use to pay his own store account, and all contra accounts; and these accounts will represent goods charged at regular retail prices.

The common way on the part of many who are really trying to do business honestly is to charge all goods used by self or family, and all personal or family contra accounts, into one's personal account, and to charge also all cash taken from the business for personal and family needs, and many good men, and particularly the older men engaged in business, handle their merchandise and cash accounts this way; and some will contend that this is a perfectly proper procedure. And some will say—"It's as broad as it's long. I own this business. What's the use, therefore, of all that nonsensical method of paying cash for goods." I do not propose to argue with these older men, or with the man who insists on doing his business in his own way, defiant of right methods. My message is addressed to that growing class of merchants who really want to know the right way of doing business, and who are ready to do business the right way. Now the right way, in respect of the item of his own affairs, is to pay oneself a sufficient salary—adequate for one's own and one's family needs, and to regard oneself as a salaried employee who must pay cash for all goods purchased, and who must confine his living expenses to the limits of the salary received.

Let the retailer, therefore, withdraw in cold cash, as his own salary \$30, \$40, \$50,

\$60, \$75, \$100 a week—whatever sum is right and sufficient for his own and his family's requirements—and let him limit his living expense to this sum, and pay cash for goods purchased from his own store the same as any other customer does. If the retailer will do this he will be a happier man, a better business man, and probably will learn to make a profit on his year's trading—something which 9 men out of 10 in Canada and the United States are not doing.

It is both wrong and fallacious to charge into one's personal account what goods one buys and what cash one withdraws, and to let this account stand unsettled, a charge against one's profit interest; for thus one's cost of living is not fixed or regulated. If you ask 100 retailers, taking them as they come,—“What is it going to cost you this year to maintain yourself and family?” 99 of them will probably say—“I can't answer that question until the year's up.” But if these 100 retailers were doing business according to the right method, every one of them would say instantly, “I am limiting my family's living expense to —” (namely the sum), which sum will be withdrawn, in cold cash, weekly from the business.

**A Separate Personal Bank Account.**

When I say cold cash, I mean it. The sum may be taken out of the cash drawer on Saturday in the same way as are the wages of Smith, Brown and Jones, employees; or the proprietor may draw a cheque against his trading account, payable to himself, and deposit this cheque to the credit of a private or personal account, absolutely distinct from his business account; and all money used by him or his family will come from this private account; and if there's a balance left at the end of the year, good and well.

**Finding Out The Profit or Loss**

The point I am making is that by the method outlined one can tell absolutely at the end of the year's trading whether or not a profit has been made and how much; and this calculation will not be cluttered up with the confusing items of an unbalanced personal account. One will take his inventory and his total annual sales. The difference will represent the year's trading gain over the invoice cost of goods. Then one can place along side this trading gain the year's cost of doing business (including the desired net profit over all costs). Instantly one will be able to see whether or not these costs have been fully recovered; and the revelation will satisfy or accuse, as the case may be. For example:—

Your costs of doing business (including your own salary and a desired year's profit over all costs) total, let us say, \$6,872. Sales are, let us say, \$36,856. Invoice cost of goods sold is, let us say, \$29,414. Then the record is:—

Invoice cost of goods.—	\$29,414
Gross sales .....	36,856
Gain over costs .....	7,442
Costs of doing business.	6,872
Excess profit made.....	\$570

By excess profit is meant a profit in addition to the sum figured into the cost of doing business (as set forth in the summary of 12 group items above). We'll suppose that you have figured into your costs of doing business the sum of \$1,800—\$150 a month. In the illustration above, this desired year's profit of \$1,800 has been exceeded by \$570, giving you a net trading profit of \$2,370—or almost \$200 a month. And you have the satisfaction of knowing that this is clear profit over and above your own salary, and is not subject to reduction by unsettled personal and family accounts.

**What Is a Right Salary?**

The question arises—"What is a right salary to pay oneself?" This is a difficult question to answer definitely, for so many factors have to be taken into account. Some have said—"I will take double the sum I pay my highest paid employee." This is arbitrary, and may not be a safe guide.

Again, if one is a single man, without a family to maintain, what should he pay himself? And if the proprietor has a large family, should he draw out more than he would require if his family were smaller? Also the question becomes more complex when the business is owned by partners, each of whom is actively engaged in the business, and one of whom may be a single man, and the other a married man with a family.

In a general way, it may be said that the proprietor should pay himself a salary at least equal to his worth as a manager—the salary he is able to command in the open market, or the salary he would have to pay another to perform equal service; and this applies to the case of partners.

And yet the salary so determined is scarcely sufficient. The principal or proprietor should draw more as salary than an employee should draw, the extra sum taken representing payment for greater initiative and greater responsibility.

It is probably this view of the question that has led some to say that the proprietor should draw twice as much, in the way of salary, as his highest paid employee. This may or may not be excessive. Certainly one should not draw less than he can earn as an employee with another firm, or than he would require to pay an equally capable man to take his place to perform equal work.

These general suggestions may help the man who asks the question, "What salary should I pay myself?" to get a good working answer.

**Turning Salary Back Into The Business**

It is the habit of some men in business, especially when capital is very limited, and where every cent is required to finance the operations of business, to pay themselves a salary very much less than their open market value. This practice is scarcely just, for it gives an artificially lowered cost of doing business—one unfairly low. If a man (or partner) is ready to deny himself, to allow a larger sum to remain in the business, as working capital, he can accomplish his objectives by this simple method: (1) Pay himself a salary equal to his open-market

worth; and (2) re-loan to his business the sum in excess of his personal requirements, thus making himself a creditor of his own business. This is the better procedure—one which will prevent the error of an artificially lowered cost of doing business; and which will commend itself to one's banker. Also, it shows on the books just how much the business is indebted to its proprietor for money loaned it. So may a retailer give his business the assistance it may require; and so may his self-denial be treated in a business-like way.

**A Partners' Problem**

Recently there came a letter to me from a firm made up of two partners asking what should be the weekly salary withdrawal of each. One had a two-thirds interest in the business; the other one third. One took to the business an experience five times longer than that of

his partner. One's personal sales for the past two years were 50 per cent greater than that of the other. With such slender and deficient data, I was asked to say what sum each should draw out as wages. With the data provided it was quite impossible to provide any helpful or definite answer. I mention the case to show how very real is the problem of the right salary one should pay himself.

Two men I know have a business in which they share equally—have an equal capital interest and draw out weekly equal sums, and share equally in the profits and losses of their enterprise. But one man is ten times as valuable to the business as the other who is unimaginative, without initiative, and a dull salesman. Dissatisfaction and eventual dissolution are the sure consequence of such a partnership.

**A Day of Better Retailers**

This is the day of better business methods, and, I should like to think, of better business men. Retailers everywhere are enquiring into the problems of how to do business better. Two major problems are: (1) How to increase sales and customers, and (2) how to know and recover the costs of doing business which should include an adequate salary to the proprietor and a desired net profit from the year's effort and risk of capital. A minor but most important problem is the question under consideration, the proprietor's own salary—how it should be collected, and its amount. I trust that the answers to the questions contained in this contribution to CANADIAN GROCER are clear, and will help some retailers to deal with a perplexing problem in a way satisfactory and advantageous to themselves.

**Saskatchewan Merchants Endorse Proposed Regulations with Few Amendments**

Ask That All Branches of Trade be Put on Same Basis as Retailers—P. B. Tustin, of Food Controller's Office, Relieves Anxiety of Co-operative Concern

WHOLESALE, retailers, brokers, grain growers and representatives of co-operative organizations met in conference with P. B. Tustin, representative of the food controller at the Parliament Buildings, Regina, recently. The conference placed itself on record as favoring the regulations of the food controller in the main, and offering some suggestions whereby it was believed these might be improved. There is in existence in Saskatchewan a strong co-operative movement, absent to a large extent in other provinces. The co-operative organizations, included in which are the Saskatchewan Grain Growers, were well represented and put up a strong case. Thomas Sales, a director of the Grain Growers was chairman of the conference. W. W. Thomson, of the co-operative organizations' branch of the department of agriculture, was secretary.

Strong exception was taken to the clause preventing retailers from being members or stockholders of a wholesale firm. The consensus of opinion was that the clause limiting the number of calls of travellers on retailers and that centralising the delivery system should not be considered as a definite order, but merely as a suggestion.

The co-operative men claimed that there was in the proposed regulations clauses which would curtail the operations of co-operative organizations as at present conducted, but Mr. Tustin assured them that there was no intention on the part of the food controller of crowding out any organization.

Following is an amendment to the proposed clauses offered by J. L. Hutchinson and W. C. Paynter: "Resolved that each class of trade be required to

give the same information regarding their business as outlined in the application for license for a retail grocer." This was carried. This clause of the proposal reads as follows:

**REGULATIONS GOVERNING THE LICENSING OF RETAIL GROCERS**

**Class 6**

**Definition of Retail Grocer.**—A retail grocer is one who sells direct to the consumer, and deals in the following enumerated lines:—

- Cereals, flour, bread, biscuits, starches, baking powder, etc.
- Sugar, syrups, confectionery.
- Vegetables, potatoes, tubers and other root crops, and culinary vegetables.
- Fruits and nuts.
- Preserved meats and food preparations.
- Preserved fish and preparations.
- Dairy products, milk, butter, cheese, eggs and poultry.
- Aromatics and condiments, coffee, chocolate, tea, spices, flavoring extracts, essence.
- Fats, oils, soaps, candles, kerosene, vinegar.
- Preserved fruits and vegetables, jams, jellies, etc.
- Detergents and apparatus, alkalis, brushes, sponges, brooms, matches, etc.

**Rule 1.**

A retail grocer shall only do business in Canada provided he conforms to the Food Controller's regulations, and is licensed in accordance with the rules and regulations governing such class of business.

**Rule 2.**

With a view to the better conduct of business, and as a protection to the consumer, the following shall be considered as the minimum standard to which applicants for licenses shall be required to conform.

- (a) Sanitary conditions, and equipment must be satisfactory to the Food Controller.
- (b) Qualification not less than two years' experience in the retail grocery trade.

**FORM OF APPLICATION FOR RETAIL GROCER**

**Class 6.**

I/We hereby make application for a license under Class 6.

I/We have been established in business since .....

At last stock-taking the value of stock on hand was .....

(Give value of stock last stock-taking) .....

(and date of same) .....

Our total assets are .....

Our total liabilities are .....

Our net surplus is .....

I/We agree to conform to the rules and regulations as laid down by the Food Controller from time to time.

.....  
(Name of applicant)

.....  
(Address)

.....  
(Province)

License fee must accompany application.

The following resolution was adopted by the conference:

"This meeting representing manufacturers, wholesalers, wholesale jobbers, commission merchants, brokers, retail merchants, grain growers and co-operative associations interested in the handling and distribution of foodstuffs desires to place itself on record as recognizing the necessity at this time of national stress of the fullest possible conservation of our resources and approves of the regulations by the food controller making for efficient distribution and the avoidance of waste of either foodstuffs or of the man-power employed therefor.

"We further consider that any regulations passed to this end while guaranteeing a fair margin of profit to those forming a necessary part of an effective system of distribution should also protect the interests of the consuming public."

**Those Present**

Among those at the conference were—W. H. Inkster, retailer, Markinch, Sask.; F. Kusch, retailer, Maple Leaf Store, Regina; M. Kennedy, wholesale, Regina; C. W. Vivian, of the G. H. Smith Company, wholesale, Regina; J. H. Stephens, Trading Company, retail, Regina; J. W. Connor, Trading Company, retail, Regina; E. H. Thomas, Capital Grocery, retail, Regina; W. W. Thomson, department of agriculture, co-operative organizations, Regina; Thos. Sales, Saskatchewan Grain Growers' Association, co-operative organization, Regina; F. E. Raymond, secretary, Sask. Retail Merchants' Association, Saskatoon; J. L. Hutchinson, Retail Merchants' Association (provincial), Saskatoon; J. C. Nichol, merchant, Radison; H. D. MacPherson, retail mer-

(Continued on page 41.)



# CANADIAN GROCER

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ESTABLISHED 1886

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H. T. HUNTER - - - - - Vice-President  
H. V. TYRRELL - - - - - General Manager

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Vol. XXXII. TORONTO, FEBRUARY 2, 1918 No. 5

### EDITORIAL BRIEFS.

"AND now," says *The Canner*, Chicago, "there comes the workless Monday."

\* \* \*

THAT German socialist, Scheidemann is saying a lot of things to the Kaiser that we would like help along with a husky Amen.

\* \* \*

A GERMAN professor states that there are not words strong enough to condemn President Wilson. Evidently the President has become to the Teuton, "the him we hate."

\* \* \*

IT IS said that Germany has 892 imperial orders dealing with the sale of food. Under these circumstances, the German might almost consider the periodic fine as part of his overhead costs.

\* \* \*

THE New York Central Railway recently had a consignment of turtles. As no one seemed just exactly to know where they came in the list of commodities they were billed as livestock. That's rather reversal of the usual idea regarding the tortoise.

\* \* \*

B. C. ABBOT, the British Columbia Coast Market Commissioner, gave voice recently to a rather trenchant little remark when he stated that the country was "flooded with food control committees." The grocer is the man who knows it.

### HOARDING

THERE has been brought to the attention of CANADIAN GROCER, a number of instances in which retailers were permitting their customers to

stock large quantities of the old standard flour. This has occurred both in Toronto and outside points. The Food Control Department has issued a warning both to millers and retailers that they should not permit such action.

This practice is both unfair and unwise. Unfair in that it is giving one customer an advantage over another, unwise in that it gives color to the supposition that the trade is not doing its best to aid in the campaign of conservation. If such an opinion becomes prevalent then the trade may expect drastic action. It is the grocer's duty not only to obey the letter but the spirit of the law, and to see that his customers purchase such goods only in quantities that would meet their normal requirements.

### THE FALLACY OF FIXED PRICES

THERE seems to be an impression abroad, fostered by the public press, that if only prices on all commodities were fixed by the government or the Food Controller or someone all would be well, and everything would be as it was before war had sent prices soaring.

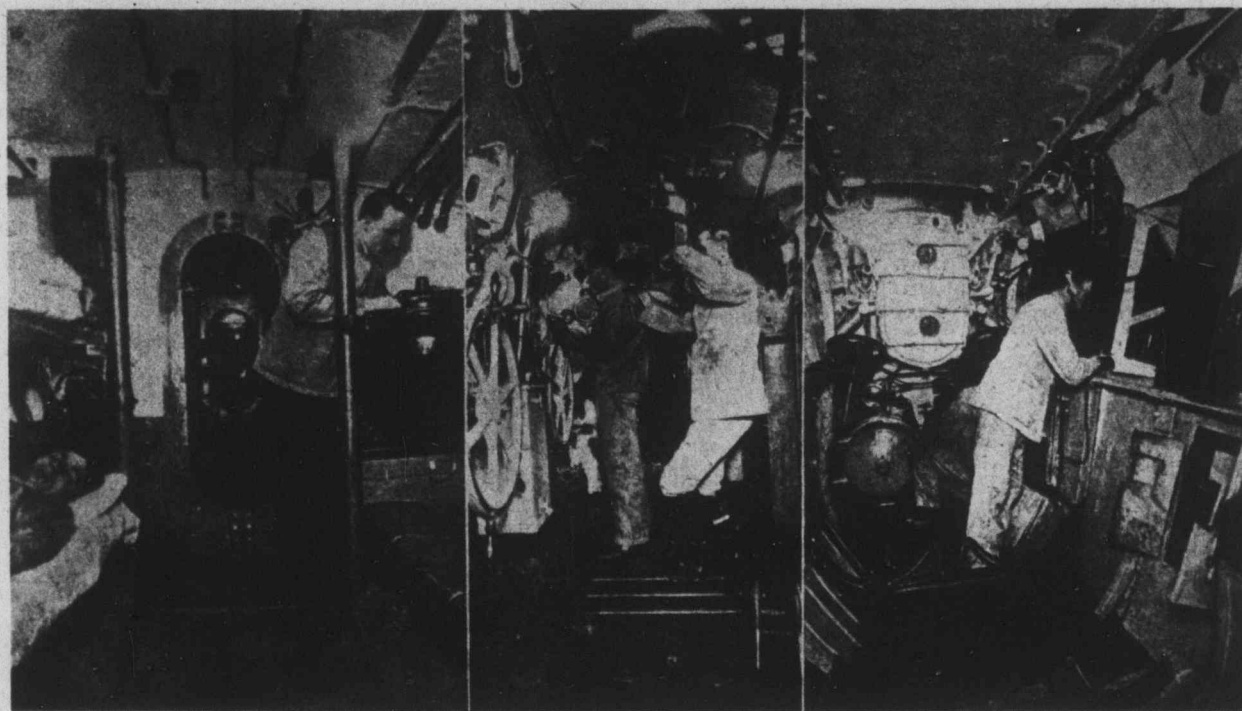
There is, however, the solemn fact to be faced that the world is drawing daily nearer to actual famine. Food is growing daily scarcer, and all the price-fixing in the world cannot change that fact.

What then could price fixing do? It would tend to eliminate the goods on which the price is fixed. Instance after instance has proved this true. You can fix a price but you cannot make the man who owns the goods sell at that price unless he so desires, and far less can you make him go on producing that article. In other words the price fixed, to be at all effective, must suit the producer, and when it does that it is not likely to be a great aid to the consumer. Wheat was fixed at \$2.21. That was practically the actual market value of wheat, and the fixing of the price did no more than stabilize that price and give it an official standing.

Moreover, a set price that satisfies the producer will also have a tendency to lay undue stress on that commodity. It may very well mean production in excess of our needs at the expense of equally necessary articles.

As a matter of fact, the idea of a fixed price as a cure for anything seems to be a very far cry indeed. There is one way and one way only of decreasing prices at this time, and that is by a materially increased production. When you add to the actual stocks of foodstuffs you have done more toward lowering the cost of goods than all the price fixing in the world would ever do.

## Current Events in Photograph—No. 5



### THE HEART OF A SUBMARINE

**T**HE submarine has become one of the great factors of the war, yet it remains still a good deal of a mystery. The photo above shows three views of the interior of a French submersible. On the left is the forecabin, or quarters of the crew. The compass is here also, and an officer is shown studying it. Center, amidships, the wheelman is shown at his post, and an officer is shown looking through the vessel's periscope. Right, the stern of the vessel, wherein are located the ship's boilers and dynamos, and also the radio outfit, with which one of the men is shown at work.

## Program of Canadian Produce Convention

To be Held in the Tecumseh House, London, February 5 and 6

The programme of the sixth annual convention of the Canadian Produce Association, which will be held at the Tecumseh House, London, Ont., on Feb. 5 and 6, is as follows:

Address of Welcome - By the Mayor of London  
President's Address.

Inspection and Grading of Creamery Butter on  
Definite Standard—

- (a) From Producers' Point of View, Frank Hems, London.
- (b) From Manufacturers' Point of View, J. A. McFeeters, Toronto; Mack Waddell, Strathroy.
- (c) From Dealers' Point of View, E. H. Hodgson, Montreal; J. M. Ham, Toronto; Jos. McLean, Toronto; E. M. Raney, Toronto.

The Method of Buying Cheese for Export from Canada, adopted by the British Government in 1917. Was it satisfactory as to regulation of price and as to condition of sale?

- (a) From the Producers' Point of View, Frank Hems, London; Aug. Trudell, Montreal.
- (b) From the Buying Commission's Point of View, Jas. Alexander, Montreal.
- (c) From the Exporters' Point of View: Eastern Ontario, Mark Sorague, Belleville; Western Ontario, Thos. Ballantyne, Stratford; Montreal, Arthur Hodgson, Montreal.

Will There be a Surplus of Butter for Export in 1918? J. A. Ruddick, Ottawa; T. J. Coyle, Winnipeg.

The Effect of the Manufacture and Sale of Oleomargarine on the Dairying Interests of Canada. Arthur Vaillancourt.

Buying Creamery Prints from Country Creameries. Is the Practice Advisable? H. R. Gray, Montreal; John J. Fee, Toronto.

#### EVENING SESSION.

Banquet—6.30 p.m.

Addresses by Dr. W. J. Robertson, Hon T. A. Cterar.

#### WEDNESDAY, FEBRUARY 6th 10.00 a.m.

Present Status of Egg Legislation re Inspection and Grading, R. J. McLean, Toronto.

Importance of Inspection and Grading of Eggs for Export—F. F. White, Toronto; Jno. Wilson, Montreal; H. B. Cledes, Toronto; J. K. Richardson, St. Mary's.

Outlook for Increased Egg and Poultry Production—W. A. Brown, Ottawa; Prof. W. R. Graham, Guelph.

Prospects of Ocean Space for Coming Season—A. H. Dairymple, Montreal.

2.00 p.m.

Probable Export Demand for Canadian Farm Products after the War—W. P. McLagan, Montreal.

The Allied Buying Commission and its Relation to our Probable Export of Eggs, Butter and Poultry in 1918—Eggs, Richard Gray, Montreal; Butter, A. A. McKergow, Montreal; Poultry, H. R. Gray, Montreal.

The Advisability of a Weighmaster being Appointed in Toronto and Winnipeg—J. W. Atherton, Toronto; Mr. Lamar, Montreal; T. J. Coyle, Winnipeg.

Reasons for Establishing Produce Exchanges in Montreal and Winnipeg—James T. Madden, Toronto; C. M. Thacker, Montreal; T. J. Coyle, Winnipeg.

Report of Committee on Resolutions.

Report of Nominating Committee.

Election of Officers.



### TORONTO GROCERS ADVOCATE EARLY CLOSING

There will be a meeting of Toronto Merchants held in the Retail Merchants' Association assembly hall, College St., Toronto, on Wednesday afternoon to consider the matter of the early closing and to consider ways and means of getting the necessary support to induce the Board of Control to pass a by-law closing all the grocery, fruit and provisions stores at 6 o'clock.

# CURRENT NEWS OF THE WEEK

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

## Maritime

G. Milburn, general store merchant, Curryville, N.B., is dead.

R. McConnell, retail grocer, Main street, St. John, has retired from business.

A. O. Skinner has tendered his resignation as president of the St. John branch of the Retail Merchants' Association.

The Blue Ribbon Beverage Company, St. John, N.B., will rebuild their factories at a cost of \$25,000.

Hamm Brothers, biscuit manufacturers, have been awarded their full insurance of \$16,000 for the fire which destroyed their plant recently. Their loss was about \$75,000.

Steen Brothers of St. John have leased a large building in Yarmouth, N.S., formerly used as a woollen mill and are having it equipped and fitted for use as a corn meal mill. It will be in operation in a short time.

Dr. W. C. Keirstead, representative of the food controller for New Brunswick, held conferences in St. John this week, first with the grocers and later with the fish dealers. The local dealers have been co-operating with the food controller but further measures are considered necessary and it was to discuss these plans that the meetings were held.

The Boards of Trade of St. John and Halifax are urging upon the C. G. R. the desirability of continuing the night trains between St. John and Halifax, ordered cancelled as a fuel saving measure, at least on Friday nights. One of their chief arguments is that these trains are needed to allow commercial travellers and other business men to get home for the week ends.

In reply to the Halifax grocers' refusal to handle bread at a profit of one and one-half cents per loaf, the bakers of the city have set their position before the public in a joint advertisement. They say that the retail profit is greater than that of the bakers and that to allow the grocers an additional profit would necessitate either their doing business with no profit or else raising the price to the consumer, who now pays 12 cents retail.

## Quebec

J. Vezina, grocer, Quebec, has sold out.

J. Malouin, grocer, Quebec, has sold out.

J. E. Paquet, grocer, Quebec, has sold out.

Fortin & Fils, grocer, Montreal, has sold stock.

A. Messier & Co., grocers, Montreal, have sold out.

Jubenville & Co., grocers, Montreal, have sold stock.

Simoneau & Frere, grocers, Sherbrooke, have registered.

A. Pellerin, of St. Agathe, Quebec, butcher, called on the Montreal trade during the past week.

H. Monette, who is engaged in the butchering business at St. Agathe, Que., was a Montreal visitor.

Joseph & Co., wholesale grocers, Quebec, have suffered fire loss.

Jas. Roy, of Three Rivers, Que., fruit and vegetable dealer, was a business visitor to Montreal last week.

John Fagnon, fruit and vegetable dealer, of Three Rivers, Que., was a visitor to Montreal during the past week.

W. J. McGee, office manager for Kearney Bros., tea importers, Montreal, has been confined to his house with a severe cold.

John Wilson, sales manager for Matthews, Limited, wholesale provisions, Montreal, is in the West, having gone as far as Winnipeg.

George H. Macy, tea merchant of New York, is dead. Mr. Macy was head of the firm of Carter, Macy & Co., Inc., of New York City, and was in his sixtieth year. He had retired from business in 1916, having been actively engaged in the tea importing business for 35 years. The Canadian representatives of the Carter-Macy firm are the John Duncan Co., of St. Paul Street West, Montreal.

## Ontario

P. Purvis, general store, West Lorne, has discontinued business.

F. K. Phillips, produce, etc., Blenheim, suffered loss by fire.

Kramyr & Co., grocers, Timmins, have discontinued.

T. J. Ralph, grocer, Ottawa, has been succeeded by A. Ronen.

The Swift Canadian Co. contemplate building a packing house at Hamilton, Ont.

Matthews-Blackwell, Ltd., packers, suffered loss by fire at the Peterborough plant.

Young Co., Ltd., wholesale grocers, North Bay, Sudbury and Sault Ste. Marie, have been succeeded by National Grocers, Ltd.

Plans for a pickle factory are being discussed by the farmers and growers of Sarnia in conjunction with the representative of a big Canadian firm.

Interprovincial Flour Mills, Ltd., has been incorporated at Renfrew with a capital of \$500,000 to carry on business as manufacturers of flour and other

meals and cereals, and to deal in grains and foodstuffs.

## Western Provinces

Frazer's Grocery, Regina, Sask., has sold out.

D. Peck, grocer, Winnipeg, has discontinued.

C. P. Adamson, grocer, Bethany, Man., has sold out.

A. E. Taylor, grocer, Dauphin, Man., has sold out.

E. P. Haldane, general store, Canwood, Sask., is dead.

I. Genser, general store, Stonewall, Man., has sold out.

T. R. Haldern, grocer, Winnipeg, has discontinued business.

C. B. Emberley, grocer, Winnipeg, has discontinued business.

F. Maxwell, general store, Chatfield, Man., has suffered fire loss.

S. D. Bell, grocer, Winnipeg, has been succeeded by H. Thompson.

A. L. Macmillan, grocer, Winnipeg, has been succeeded by A. Ell's.

S. D. Bell, grocer, Winnipeg, has been succeeded by H. Thompson.

Alexander Grocery Co., Camrose, Alta., has suffered loss by fire.

O. M. Leeper, general store, Findlater, Sask., has sold to W. Wilson.

J. B. Muter, general store, Broderick, Sask., has sold to B. M. Parkinson.

A. W. Reimer & Sons, general store, Giroux, Man., have suffered fire loss.

E. Bay, general store, Dauphin, Man., has been succeeded by Bay & Katz.

L. Freifeld, general store, Bruderheim, Alta., has been succeeded by Mahlin & Dlin.

Royal Trading Company, general store, Zealandia, Alta., P. K. Shatilla, has retired.

Revenue Trading Co., general store, Revenue, Sask., has dissolved partnership.

The Isman Cigar Co., manufacturer, Brandon, Man., has removed to Regina, Sask.

Mrs. N. M. Summerton, grocer, Winnipeg, has been succeeded by W. H. Lorne.

Macklin Trading Co., general store, Macklin, Sask., has been succeeded by J. Thomson.

North Annex Farmers' Trading Store, grocers, Regina, Sask., has changed ownership.

The Victoria Whaling Company, Kyuquot, B.C., are erecting a whaling cannery plant with a capacity of 30,000 to 50,000 cases.

D. D. Friesen, general store, Laird, Sask., has been succeeded by Lang, Morden & Weber.

Richman & Schiffer, general store,

Altona, Man., have been succeeded by Richman Bros.

F. Marantz, general store, Sifton, Man., has sold Southey branch to Moscovitz & Silverman.

Fuller & Smith, grocers, Bow Island, Alta., have dissolved, A. W. Fuller continuing the business.

Creamery plant owned by the Edmonton City Dairy Ltd., at Stettler, Alta., was completely destroyed by fire.

Zagins & Schachter, general store, Readlyn, Sask., have dissolved, H. Schachter continuing the business.

Watson & Truesdale, manufacturers' agents, Winnipeg, have moved into larger premises at 156 Lombard St., in the Telfer Building.

Prince Albert reports a good demand in that city for margarine. The highest grade retails for 40 cents or two pounds for 75 cents. Margarine is now handled by the majority of grocers in the city.

N. L. Green addressed the Regina Rotary Club on the tobacco trade, letting the members of the club into the secrets of the trade. Cultivation of tobacco by white men in Virginia dated back to 1612, Mr. Green stated.

S. C. Burton, manager of the Cameron Heap wholesale firm, Regina, left on January 23 for a seven weeks trip in the southern States. He will visit California, Florida, Virginia, Kansas and may make a flying trip to Honolulu.

#### MONTREAL MERCHANT WINS SUIT

Onezime Champagne, Notre Dame street west, Montreal, was awarded \$4,000 and costs recently by Mr. Justice Panneton, in the Superior Court, in a suit against the Canadian Pacific Railway—the outcome of an expropriation made seven years ago for the widening of Notre Dame street east.

Champagne owned a grocery store on Notre Dame street, near Montcalm street. When the railway company closed the streets in this vicinity the plaintiff took action for \$11,000, but the judge thought that \$4,000 would cover the injury occasioned.

#### REGINA, SASK., FAVORS DAYLIGHT SAVING

Regina Board of Trade favors a dominion-wide daylight saving scheme, to go into effect by moving all clocks ahead one hour the last Sunday of March and by moving them back a like time the first Sunday in November.

#### ST. STEPHEN, N.B., RETAIL MERCHANTS' ASSOCIATION ELECTS OFFICERS

At the annual meeting of the St. Stephen branch of the Retail Merchants' Association officers were elected as follows: President, S. DeWolfe; vice-president, Parker Grimmer; second vice-president, Fred. Sears; treasurer, Chester Gregory; secretary, H. E. Beek; additional members of executive, R. D. Ross, W. A. Mills and Alexander Boyd.



#### ROLL OF HONOR

Leonard S. Fairweather, who conducted a provision store in St. John before enlisting two years ago, has been reported wounded again. He had just returned to the firing line after recovering from previous wounds.

Lieutenant Norman McLeod, formerly a member of the firm of A. C. Smith & Co., wholesale produce dealers, St. John, has been awarded the Military Cross for gallant conduct in the last big drive.

#### MANITOBA UNIVERSITY INAUGURATES BUSINESS COURSE

##### Speakers of Nation-Wide Reputation Will Deal With Important Business Subject

The University of Manitoba is putting on a short course in merchandising early in February, and a splendid programme has been drawn up by the advisory committee, the speakers including Frank Stockdale and G. Pryor Irwin. The former is known all over America as an expert on merchandising. Mr. Irwin is instructor and lecturer on retail selling and store management at the University of Wisconsin. Both these men have been engaged to lecture at Winnipeg at considerable expense. It is claimed that this is the first course in merchandising ever put on by a Canadian university. The program is as follows:

##### Monday, February 4th

- P.M.  
3.00 to 5.00—Enrolment.  
8.00—The Value of Commercial Education.  
Jas. A. MacLean, LL.D., President, University of Manitoba.  
The Indirect Training of the Business Man.  
Dr. W. A. McIntyre.  
George N. Jackson, Chairman.

##### Tuesday, February 5th

- A.M.  
9.30—Organizing a Country Retail Store.  
G. Pryor Irwin.  
10.30—Advertising in a Country Newspaper to Get the Best Results.  
F. Pratt Kuhn.  
11.30—Question Box or Consultation Period.  
G. Pryor Irwin presiding.

##### P.M.

- 2.00—A Mailing List—The Value of Circular Letters in Business.  
Chas. S. Wiggins.  
3.00—Store System and Retail Accounting.  
John Parton, C.A.  
4.00—The Art of Selling—Training Salespeople.  
G. Pryor Irwin.  
6.30—Complimentary Dinner given by the business men of Winnipeg at the Royal Alexandra.  
George N. Jackson, Chairman.  
Address by His Honor Sir James Aikins, Lieutenant-Governor of Manitoba.

##### Wednesday, February 6th

- A.M.  
9.30—Running Your Store With Your Eyes Open.  
G. Pryor Irwin.  
10.30—National Advertising—its value to Dealer and Customer.  
F. Pratt Kuhn.  
11.30—Question Box or Consultation Period.  
Frank Stockdale presiding.  
P.M.

- 2.00—What Merchandise to Carry—Markets—Customers.  
Frank Stockdale.  
3.00—Goods—How to Know Them and Show Them.  
G. Pryor Irwin.  
4.00—Window Dressing and Show Card Writing.  
Robt. C. Skinner and F. T. Baxter.  
8.00—Increased Selling Efficiency—What It Means to You.  
Frank Stockdale.

##### Thursday, February 7th

- A.M.  
9.30—Turnover—Figuring Profits—Perpetual Inventory.  
Fletcher Sparling.  
10.30—Co-operation of Manufacturer and Wholesaler with Dealer.  
W. A. McKay.  
11.30—Question Box or Consultation Period.  
G. Pryor Irwin presiding.

##### P.M.

- 2.00—Service—Customers and the Goods They Need.  
Frank Stockdale.  
3.00—Facts a Merchant Should Possess.  
G. Pryor Irwin.  
4.00—Commercial Law.  
W. H. Trueman, K.C.  
8.00—Modern Methods in Business.  
Frank Stockdale and G. Pryor Irwin.

##### Friday, February 8th

- A.M.  
9.30—Your Home Town—Its Development and Prosperity.  
Frank Stockdale.  
10.30—Co-operation Among Retailers—Value to Your Town and Yourself.  
G. Pryor Irwin.  
11.30—Question Box or Consultation Period.  
Frank Stockdale presiding.

##### P.M.

- 2.00—Cash—Credit—Collections—The Future of Your Trade.  
G. Pryor Irwin.  
3.00—Sectional Meetings—to be presided over by Chairmen to be appointed.  
8.00—Visitors attending Short Course will be entertained.

#### ON FOOD RESOURCES COMMITTEE

R. H. Williams, of the R. H. Williams and Sons departmental store, Regina, has been appointed divisional representative for the Regina division of the newly created publicity section of the national committee on food resources.

#### REGINA HAS CO-OPERATIVE FOOD CONCERN

Regina's first retail co-operative enterprise, the Regina Consumers' Co-operative League, is opening a store in the Alden block, Twelfth Avenue, on February 1st. The principle involved is spot cash, no cut prices and profits divided among buyers according to amount of purchases. William Ferguson, for five years with the Hudson Bay Company, Calgary, is manager.

#### A CALF PRODUCTION CONTEST

The Chisholm Milling Company, Toronto, has inaugurated a contest tending to increase the production of beef, one of the essential food items. The contest is for boys and girls and is known as the Checkerboard Calf Club. Any boy or girl under 18 years of age who wishes or who has the opportunity can enter a calf in this increased production contest and get in line for the prizes that will be given on the award of a committee of judges. The only obligation is that the calf shall be raised on the calf food produced by the company.

The idea is to stimulate the production of beef and to get the younger generation interested in the important matter of production.

# WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

## THE MARKETS AT A GLANCE

**E**MBARGOES and rumors of embargoes have been numerous during the week. Two that definitely materialized applied on shipments of beans of all kinds and margarine from the United States into Canada. Lima beans that were in transit to Canada were stopped by the United States Government and commandeered. Some Michigan white beans had been sold to arrive but these will not now be permitted to come forward. After a short but merry whirl in the Canadian market, margarine from the United States manufacturers is again under the ban. Further sales have been stopped by the United States Food Controller. Intimations were made that since Canada is an exporter of butter she is not very badly in need of margarine.

Canadian flour mills made the shift to the new grade of flour on Monday of this week and deliveries were made to their customers by some of the mills early in the week. There has been a very active demand for the old grade of flour, mills having orders for more than they could fill in the specified milling time. Price for new grade has been fixed for Eastern Canada at \$11.10 per barrel carload basis for Manitoba, and \$10.60 for Ontario winter wheat flour.

Advances have been numerous in grocery commodities during the week and include peanut butter, jelly powders, popcorn, birdseed, glass washboards, tobaccos, soap powders, cleanser, lye, baking powder, vaseline, potato flour.

As a result of the embargo on margarine a firmer trend characterizes the market for dairy butter. Storage creamery butter and storage eggs were higher in price. Stocks of cottonseed oil coming into Canada have not been plentiful and shortening supplies are still within narrow compass.

Embargo on shipment of sugar into Canada is still in effect but refiners still anticipate it cannot be long-sustained. Peanuts and shelled walnuts were in firm market with advances recorded. By reason of the embargo on canned goods coming into the Canadian market from the United States the Canadian market for canned corn and tomatoes shows additional firmness during the week. Business has been seasonably good but shows a slight diminution in some quarters over the previous week.

## QUEBEC MARKETS

**M**ONTREAL, Jan. 29.—Severity of weather has had a real effect on the movement of supplies to outside points. Dealers do not claim a dearth of orders but they are handicapped by the difficulty of transportation. Price changes have not been numerous. Among these is a firming tendency in rolled oats and oatmeal. Canned oysters are up about 10%. Nestle's food is higher to \$8 and \$8.20. Peanuts are up one cent. Whole and ground flaxseed advanced from 7½c to 9c per pound in bags. Sugar is now quoted at \$8.40 by three firms and at \$8.55 by a fourth, as shown elsewhere. The bean market is ruling very strong. Millers are now making the new standard flour but the prices are held as "open." Teas, coffees and spices are all ruling strong.

### Ground Flaxseed Strong; Baby Food Is Higher

Montreal.

**VARIOUS LINES**—There has been an advance this week in the price of whole and ground flaxseed. The former price in bag lots for both whole and ground was 7½c per lb. in bags. This has been advanced now to 9c per pound and the tendency is still firm. Nestle's food, sold in some of the outside districts by the grocery trade, is marked up about 5 per cent., the present price being \$8.20 less the usual 5 per cent.

### Oysters In Tins Are Advanced About 10%

Montreal.

**OYSTERS IN TINS**—An advance has

been made in the price of oysters put up in tins. This applies to the five and ten ounce tins, and represents about 5 per cent. of an increase. The five ounce size are now \$2.25 per dozen and the ten ounce \$3.75. Scarcity of containers and the present shortage of oysters from the fishing grounds have contributed to this change.

### Sugar Situation Fair With Less Price Spreads

Montreal.

**SUGAR**—The difficulty of getting in raw supplies is the interesting feature for the week. As one large refiner stated to CANADIAN GROCER when questioned as to the exact position: "The railway situation is intense." A temporary embargo has been placed, says this same source, on all freight to points west of Montreal. Raws have been coming to hand reasonably well and refiners are doing all that is possible to keep abreast of rather liberal orders. The prices this week are shown with less spread, as below:

	100 lbs.
Atlantic Sugar Company, extra granulated sugars, 100 lbs. ....	8 40
Acadia Sugar Refinery, extra granulated ....	8 40
St. Lawrence Sugar Refinery .....	8 40
Canada Sugar Refinery .....	8 40
Dominion Sugar Co., Ltd., crystal granulated .....	8 55
Special icing, barrels .....	8 70-9 05
Icing (25-lb. boxes) .....	9 10-9 40
Icing (50-lb. boxes) .....	8 90-9 20
Diamond icing .....	8 70-9 05
Yellow, No. 1 .....	8 10
Yellow, No. 2 (or Golden) .....	8 00
Yellow, No. 3 .....	7 90
Powdered, barrels .....	8 60-8 95
Paris lumps, barrels .....	9 10
Paris lumps (50-lb. boxes) .....	9 65
Paris lumps (25-lb. boxes) .....	9 35
Crystal diamonds, barrels .....	9 10
Crystal diamonds (boxes 100 lbs.) .....	9 10
Cut loaf (50-lb. boxes) .....	9 30-9 65
Cut loaf (25-lb. boxes) .....	9 50-9 85

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

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

### Rice Will Be Higher Under Present Tendency

Montreal.

**RICE**—There is every indication of a firming tendency to the rice market, and this is true also of tapioca. Freights having increased are largely responsible for a firming of prices already, but no new quotations are made. There is no great volume of trading either locally or at import centres, but prices everywhere are well held.

Carolina .....	10 00	11 00
"Texas," per 100 lbs. ....	9 50	9 50
Patna (good) .....	9 40	9 40

Siam, No. 2	8 00	8 50
Siam (fancy)	7 75	8 75
Rangoon "B"	7 00	7 75
Rangoon "B" 200-lb. lots	7 70	7 70
Rangoon OC	7 60	7 60
Packling rice	7 70	7 70
Tapioca, per lb.	0 15	0 15
Tapioca (Pearl)	0 15	0 15

### Honey Prices Well Held With Fair Sales Made

**Montreal.**  
**HONEY AND MAPLE PRODUCTS**—The honey market rules firmly with sales made of the usual small lots at prices quoted last week, as under. Maple syrup and sugar are unchanged and the demand is about normal for this time of the year.

**Honey**—  
Buckwheat, 5-10 lb. tins, lb. .... 0 17  
Buckwheat, 60-lb. tins, lb. .... 0 16 1/2  
Clover, 5-10 lb. tins, per lb. .... 0 19 1/2  
Clover, 60-lb. tins ..... 0 19  
Comb, per section ..... 0 21

**Maple Product**—  
Syrup, 13 lbs. Imp. meas., gal. 1 70 1 80  
11-lb. tins ..... 1 35 1 45  
Sugar, in blocks, per lb. .... 0 19 0 20

### Canned Corn, Peas And Tomatoes Ruling Strong

**Montreal.**  
**CANNED GOODS**—A hand-to-mouth business characterizes the situation on canned goods. There is little sale for any of the lines in the list. A strong market rules for tomatoes and the same may be said of peas and corn. Supplies in some quarters are said to be very good and it is thought that for the immediate future there will be no shortage.

**Salmon Sockeye**—  
"Clover Leaf," 1/2-lb. sats. .... 2 45  
1 lb. sat ..... 4 00  
1 lb. tails, cases 4 doz., per doz. .... 2 75  
1/2 sats, cases 8 doz., per doz. .... 1 50 2 00  
Chums, 1-lb. tails ..... 1 80  
Pinks, 1-lb. tails ..... 2 40  
Cohoes, 1-lb. tails ..... 2 65  
Red Springs, 1-lb. tails ..... 2 70  
Salmon, Gaspe, Niohe Brand (case of 4 doz.), per doz. .... 2 25  
Canadian sardines (case) ..... 6 75 7 00  
Norwegian sardines, per case of 100 "1/4s" ..... 20 00

**Canned Vegetables**—

Tomatoes, 2s	2 67 1/2	2 75
Tomatoes, U.S. pack (2s)	2 12 1/2	2 12 1/2
Tomatoes, 2 1/2s	2 40	2 60
Peas, standards	1 75	1 75
Peas, Early June	1 90	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s. doz.	2 35	2 40
Spinach (U.S.), 3s.	3 00	3 00
Do., (U.S.), gallons	10 00	10 00
Corn (on cob, gal. cans), doz.	8 50	8 50
Red raspberries, 2s	2 90	2 90
Simcoes	2 75	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	3 00	3 00
Blueberries, 2s. doz.	1 35	1 35
Pumpkins, 2 1/2s	1 60	1 70
Pumpkins, 3s	1 75	1 75
Pumpkins (gallon), doz.	6 00	6 00
Carrots, sliced, 2s	1 45	1 45
Apples (gallons)	5 00	5 00
Peaches, 2s (heavy syrup)	2 00	2 00
Pears, 2s (heavy syrup)	2 45	2 45
Pineapples, 1 1/2s	2 25	2 25
Greengage plums (light syrup)	1 90	1 90
Lombard plums (heavy syrup), 2s	1 70	1 70

### Interest Still Centres Around Molasses Market

**Montreal.**  
**MOLASSES AND SYRUPS**—The serious aspect of shipping is giving importers great concern as to how delivery can be made of the orders already taken. The situation is really worse. Prices are

decidedly firm at the advances recorded last week in **CANADIAN GROCER**. Demand at primary points is still greater than can be met. Corn syrups held steady without change.

**Corn Syrup**—

Barrels, about 700 lbs.	0 07
Half bbls. or quarter bbls. 1/2c per lb. over bbls.	0 07 1/2
Kegs	0 07 1/2
2-lb. tins, 2 doz. in case, case	4 65
5-lb. tins, 1 doz. in case, case	5 20
10-lb. tins, 1/2 doz. in case, case	4 95
20-lb. tins, 1/4 doz. in case, case	4 90
2-gal. 25-lb. pails, each	2 15
3-gal. 32 1/2-lb. pails, each	3 25
5-gal. 65-lb. pails, each	5 25

**Barbadoes Molasses**—

Punchons	0 91
Barrels	0 94
Half barrels	0 95

For outside territories prices range about 3c lower.  
Carload lots of 20 punchons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.



"NEVERMORE."  
On this world by horror haunted—tell me truly,  
I implore!  
Will you—will you ever—start another conquest war?  
Quoth the Raven—"Nevermore!"  
—Hamilton "Spectator."

**Cane Syrup (Crystal Diamond)**—

2-lb. tins, 2 doz. in case, per case	5 50
Barrels, per 100 lbs.	8 00
Half barrels, per 100 lbs.	8 25

### Still Stronger Tendency To Price Of Beans

**Montreal.**  
**BEANS**—There is a decidedly firm tone to the bean market and it is stated by one of the large importers here that the prices are very likely to go higher. As a consequence of reported buying for the French Government of the entire available Japanese crop, this is said to have caused an inflation of prices and that these are likely to be higher here, probably to the extent of one dollar per bushel. No changes are reported as yet. One jobber has received two carlots of Burmah beans which are jobbing at \$7 per bushel. Quality is reported fairly good. Peas are somewhat dull.

Canadian, hand-picked, bush	9 50	10 50
Ontario, new crop, 3 to 4 lbs.	8 15	8 15
British Columbia	8 14	8 14
Do., in 100-lb. sacks, gross, per 100 lbs.	15 00	15 50
Canadian, 3-lb. pickers, per bu.	9 00	9 50
Canadian, 5-lb. pickers	7 40	8 00

Michigan, 3-lb. pickers	9 00	10 00
Michigan, hand-picked	9 50	10 50
Yellow Eyes, per lb.	0 14	0 14
Rangoon beans, per bush	7 00	7 50
Lima, per lb.	0 20	0 20
Chicana beans, per lb.	0 14 1/2	0 14 1/2
Manchurian white beans, lb.	0 15	0 15
South American	5 20	5 20
Peas, white soup, per bush	5 00	5 50
Peas, split, new crop, bag 95 lbs.	11 00	11 25
Barley (pot), per bag 95 lbs.	6 25	7 25
Barley, pearl, per bag 95 lbs.	7 50	8 00

### Nut Market Is Quiet; Some Peanuts Marked Up

**Montreal.**  
**NUTS**—There is but a small demand for nuts and that which exists is for immediate filling in of odd kinds. The only feature of the week is that of an advance for peanuts in the shell, and these have gone higher with one jobber one cent per pound all around. Large shipments of nuts and raisins have been lost as a consequence of two large ships being torpedoed within the last two weeks. Supplies at import centres are light with prices held, and trading light.

Almonds (Tara), per lb.	0 20	0 24
Almonds (shelled)	0 42	0 43
Almonds (Jordan)	0 70	0 70
Almonds, Valencia, shelled	0 44	0 46
Almonds, soft shelled Tarragonas	0 21 1/2	0 22 1/2
Brazil nuts (new)	0 14	0 15
Brazil nuts (med.)	0 15	0 17
Filberts (Steily), per lb.	0 19	0 21
Filberts, Barcelona	0 17 1/2	0 18 1/2
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15 1/2	0 16 1/2
Peanuts, "Diamond G"	0 15	0 16
Peanuts (coon), per lb.	0 12 1/2	0 13 1/2
Peanuts (Jumbo), per lb.	0 16	0 21
Peanuts, shelled, Spanish, No. 1	0 17	0 17
Peanuts, shelled, Virginia, No. 1	0 16	0 17 1/2
Do., No. 2	0 14	0 14
Pecans (new Jumbo), per lb.	0 21	0 25
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	0 40	0 40
Pecans (shelled)	0 80	0 80
Walnuts (Grenoble)	0 28	0 28
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	0 59	0 61
Walnuts (Marbota), in bags	0 22	0 24
Walnuts (California), No. 1	0 24	0 24

### Some New Currants In; Stocks Light Some Lines

**Montreal.**  
**DRIED FRUITS**—There is but a limited trade for dried fruit. Of prunes, apples and peaches, some report that stocks are getting appreciably less from week to week and prices are firmly held. Some supplies of dried fruits have been received here and there. One importer reports the receipt of a shipment of currants, and these will relieve, to some extent, the shortage that has existed for some time. It is thought that stocks are low at many points and that prices will be fully maintained on all lines. No changes are reported for the week.

<b>Apricots</b> —	
Choice	0 28
Fancy	0 30
Apples (evaporated)	0 22 0 23
Peaches (fancy)	0 21
<b>Drained Peels</b> —	
Citron	0 35
Lemon	0 27 1/2
Orange	0 28 1/2
<b>Raisins</b> —	
Malaga, table box of 22 lbs., 3-crown cluster, \$3.25; 4-crown cluster, \$3.75; 6-crown	4 00
Muscatais, loose, 2 crown	0 11
Muscatais, loose, 3-crown, lb.	0 11 1/2
Muscatais, 4-crown, lb.	0 12
Cal. seedless, 16 os.	0 14
Cal. seedless (new)	0 16 0 16 1/2
Fancy seeded, 16 os. pkgs.	0 13
Choice seeded, 16 os. pkgs.	0 12

Valencias, selected	0 11
Valencias, 4-crown layers	0 11½
Currants, old	0 24
Do., new	0 22
Figs (new), 100 to case	11 00
Figs (layer), 10-lb. boxes	2 25
Figs, Spanish (22-lb.)	0 20
Figs, Portuguese	0 18
Prunes—	
California, 40-50s	0 13½
25-lb. cases, 50-60s	0 13
60-70s	0 12½
70-80s	0 12
80-90s	0 11
90-100s	0 10
Oregon, 80-40s	0 15½
40-50s	0 15½
50-60s	0 12½

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

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

**Montreal.**  
**CEREALS**—A firm tendency marks the situation on rolled oats. These are firmly held and some have marked quotations higher, these increases being within the spread quoted below. The package varieties are held at higher prices as quoted below. Cornmeal and other cereals are in firm market. It is stated by one of the largest jobbers that standard and granulated oatmeal are due for an advance of 25c per sack within a few days.

Barley, pearl	6 90	8 00
Barley, pot, 98 lbs.	5 25	6 50
Corn flour, 98 lbs.	6 50	7 00
Cornmeal, yellow, 98 lbs.	5 90	6 60
Gram flour, 98 lbs.	5 60	6 00
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 75
Oatmeal, standard, 98 lbs.	5 85	6 25
Oatmeal, granulated, 98 lbs.	5 85	6 25
Peas, Canadian, boiling, bush	5 00	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	5 30	5 65
Rolled oats (family pack.), case	5 65	5 75
Rolled oats (small size), case	2 00	2 05
Whole wheat flour, 98 lbs.	5 60	5 75
Rye flour, 98 lbs.	5 25	5 60

**Milling Of New Flour Now Wholly Adopted**

**Montreal.**  
**FLOUR AND FEEDS**—The mills are now working under the recent new regulations and the new standard war flour being turned out is very satisfactory say they. It is claimed to be very palatable and nourishing and can be used to good purpose also in making pastry, as experiments have shown. At present an open price is being asked pending the announcement of the fixed price. This will be about \$11.10 for the war standard flour per sack in car lots and less quantities will be about \$11.30, these as made from spring wheat. Blended flour will be around \$11.05 for less than car lots and \$10.85 for car lots, while the winter wheat flour will be about \$10.60 for car lots and \$10.80 for small lots. No special middlings are now obtainable. Feed oats are very firm and are quoted at \$1.03 to \$1.05 per bushel.

War Standard Flour—	Car lots	Small lots
From winter wheat		
From spring wheat		
Blended flour		
Bran, per ton	35 00	
Shorts	40 00	
Feed oats, per bushel	1 03	1 05

**Local Coffee Market Is Firm; U.S. Prices High**

**Montreal.**  
**COFFEE**—In the New York markets

this week the trading has been active and prices ruled high for the most part. Locally there has been a tendency to firmness, but one large importer, questioned by CANADIAN GROCER, stated that there would probably be less tendency to price-raising in view of the announcement just made that France has shut down for the present on imports, having enough supply for her needs during the next year. Trading here is fair at unchanged prices. Cocoa is held unchanged.

**Coffee, Roasted—**

Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 32	0 40
Maracibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Mochas (genuine)	0 43	0 48
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)		0 25

**Tea Importers State Prices Due For Change**

**Montreal.**  
**TEA**—In view of the freight situation particularly, importers here state that there is every indication of higher prices for tea in the very near future. There is little disposition to seek new business upon the part of importers of Japans. Business is reported active and while prices are held unchanged there is a firm tone to the market. One importer has withheld making quotations for the present.

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

**Spice Market Is Generally Firmer**

**Montreal.**  
**SPICES**—Limited trading is being effected in spices but the prices are firmly maintained. This is true of the primary situation, trading being confined to a small compass. Peppers, cloves and gingers as well as cream of tartar are all particularly firm, but unchanged. One local importer has had enquiry from the United States for prices on certain commodities, and this indicates the bareness of that market.

Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves		0 70
Cream of tartar	0 80	0 90
Ginger, pure	0 25	0 35
Ginger, Cochin		0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 50
Pepper, black	0 38	0 40
Pepper, white	0 42	0 45
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk		2 00
Carraway, Dutch, nominal		0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.		0 35
Mustard seed, bulk		0 25
Celery seed, bulk		0 46
Shredded cocoonut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

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

**Fruit And Vegetables Quiet; Prices Easier**

**Montreal.**

**VEGETABLES AND FRUITS**—The demand for fruits and vegetables is quiet, and this condition is expected to continue for the immediate future by the produce men. Severe weather has prevented the marketing of potatoes and this has held the price without change. Just as soon as favorable weather comes, dealers are agreed that prices will be less. Carrots are some easier. Cabbage is some cheaper, while with many lines there is an easier tendency, due to the quiet demand for most lines.

Bananas (fancy large), bunch	3 50	4 00
Oranges, Valencia lates	5 00	6 75
Oranges, Porto Ricos	4 25	5 25
Oranges, Cal., according to size	4 50	7 50
Oranges (bitter)		4 00
Grape fruit	3 50	5 00
Lemons (fancy new Messina), as to size	4 50	7 00
Grape fruit (fancy Jamaicas)	3 25	3 75
Pineapples, Cuban, grate		5 00
Grapes, Malaga, 40-lb. kegs, lb.		0 40
Grapes, Malaga (keg)	7 00	7 50
Grapes, Niagara (heavy wghts, tinted), per keg		7 00
Grapes, Niagara, medium		6 50
Tokay grapes, crate		2 75
Pears (California)		4 50
Cocoanuts (sack)		7 25

**Apples, (bbls.)—**

Wealthy, No. 1	7 00	7 50
Fameuse	7 00	8 50
McIntosh Red		8 00
Ben Davis	5 00	5 50
Gravensteins	5 50	6 50
Greenings	7 00	7 50
Blenheim	5 00	5 50
Kings	6 00	7 00
Russets	4 50	7 50
Apples, boxed		2 75
Pears (eating)	2 50	4 00
Cauliflower (California), crate, according to size	2 25	4 50
Cabbage, Montreal, per bbl.		2 50
Cabbage, Montreal, doz.	0 75	1 00
Celery, Canadian, per doz.	0 50	1 00
Celery, Cal., 4, 5, 6 doz. case	6 50	8 00
Celery, Cal., 2 doz. crate		4 50
Onions, Canadian, bag	2 00	2 25
Onions, red, 100-lb. bag	2 00	3 00
Spanish onions, half cases	2 25	3 00
Spanish onions, large crate	4 50	5 50
Potatoes (sweet), per hamper, as to size	2 50	4 50
Potatoes, bag	2 15	2 40
Carrots, bag	0 75	1 00
Beets, bag (60-lb. bag)	0 90	1 00
Parsnips (60-lb. bag)		1 25
Turnips (Quebec), bag		1 00
Turnips (Montreal), bag	0 75	0 90
Lettuce, Boston, hothouse (2 doz. in box)	1 50	1 75
Lettuce, curly (4 doz.), box	2 25	2 50
Tomatoes, round		0 30
Horse radish, per lb.		0 25
Beans, wax, bag, U.S., 20 lbs. to basket		8 00
Beans, green, bag, U.S., 20 lbs. to basket		8 00
Leeks, per doz.	3 50	4 00
Parsley, doz.		0 60
Parsley, Bermuda, doz.		1 00
Mint doz. (American)		0 40
Watercress, American, doz.		1 25
Watercress (Canadian)		0 70
Spinach (Canadian), box		1 00
Spinach (American), bbl.		7 00
Eggplant, per doz.		2 00
Sprouts, Brussels, Canadian, qt.		0 20
Sprouts, Brussels, American, qt.	0 25	0 30
Garlic (Canadian), lb.	0 20	0 25
Endive (Canadian), lb.		0 25
Dried thyme, dried savory, dried marjoram, box		1 00
Dried Savory box		1 00
Cucumbers, Boston, doz.	2 50	2 75
Peppers, per bkt.		1 25
Cranberries, per bbl.	15 50	16 00
Cranberries (Cape Cod), bbl.	20 00	21 00
Cranberries (new), small size, bbl.		15 00

# ONTARIO MARKETS

**T**ORONTO, Jan. 30.—Changes have been quite numerous in grocery commodities during the week and have served to create an active interest in market conditions. Speculation as to what the new Food Controller is likely to do in the way of price regulation has been current. Wholesalers have been frank in expressing the opinion that in order to have effective regulation it should be carried out impartially all the way down the line. There has been little satisfaction over the way the former Food Controller conducted affairs pertaining to his office. Business has been seasonably good during the week, although in some quarters a slight lull was noticeable. Storm conditions have interfered with trade in no small degree.

## To Release Java Sugars; Embargo Still In Effect

Toronto.

**SUGAR.**—The railroad embargo on shipment of sugars out of the United States was still effective at the time of writing. This has caused the arrival of sugars in Canada to be shut off temporarily. The situation in the Cuban market is one of interest in that, through the lack of transportation facilities, stocks of raw sugar are beginning to accumulate. Owing to the non-arrival of raw supplies into the United States market refiners have not been able to operate to the extent they had anticipated a month ago. Since January 1 refiners at the four large ports of the United States have melted but 49,000 tons of raws as compared with 105,000 tons in the same period last year. There are now 176 centrals grinding on the island as compared with 161 in 1917. Visible production to January 19 was 267,318 tons as compared with 215,529 tons last year. Advices from Java state the planters are making important concessions to sell the crop, which commences harvesting in May, 1918. Sales of some 60,000 tons of new crop Javas at from 2.35c to 2.78c per pound were reported by cable from Java during the week. Compared with price for Cuban raws these prices are lower, and should they reach the markets of United States may have an effect on the market on this continent. Canadian refiners held their quotations unchanged in price during the week. Arrivals of sugar have been light and stocks in wholesalers' hands are within narrow compass.

Atlantic, extra granulated	8 54
St. Lawrence, extra granulated	8 54
Acadia Sugar Refinery, extra granulated	9 04
Can. Sugar Refinery, extra granulated	8 54
Do., No. 1 yellow	8 14
Dom. Sugar Refinery, extra granulated	8 54
Iceing sugar, barrels	8 74
Powdered, barrels	8 64

St. Lawrence and Canada Sugar differentials:—25-lb. sacks, 10c over 100-lb.; 20-lb., 15c advance; 10-lb. gunnies, 20c advance; 5-lb. gunnies, 40c advance; 5-lb. cartons, 25c advance; 2-lb. cartons, 30c advance. Atlantic and Acadia differentials: In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 20c per 100 lbs.; 30c per 100 lbs. in 10-lb. gunnies, and 40c per 100 lbs. in 5-lb. cartons, and

40c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

## Bird Seed, Cleanser, Jelly Powders All Up

Toronto.

**BIRD SEED, CLEANSER, JELLY POWDERS.**—Higher prices have been announced on Cottam's and Brock's bird seed to the extent of 1c per pound, making the price now 12½c per pound. Popcorn has also advanced and old 1c package will now have to be sold for 2c. In gross lots of 144 the price is \$2. Former 5c size package will have to be sold at 7c, cases of 50 packages now being quoted at \$2.65 per case, while cases of 24's are quoted at \$1.35 per case. Babbitt cleanser has been advanced in price following intimations made in these columns that an upward tendency was probable, new price being \$4 per case. Babbitt lye has advanced still further, and is now quoted at \$4.50 for 48's. Babbitt soap powder No. 1776 is higher at \$4 per case. Jelly powders have been advanced quite generally, McLaren, Invincible, Shirriff's and Pure Gold all selling on the same basis; 3-oz., \$1.15 per dozen in gross lots; 4-oz., \$1.50 dozen; 6-oz., \$2.40 dozen; 12-oz., \$4.60 dozen; 5's, \$27.25. Paper bags have been reduced in price to the extent of approximately 8 per cent. through the change in discounts. Glass washboards have been advanced 50c per dozen, Canuck line now being quoted at \$5.50 per dozen. Dominion Tobacco lists have been advanced, making the price now 68c per pound for Black Bess 8's and 16's, 82c per pound for Sealskin 10's, and 78c per pound for Nabob 1/18's. British Navy black 8's are quoted 61c lb., and bright 8's at 64c lb.; British Navy bars 7½'s are quoted 64c lb.; King's Navy bars 8's at 62c lb.; Beaver bars 3's, 75c lb.

## Peanut Butter Higher By 1c Pound

Toronto.

**PEANUT BUTTER, BAKING POWDER, VASELINE, POTATO FLOUR, SAUCES.**—Higher prices have been announced on McLaren's peanut butter, which makes the range of prices on 15-lb. pails 24c to 26c per pound; 24's and 50's, 23c to 25c per pound. Eggo baking powder has been advanced and now sells at following prices:—4-oz., \$1.15 dozen; 6-oz., \$1.60 dozen; 9-oz., \$2.25 dozen; 12-oz., \$2.65 dozen; 16-oz., \$3.25; 2½-lb., \$7.20 dozen; 5-lb., \$13.60 dozen. Eggo bakers' special, in 60-lb. tins, is quoted at \$10.50 tin and in 10-lb. tins at \$22 dozen. Taylor's soap powder has been advanced to \$2.50 per box in single box lots and \$2.45 in five-box lots. Blue Seal vaseline in bottles 36—No. 1 has been advanced to 60c dozen. Infants' Delight soap has been advanced to \$3.60 per gross.

Rosy Posy soap has been advanced to 80c per dozen, or \$9 per gross. Cesco potato flour 20's is higher at \$3.60 per box. Holbrook's sauce is one line in which there has been no increase in price. The manufacturers in England announced at the beginning of the war they would pay war risk premiums on shipments of Holbrook's sauce to the Dominion. Since that time they have absorbed increased freight rates and duty as well as increase in cost of packing cases, so that the Canadian trade to-day is able to obtain Holbrook's sauce at practically same prices as before the war. This firm asserts they will endeavor to maintain the price at its pre-war level to the retail trade, although this cannot be definite. Further increases in cost of raw material, bottles, cases, and freight may mean a proportionate advance in their prices. At present time they have a fair stock at their Toronto and Vancouver houses, and as far as these are concerned at any rate it is pointed out there will be no advance.

## Bulk And Tin Molasses Advance Considerably

Toronto.

**MOLASSES, SYRUPS.**—There was a continued strong market for molasses during the week, fancy Barbadoes and choice Barbadoes in bulk having advanced 2c per gallon. Fancy Barbadoes is now quoted at 94c per gallon and choice at 84c per gallon. West India molasses held in steady but very firm market at 55c to 58c per gallon. New Orleans molasses in tins was quoted 5c per dozen higher by manufacturers owing to higher cost of containers. Corn syrups and cane syrups held unchanged in price. There is a fair demand for molasses. Domolco molasses in tins was advanced 50c per case on 2-lb. tins, 75c per case on 3-lb., and 60c advance on 5-lb. and 10-lb. tins. Baking grade of tin molasses also advanced 50c per case on 2-lb. tin. New prices are as follows:

Corn Syrup—		
Barrels, per lb.	.....	0 07
Cases, 2-lb. tins, 2 doz. in case	.....	4 65
Cases, 5-lb. tins, 1 doz. in case	.....	5 20
Cases, 10-lb. tins, ½ doz. to ca.	.....	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ¼c over bbls.		
Cane Syrups—		
Barrels and half barrels, second grade, lb.	.....	6 06
Cases, 2-lb. tins, 2 doz. in case	5 30	5 75
Molasses—		
Fancy Barbadoes, barrels	.....	0 94
Choice Barbadoes, barrels	.....	0 84
West India, ¼ bbls., gal.	0 55	0 58
West India, 10-gal. kegs	.....	5 50
Tins, 2-lb., table grade, case 2 doz., Barbadoes	.....	4 75
Tins, 3-lb., table grade, case 2 doz., Barbadoes	.....	6 40
Tins, 5-lb., 1 doz. to case, Barbadoes	.....	5 30
Tins, 10-lb., ½ doz. to case, Barbadoes	.....	5 20
Tins, 2-lb., baking grade, case 2 doz.	.....	3 50
Tins, 3-lb., baking grade, case of 2 doz.	.....	4 60
Tins, 5-lb., baking grade, case of 1 doz.	.....	3 90
Tins, 10-lb., baking grade, case of ½ doz.	.....	3 75
West Indies, 1½, 48s	.....	5 00
West Indies, 2s, 36s	4 00	4 25



### Canned Corn And Tomatoes Firmer

**Toronto.**  
**CANNED GOODS.**—Due to the embargo placed on the shipment of canned goods by the United States the market for corn and tomatoes in Canada has taken on a measure of firmness. Tomatoes are being quoted as high as \$2.75 per dozen in some quarters, while prices on corn range from \$2.40 to \$2.60 per dozen, according to brand. In our report of last week the price of Stuart's jams were given as the price of St. Williams jams. Following are prices on Stuart's jams: Strawberry, 16-oz., \$3.15 dozen; 4-lb. tins, 85c tin; raspberry, 16-oz., \$3.15 dozen; 4-lb. tins, 85c tin; tumblers, \$1.50 dozen; black currant, 16-oz., \$3.05 dozen; 4-lb. tins, 83c tin; tumblers, \$1.50 dozen. St. Williams jams are quoted as follows: Strawberry and raspberry 4's, 80c tin; black currant 4's, 77c tin. Beets were being quoted as low as \$1.50 per dozen in one quarter during the week by way of a special on 2's. Golden wax beans advanced, and are now quoted at \$2.10 dozen.

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

Salmon—		
Sockeye, 1s. doz.	4 00	4 25
Sockeye, 1/2s. doz.	2 35	2 50
Alaska reds, 1s. doz.	3 75	3 85
Chums, 1-lb. talls	2 25	2 25
Do., 1/2s. doz.	1 35	1 45
Pinks, 1-lb. talls	2 25	2 60
Do., 1/2s. doz.	1 35	1 50
Cohoos, 1/2-lb. tins	1 85	1 90
Cohoos, 1-lb. tins	3 45	3 60
Red springs, 1-lb. talls	2 15	2 15
White springs, 1s. dozen	2 25	2 35
Lobsters, 1/2-lb. doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	2 10	2 30
Tomatoes, 2 1/2s	2 50	2 75
Peas, standard	1 85	2 25
Peas, early June	1 90	2 32 1/2
Beans, golden wax, doz.	2 10	2 10
Beans, Midget, doz.	2 45	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 40	2 50
Pumpkins, 2 1/2s	1 80	2 10
Pumpkins, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Pineapples, 2s	3 00	3 25
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 85	2 90
Plums, Lombard, 2s	1 75	1 75
Plums, Green Gage	1 80	1 80
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 30
Do., black currant, 16 oz.	2 90	3 20
Do., strawberry, 16 oz.	3 00	3 40
Do., raspberry, 4-lb. tin.	0 80	0 85
Do., black currant, 4-lb. tin.	0 77	0 83
Do., strawberry, 4-lb. tins	0 80	0 85
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	3 25	2 90
Do., Blue, doz.	2 25	2 40
Black currants, doz.	3 45	3 45
Red currants, doz.	3 45	3 45
Raspberries, doz.	3 45	3 60
Strawberries	3 60	4 40

### Figs Depleted; Currant Steamer Safe

**Toronto.**  
**DRIED FRUITS.**—The light arrivals of Comadre figs in mats, reported last week, have already been cleaned out. Only a partial shipment of these figs was received and there was eager buying. Supplies of these figs had all been sold to arrive. Prunes are very scarce in the

local market, and at primary points there is a similar scarcity. Arrivals during the week were nil. Three cars of raisins reached local wholesalers during the week, there being one each of seedless, seeded and bleached Thompson's. Currants were in firmer market, prices in some quarters having been advanced 2c per pound to 29c.

Apples, evaporated	0 24	0 24 1/2
Apricots, unpitted	0 16	0 16 1/2
Do., standard, 25s	0 24	0 26
Do., choice, 25s	0 27	0 28
Do., fancy, 25s	0 30	0 30
Candied Peels, American—		
Lemon	0 26	0 30
Orange	0 28	0 32
Citron	0 28	0 35
Currants—		
Fillitras, per lb.	0 29	0 30
Australians, lb.	0 29	0 30
Dates—		
Excelsior, pkgs., 3 doz. in case	4 50	5 00
Dromedary dates, 3 doz. in case	6 00	6 00
Figs—		
Taps, lb.	0 17	0 18
Malagas, lb.	0 16	0 17
Comadre figs, mats, lb.	0 14	0 16
Cal., 6 oz., doz.	0 13	0 13
Cal., 10 oz., doz.	0 12	0 13 1/2
Prunes—		
30-40s, per lb., 25's, faced	0 17	0 18
40-50s, per lb., 25's, faced	0 16	0 17
50-60s, per lb., 25's, faced	0 14	0 16
60-70s, per lb., 25's, faced	0 13	0 13
70-80s, per lb., 25's, faced	0 12	0 13 1/2
80-90s, per lb., 25's, unfaced	0 12	0 12 1/2
90-100s, per lb., 25's, faced	0 12	0 12
Peaches—		
Standard, 25-lb. box	0 15 1/2	0 17
Choice, 25-lb. boxes	0 16 1/2	0 19
Fancy, 25-lb. boxes	0 22	0 22
Raisins—		
California bleached, lb.	0 14	0 15 1/2
Valencia, Cal.	0 06	0 10 1/2
Valencia, Spanish	0 12 1/2	0 13
Seeded, fancy, 1-lb. packets	0 12 1/2	0 13
Seedless, 12-oz. packets	0 12	0 12 1/2
Seedless, 16-oz. packets	0 14 1/2	0 15 1/2
Seedless, screened, lb.	0 14	0 15 1/2

### Tea Market Continues In Strong Undertone

**Toronto.**  
**TEAS.**—Although there has been no noticeably upward trend to the tea market, the situation for future continues one of firmness. The United States Government has been buying some 38,000 half chests of Formosas, and this will drain that market to a certain extent and reduce stocks of teas on this continent. Canadian Government has been buying recently for the use of Canadian army. Broken pekoes of Java tea were quoted from 35c to 38c per pound. Where fairly big purchases have been made concessions have been made in price, but quotations held steady for the most part during the week. There is a good demand for tea at the present time.

Ceylon and Indias—		
Pekoe Souchongs	0 36	0 38
Pekoes	0 38	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 35	0 38
Japans and Chinas	0 38	0 38
Early pickings, Japans	0 30	0 35
Second pickings	0 30	0 35
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

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

### Reported Revolution Affected Coffee Market

**Toronto.**  
**COFFEE.**—Reports of the revolutionary movement in Austria during the past week had the effect of sending future prices on coffee to higher levels during the week in primary market. However, announcement by the French Government that there were sufficient stocks of coffee in the country to last for a year was a factor tending toward weakness, as it indicated further purchases would not be made in that quarter for perhaps that period. Prices on the local market were firmly maintained. Tin coffee is in strong position owing to the difficult tin situation. Demand for coffee is reported good.

Coffee—		
Bogotas, lb.	0 25	0 30
Guatemala, lb.	0 24	0 25
Maracaibo, lb.	0 25	0 29
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Blue Mountain Jamaica	0 33	0 38
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 23
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 16	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

### Peppers Are Firm; Cream Of Tartar Strong

**Toronto.**  
**SPICES.**—There is a firm market for black and white peppers at present, as indicated in these columns last week, with an upward tendency on the lower price quotations to the extent of 1c per pound.

Allspice	0 16	0 18
Cassia	0 30	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 60	0 75
Ginger	0 25	0 35
Herbs—sage, thyme, parsley, mint, savory	0 40	0 60
Mace	0 90	1 10
Pastry	0 25	0 32
Pickling spice	0 20	0 25
Peppers, black	0 36	0 40
Peppers, white	0 39	0 45
Paprika, lb.	0 35	0 45
Nutmegs, selects, whole, 100's	0 40	0 50
Do., 50's	0 55	0 60
Do., 25's	0 30	0 40
Mustard seed, whole	0 40	0 50
Celery seed, whole	0 40	0 50
Coriander, whole	0 25	0 35
Carraway seed, whole	0 30	0 40
Cream of Tartar—		
French, pure	0 79	0 80
American high test	1 35	1 45
2-oz. packages, doz.	2 40	2 60
4-oz. packages, doz.	4 75	5 05
8-oz. tins, doz.	0 21	0 25
Tartarine, barrels, lb.	0 23	0 25
Do., kegs, lb.	0 25	0 30
Do., pails, lb.	0 30	0 35
Do., 4 oz., doz.	1 75	1 75
Do., 8 oz., doz.	3 25	3 25

### Peanuts Go Higher; Shipments Of Nuts Lost

**Toronto.**  
**NUTS.**—There was a firm upward trend to the market for peanuts in the shell, advances having been recorded in some quarters to the extent of 2c per pound. Jumbo peanuts were quoted at 21c per pound in bag lots roasted and 22c per pound in broken lots, while No. 1 Virginia peanuts were quoted at 20c and 21c per pound. There was a firm market for shelled walnuts, quotations being higher by 3c per pound, making

the range from 63c to 65c per pound. Corne walnuts in the shell were easier in the primary market, being down 1c per pound. One of the local importers was advised during the week that a consignment of 11,000 pounds of walnuts, almonds and filberts had gone down with the S.S. Joaquin-Mumbru, torpedoed. While the loss is covered by insurance, it will mean the loss of sales to this extent and reduce stocks available for this market. Nuts have been moving less actively during the week than during the holiday period.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 20	0 26
Walnuts, Grenobles, lb.	0 22	0 22
Walnuts, Manchurian, lb.	0 20	0 20
Filberts, lb.	0 16	0 22
Pecans, lb.	0 25	0 27
Peanuts, roasted, lb.	0 17	0 19
Peanuts, Jumbo, roasted	0 21	0 22
Do., No. 1 Virginia	0 20	0 21
Brazil nuts, lb.	0 12	0 17
Cocoanuts, per 100	7 50	
Shelled—		
Almonds, lb.	0 42	0 44
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 63	0 65
Peanuts, Spanish, lb.	0 17	0 17
Do., Chinese, Japanese, lb.	0 15	0 16

### Lima Beans Placed On Embargo List

**Toronto.**  
BEANS.—An embargo has been placed on the export of lima beans by the United States and supplies that were in transit to Canada against sales that had already been made were held up and taken over by the United States Government. One importer had 1,500 bags at Chicago, a total of 120,000 pounds, and these were not permitted to come forward. Stocks already in the local market immediately reflected this condition and advances were recorded. Quotations were made all the way from 17c to 20c per pound. Rangoon beans were in firmer market, with quotations made as high as \$7 per bushel in some instances.

Ontario, 1-lb. to 2-lb. pickers, bu.	6 00	7 00
Can white kidney beans, bush.	6 00	7 00
Indians, per bush.	6 00	7 00
Yellow eyes, per bushel.	6 00	7 00
Japanese, per bush.	6 00	7 00
Limas, per pound	0 17	0 20

### Free Movement Of Rice Taking Place

**Toronto.**  
RICE, TAPIOCA.—The market for rice continued in strong tone. No advice has been received as yet respecting the contemplated embargo on the export of rice from the United States. There has, however, been a railroad embargo on over certain lines serving the Eastern United States, and this has interfered with movement of stocks. In one quarter fancy head Texas rice was quoted higher at 11½c to 12c per pound. There is a free movement of rice at the present time, demand being very good. Other grades of rice held unchanged.

Texas, fancy, per 100 lbs.	10 50	12 50
Blue Rose Texas	10 00	10 50
Honduras, fancy, per 100 lbs.	9 00	9 50
Siam, fancy, per 100 lbs.	8 00	9 00
Siam, second, per 100 lbs.	10 00	11 00
Japans, fancy, per 100 lbs.	9 50	10 00
Japans, second, per 100 lbs.	8 00	9 00
Chinese XX, per 100 lbs.	0 14½	0 15
Tapioca, per lb.		

### Package Oats Firm; Licenses Not Yet Issued

**Toronto.**  
PACKAGE GOODS.—A strong position continues in the package rolled oats market, and intimations were made in some quarters that another advance would not be an improbability. In some instances licenses to sell package goods have not yet been issued, namely, in the case of Post Toasties and Krinkle cornflakes. While the license has been issued for the sale of Shredded Wheat, it is understood that it is only for 75 per cent. of product manufactured in 1917. Starches and cornstarch held in steady position. Through a typographical error in our report of last week the price of Quaker and Purity 20's was made to appear \$8.65 per case. This should have been \$5.65 per case.

Cornflakes, per case	3 40
Rollod oats, round, family size, 20s	5 65 5 75
Rollod oats, round, regular 18s, case	2 00 2 05
Rollod oats, square, 20s	5 65 5 75
Shredded wheat, case	4 25
Cornstarch, No. 1, pound cartons	0 11
No. 2, pound cartons	0 10
Starch, in 1-lb. cartons	0 11
Do., in 6-lb. tins	0 12½
Do., in 6-lb. papers	0 09½

### No Italian Bitter Oranges This Year

**Toronto.**  
FRUIT.—Importers have been advised during the week that the British Government will not allow shipments of Italian bitter oranges to come forward, an embargo having been placed on the shipment thereof. This advice is contradictory to advice previously sent by cable stating that consignment had gone forward by S.S. San Giorgio. When this ship arrived in New York it was found that the Italian Government had compelled short shipment. Eight carloads of oranges reached the local market during the week, and were the first to arrive for some time past. A carload of Porto Rican pines and oranges is on the way. Lemons are getting comparatively scarce in this market. There is no intimation that shipments are to be allowed to come forward with much freedom from Italy. A cable order for 1,000 boxes sent two weeks ago by one importer has not yet been replied to. New rhubarb is now arriving in the market, and is quoted at \$1.25 per dozen bunches. California pears were slightly lower at \$3.50 per box. Barrel apples are still moving slowly. Box apples have been in fairly good sale.

Apples—		
Boxes, Spitzenberg	2 65	3 00
McIntosh Red, box	2 50	
Rome Beauty, box	2 75	
Ontario—		
Baldwins, No. 1, bbl.	6 00	7 00
Greenings, No. 1, bbl.	6 00	7 00
Kings, No. 1, bbl.	6 00	6 50
Northern Spys, tree runs	6 00	6 00
Mann, No. 1, bbl.	6 00	6 00
Do., No. 2, bbl.	5 00	5 00
Pewakee, No. 1, bbl.	4 50	6 00
Do., No. 2	4 00	5 00
Starks, No. 1, bbl.	6 00	6 00
Do., No. 2	5 00	6 00
Ben Davis, No. 1, bbl.	5 00	5 00
Do., No. 2, bbl.	4 50	4 50
Spys, No. 3	5 00	5 00
Winter varieties, straight, No.		

3	5 00
N.S. Blenheim, No. 1	5 00
Do., No. 2	4 50
Bananas, yellow, bunch	2 50 2 75
Grapefruit—	
Jamaica, 46s, case	3 50
Do., 54s, case	3 50
Do., 64s, 96s, case	3 50
Do., 80s	3 50
Florida, 36s, 46s, case	4 00 4 50
Do., 54s, 64s, 80s, 96s	4 25 5 00
Oranges—	
California Navels—	
80s, 96s, 100s, case	4 00 4 25
126s, case	5 25
150s, 176s, 200s, 216s	6 50
Mexican oranges, 216s, 250s	3 50
Florida Oranges—	
96s, 126s, case	4 75 5 75
150s, 176s, 200s, 216s	6 00 6 25
Tangerines, half box	3 50
Lemons, Cal., case	7 00
Do., Messinas, box	5 50
Pears, Cal., box	3 75 4 00
Pineapples, Porto Rican, cs. 30-36s	5 50 6 00
Do., Messinas, box	5 50 6 00
Pears, Cal., box	3 50
Pineapples, Porto Rican, cs. 30-36s	5 50
Rhubarb, dozen	1 25
Malaga grapes, keg	7 00 9 00

### Cabbage Scarce And Price Advances \$1

**Toronto.**  
VEGETABLES.—Cabbage supplies are getting scarce and prices advanced \$1 per barrel during the week, making the quotation \$4. California cauliflower was also in firmer market, an advance of 25c from lower quotations having been recorded. California celery in crates was in the market, and was quoted at \$6.25 to \$6.50. Boston cucumbers were firm at \$5 per dozen. Onions in 100-lb. sacks were quoted lower at \$3 to \$3.25. There is dullness in this market, and stocks are fairly heavy. Parsley was quoted at 85c per dozen bunches, representing an advance. Green peppers were down 25c per dozen at 75c. Vegetable market on the whole was dull. Potatoes were in light supply owing to weather conditions and prices were firmly maintained. As soon as favorable weather conditions prevail the farmers will no doubt take their potatoes from cellar and pit and prices should be considerably easier than at present.

Beets, bag	0 90	1 25
Brussel sprouts, quart	0 25	
Cauliflower, Cal., case	4 50	
Cabbage, Canadian, barrel	4 00	
Carrots, bag	0 65	0 75
Celery, Ontario, doz.	0 25	0 60
Do., California, case	6 25	6 50
Cucumbers, Boston, doz.	3 00	
Lettuce leaf, doz. bunches	0 30	0 35
Do., Boston, head, hampers	2 50	2 75
Mushrooms, 4-lb. basket	3 00	
Onions—		
Spanish, crates	4 75	5 00
Spanish, half crates	2 50	2 60
Do., Canadian, 75-lb.	2 35	2 50
American, 100-lb. sacks	3 00	3 25
Potatoes—		
New Ontario, bag	2 25	2 35
N.B. Delawares	2 50	
P.E.I., bag	2 10	
Sweet, hamper	3 25	
Spinach, box	0 60	0 75
Tomatoes—		
Hothouse, 4-basket crate	3 25	
Parsnips, bag	1 25	1 50
Parsley, doz. bunches	0 85	
Peppers, green, dozen	0 75	
Turnips, new, bag	0 50	0 65

### Mills Started To Deliver New Flour

**Toronto.**  
FLOUR.—Milling concerns have started to make deliveries on the new grade of flour 74 per cent. extraction. Mills were turned over to the new grade on

Monday morning. There has been a heavy demand for the old flour, and mills were kept busy right up to Saturday of last week. Some purchases of necessity had to be short-ordered owing to inability to get flour milled by time of expiration. New price has been announced and millers are selling on the basis of \$11.10 car-load basis for Manitoba flour and \$10.60 for Ontario winter wheat flour. Transportation facilities from the West have been bad during the week, which has greatly hampered trade.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$11.50	\$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	10.60	\$10.80
Second patents	10.30	10.50
New grade, 74% extraction—		
Manitoba spring wheat	11.10	11.30
Ontario winter wheat	10.55-10.70	10.75-10.90
Blended, spring and winter	10.85	11.15

### Transportation Difficulties Hampering Shipments

**Toronto.** MILL FEEDS.—Transportation difficulties have been acute during the week owing to storms and lack of motive power. Mills with headquarters in the West have found it difficult to meet the demands of their customers. Inquiry has

been as keen as in recent weeks, far out-running the available supply. Prices held unchanged at the established basis.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	\$35 00	\$37 00
Shorts	40 00	42 00
Special middlings	50 00	52 00
Feed flour, per bag	.....	3.05-3.40

### Rolled Oats Still In Active Market

**Toronto.** CEREALS.—Activity characterized the market for rolled oats with eager inquiry. Some mills were out of the market entirely. Corn products are also in good demand, there being an evident desire on the part of consumers to use greater quantities of this cereal and so conserve the wheat.

	Five Bag Lots		Single Bag Lots	
	Delivered	F.o.b. Toronto	Delivered	F.o.b. Toronto
Barley, pearl, 98s	\$6.50-\$7.00	\$ 8.00-\$ 8.50		
Barley, pot, 98s	5.60- 5.70	5.75- 6.25		
Cornmeal, yellow, 98s	6.35- 6.60	6.50- 6.75		
Corn flour, 98s	7.25- 7.35	.....		
Farina, 98s	5.90- 6.15	6.25- 6.50		
Graham flour, 98s	5.40- .....	5.75- 6.00		
Hominy grite, 98s	7.30- 7.40	.....		
Hominy, pearl, 98s	7.20- 7.30	.....		
Rolled oats, 90s	5.25- 5.75	5.25- 6.50		
Oatmeal, 98s	5.75- 6.30	6.00- 7.00		
Rolled wheat, 100-lb. bbl.	5.60- 6.00	6.00- 6.75		
Wheatlets, 98s	5.90- 6.15	6.25- 6.50		
Peas, yellow, split	9.25- 9.75	10.00- 10.50		
Blue peas, lb.	.....	0.13- 0.15		

Above prices give range of quotations to the retail trade.

## MANITOBA MARKETS

**WINNIPEG, Jan. 30.** — Business generally in Western Canada has been very good. Advances which have taken place in the price of staples have stimulated business to a great extent. Retailers are compelled to buy in order to keep in business, with the result that many dealers who buy on a weekly basis have found it hard to keep in business. With the market advancing, the bigger dealers are able to sell at lower figures, whereas others have to sell at the advance. Take the case of Old Dutch Cleanser: resale prices before the advance was three for a quarter, but the last advance forced a ten-cent resale price. Dealers with large stocks continued to sell at three for a quarter. As a result the small men lose business. As is usual at this time of the year a large number of dealers are going out of business. However, it is not only the small man who is compelled to give up his store. There are scores of first-class dealers throughout Western Canada who have been conscripted, and have been compelled to sell their business, or to close right down. A number of cases are told of where young men who went into business four or five years ago and by hard work built up businesses of considerable size, which they have been allowed three or four months to clean up. As a result these businesses have been sold.

Embargoes have been placed by the United States Government on canned pork and beans and canned spaghetti temporarily. There is also practically an embargo on lima beans and Louisiana rice, as each individual shipper requires a license. Clark's pork and beans are up.

Wagstaff's jams have advanced, and a new list is out. The bean market is firmer and prices are up a cent.

### Sugar Supply Only Just Sufficient

**Winnipeg.** SUGAR.—The supply of sugar coming into this market is very limited, hardly sufficient for requirements. The trade have been well supplied, but cars are being distributed immediately on arrival, leaving no surplus. The B.C. Sugar Refinery is still withdrawn from this market, but is shipping to Alberta and Saskatchewan. Redpath's were not shipping last week.

### Syrups Selling Well, But Decline Expected

**Winnipeg.** SYRUPS.—The demand for both cane and corn syrup is exceptionally good, although the trade realize that there is every chance of a further decline coming.

**NEW ORLEANS MOLASSES.**

24 by 2 lb. tins	\$8 15
24 by 3 lb. tins	4 25
12 by 5 lb. tins	3 80
6 by 10 lb. tins	3 70

**CORN SYRUP.**

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	5 00
5-lb. tins, 1 doz. case, per case	5 40
10-lb. tins, 1/2 doz. case, per case	5 25
20-lb. tins, 1/4 doz. case, per case	5 25

**Barbados Molasses—**

In half barrels, per gal.	85-95
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**New Orleans Molasses—**

Blackstrap, half barrels, wood, per gal.	50-52
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**ROGERS SYRUP.**

24 by 2 lb. tins, case	4 85
12 by 5 lb. tins, case	5 45
6 by 10 lb. tins, case	5 25
3 by 20 lb. tins, case	5 10
12 by 3 lb. seal glass jars	4 20

### Prunes To Go Up When Jobbers Buy Again

**Winnipeg.** DRIED FRUITS.—As stated last week the demand for evaporated apples has fallen off on account of the high price being asked. People are not inclined today to pay 28c per lb. for apples. As a result of this the market is easier. The prune market is much stiffer, and there is an exceptionally good demand. Jobbers state that while no advance has gone into effect yet, they will be compelled to put up their price when supplies are exhausted. All jobbers, however, have good stocks.

**Santa Clara Prunes—**

90-100s, 25-lb. boxes, per lb.	0 09%
80-90s, 25-lb. boxes, per lb.	0 09%
50-60s, 25-lb. boxes, per lb.	0 11%

**Apples—**

Choice, 50-lb. boxes, lb.	0 22
Pears, choice, 10-lb. bxs., faced, box	1 50

**Apricots—**

Choice, 25's	0 23%	0 25
Choice, 10's, per box	.....	2 48

**Peaches—**

Choice, 25-lb. boxes	0 16 1/2
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**Currents—**

Fresh cleaned, half cases, lb.	.....	0 21
Australian	.....	0 24

**Dates—**

Hallowee, 68-lb. boxes	0 20
Fards, box, 12 lbs.	2 30

**Raisins, California—**

16 oz. fancy, seeded	0 11%
16 oz. choice, seeded	0 11
12 oz. fancy, seeded	0 09 1/2
12 oz. choice, seeded	0 08%

**Raisins, Muscatels—**

3 crown, loose, 25's	0 11
3 crown, loose, 50's	0 10 1/2

**Raisins, Cal. Valencias—**

3 crown, loose, 25-lb. boxes	0 10 1/2
3 crown, loose, 10-lb. boxes	0 11

**Figs—**

Mediterranean, 33-lb. mats	0 08 1/2
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**Peel—**

Candied lemon, boxes, lb.	0 23 1/2
Candied orange, boxes, lb.	0 25
Candied citron, boxes, lb.	0 30
Cut mixed, 7-lb. boxes	0 28 1/2

### Peanuts Advance; Decline Was Expected

**Winnipeg.** NUTS.—As stated last week the peanut market is much firmer, and the price is up a cent. This is rather unusual, as the trade were expecting a decline. However, the farmers in Virginia have been asking higher figures for their products. Filberts are lower and all nuts have a tendency that way with the exception of shelled walnuts, which are hard to get across the water. They can now be imported from France, but jobbers have to pay about the same figure as they are selling at to-day.

**Whole Nuts—**

	Per lb.
Almonds, Terragona, sacks about 110 lbs.	0 20%
Brazils, washed, sacks of about 150 lbs.	0 17
Filberts, Sicily, sacks of about 220 lbs.	0 21
Mixed, sacks of about 100 lbs.	0 18
Peanuts, fancy roasted, sack of about 90 lbs.	0 16 1/2
Peanuts, special Jumbo, roasted, sack of about 90 lbs.	0 18
Walnuts, Grenobles, sacks of about 110 lbs.	0 19%

**Finest Shelled Nuts—**

Almonds, Valencias, 28-lb. boxes	0 42
Almonds, Jordan, 25-lb. boxes	0 50
Walnuts, halves, 55-lb. cases	0 58

### Santos Coffees Advance Over 1/2c

**Winnipeg.** COFFEE.—The market is somewhat

firmer, Santos being up over half a cent. Rios are also a trifle higher. These advances are said to be due to freights.

### Difficulty Getting Cornmeal Across Border

**Winnipeg.**—Difficulty is experienced getting supplies of cornmeal across the border, one of the main reasons for the difficulty being a tie up on the railways over there. Corn is somewhat firmer.

### White Beans Up A Cent Per Pound

**Winnipeg.**—There is a much firmer feeling to the bean market, and prices are up in some cases one cent per lb. Advices from the United States are that Lima beans have been placed on the embargo list. One of the reasons for the firmer white bean market is that the British Government has prohibited export of beans from Burmah; another factor is the shipment of beans from Vancouver to Ontario, which is unusual.

### Tendency To Cut Price Of Tomatoes

**Winnipeg.**—CANNED GOODS.—Canned pork and beans and canned spaghetti have been embargoed by the United States temporarily. Clark's pork and beans have advanced all along the line. The demand for canned vegetables and canned fruit is not heavy. Of late there has been some evidence of fear on the part of some jobbers, who have been selling canned tomatoes at a low figure. The trade seem to feel that the cutting of prices on canned vegetables is not warranted as stocks are lighter than they have been at any previous time. They feel that there will be a shortage next spring, and that they will have to go to the United States in May. As a result, they state, prices will be much higher. At the same time one cannot lose sight of the fact that the demand for canned vegetables is not good by any means on account of the high price. Offerings of salmon have been very limited on the Coast, particularly on better grades. The price is still very high.

### Prices Announced On Gov't Standard Flour

**Winnipeg.**—FLOUR AND FEEDS.—Prices have been announced on the new Government standard grade of flour. The cash carload price is \$10.50, and the same price is quoted to bakers and *bona fide* flour and feed dealers. The price to dealers who pay cash or thirty days in ton lots is ten cents per barrel over cash carload price, and for less than ton lots twenty cents per barrel over. This price went into effect on Monday, Jan. 28, when patent flours ceased to be sold by the millers.

Rolled Oats.—The same conditions exist with regard to bulk oats, i.e., there is keen competition between the mills, and prices for 80s vary from \$4.35 to \$4.75.

Feeds.—The demand is still greater than the supply.

Govt. Standard Flour—		
Cash carload price	10 50	
To bakers and flour and feed dealers	10 50	
To storekeepers paying cash or 30 days, ton lots	10 60	
Do., less than ton lots	10 70	

Cereals—		
Rolled oats, 80's	4 35	4 75
Rolled oats, pkgs., family size	5 65	
Cornmeal, 98's	5 60	
Oatmeal, 98's	5 50	

Feeds—		
Bran, per ton	30 80	
Shorts, per ton	35 80	

### Brussels Sprouts In; Oranges Are Scarce

**Winnipeg.**—FRUITS AND VEGETABLES.—There has been an advance in the price of California cauliflower, which is now bringing \$2.75 per dozen. California celery has also jumped, and is now quoted at \$6.50 to \$7. Potatoes are unchanged, Albertas bring \$1.25, and Ashcrofts \$2.50 per sack. Yellow and red onions have dropped to \$3 per cwt. Cuban tomatoes are still selling at \$8, and Florida tomatoes are expected on the market at the same figure. The newest line to arrive are Brussels sprouts at 25c per lb. Oranges are still realizing big figures, and are very scarce.

Cabbage, lb.	0 05
Cauliflower, Cal., doz.	2 75
Celery, Cal., crate 100 lbs.	6 50
Potatoes	1 25
Potatoes, sweet, lb.	0 06
Carrots, cwt.	2 50
Turnips, cwt.	1 50
Head lettuce, Cal., doz.	1 25
Head lettuce, Cal., case	4 00
Tomatoes, Cuban, 6-bkt. crate	8 00
Onions, Valencias, large case	6 50
Onions, yellow and red, cwt.	3 00
Parsley, imported, doz.	1 09
Parsnips, bag	4 00
Brussels sprouts, lb.	0 25
Fruits—	
Apples, Nova Scotia, bbl.	6 25
Apples, Wash. Jonathans, box	2 25
Apples, Rome Beauties, box	2 25
Apples, Svies	2 50
Apples, Wagners	2 25
Oranges, navels	7 00
Lemons	9 00
Bananas, lb.	0 07
Grapefruit, Florida, case	5 00

### PRODUCE, PROVISIONS AND FISH (Continued from page 47.)

enough to carry through the season; there might be a shortage of halibut later on. A new arrival on the market is sole at 11c. The big seller to-day is whitefish, but all local lake fish are selling well, including pickerel, pike and perch. There is an agitation being carried on by women's associations in the city to encourage consumption of fish, which is having considerable effect on the sale. As regards poultry, there is very little doing, and very little arriving.

Pickerel, box lots	0 10%
Whitefish, box lots	0 10%
Haddock, frozen	0 10
Salmon, frozen	0 23
Halibut, frozen	0 20
Cod, frozen	0 12
Kippers, boxes	2 25
Roasters, boxes	2 00
Lake trout, box lots	0 10%
Mackerel, frozen	0 15
Finnan haddie, 30-lb. boxes	0 17
Finnan haddie, 15-lb. boxes	0 17½
Salt herrings, new, ¼ bbl.	7 25
Salt herrings, 20-lb. pails	1 85
Smelts, Pacific Coast	0 17
Brook trout, frozen	0 35
Sea herring	0 07½
Flounders	0 09

Jackfish, box lots	0 07½
Tullbees, box lots	0 07½
Mullets	0 05
Perch	0 10½
Soles, lb.	0 11
Poultry—	
Roasting chickens, lb.	0 22
Fowl, lb.	0 19
Domestic ducks	0 24
Turkeys	0 28

### AMERICAN ADVERTISING EXPERT (Continued from page 20.)

hysteria is what we need. If business must go right on, advertising must go right on.

#### Keep the Dollars At Work

"Every dollar must be kept at work. We must save, and not hoard." Mr. Dewese expressed appreciation of the new department opened by many American newspapers, which is a service organization for the use of advertisers. He classed as criminal offences the hoarding of money, as well as stopping production. To stop manufacturing means the throwing of thousands of people out of work. Hoarding money hurts every individual city. In these times advertisers must study the different conditions and adapt themselves to them if they will achieve success. He deprecated what he referred to as the calamity lectures which were heard in the States several months ago to stop people going on with their work. That, he declared, is the wrong doctrine. He referred in passing to the harnessing of Niagara Falls as a means of obtaining fuel. The members of the club endorsed a scheme to form the Associated Business Men's Club of Toronto, the formation of which is now under way. Mr. R. F. Fitzpatrick presided.

### SASKATCHEWAN MERCHANTS' ASSOCIATION ENFORCES REGULATIONS

(Continued from page 29.)

retail, Regina; E. B. Tedford, Wheatland Mercantile Co., Mortlach; H. L. Montgomery, Manitoba Retail Merchants' Association, Winnipeg; J. H. Reed, Saskatchewan Grain Growers, Winnipeg; L. E. Mutton, Saskatchewan Grain Growers, general distributors, Regina; H. B. Harper, Saskatchewan Grain Growers, Regina; S. D. C. Burton, Cameron and Heap, wholesalers, Regina; James Strathdee, of Campbell, Wilson and Strathdee, wholesalers, Regina; J. M. Bean, Maclean Grocery Company, wholesaler, Regina; D. B. McColl, R. H. Williams, departmental store, Regina; C. H. Sellers, Sellers & Sons, retail grocers, Regina; Geo. Magda, grocer, Regina; W. C. Paynter, Paynter Bros., general merchants, Tantallon; F. A. Findlay, Colonial Grocery, Regina; G. D. Raymond, Retail Merchants' Association, Regina; A. E. Neil, Regina, Retail Merchants' Association; J. J. Polson, Regina, Retail Merchants' Association; Wm. Colquhoun, Maclean Grocery, wholesaler, Regina; A. J. Simmonds, Lloyd Fruit Company, wholesaler, Regina.

# WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

## Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Jan. 30. — The new war flour is now available in small lots at \$10.45 a barrel. Rolled oats have advanced to \$5 for eighties. Pork and beans and many lines of canned meats are higher. Creamery butter has advanced 3c a pound. Indian beans are quoted at \$10.50 a hundred. Large cheese is at 25c to 25½c a lb. Sugar is at \$10.20. Other advances are: H.P. sauce, 5c a dozen; pot barley, ½c; cooked meats, ½c; Sunflake ammonia, 45c a case. Robin Hood porridge oats advanced to \$5.75 a case of twenty. Olives in bottles, mince meat, Worcester sauce in gallon tins are all higher.

### CALGARY:

Beans, small Burmah, lb.	0 11
Flour, 98s, per bbl.	10 45
Molasses, extra fancy, gal.	0 95
Rolled oats, 80s	5 00
Rice, Siam, cwt.	8 00
Rice, China, per mat, No. 1.	4 25
Do., No. 2	3 85
Tapioca, lb.	0 14½
Sago, lb.	0 14½
Sugar, pure cane, granulated, cwt.	10 20
Cheese, No. 1 Ontario, large.	0 25
Butter, creamery, lb.	0 45
Do., dairy, lb.	0 40
Lard, pure, 3s, per case.	16 80
Eggs, No. 1 storage, case	13 00
New laid, per dozen	0 65
Candied peel, lemon, lb.	0 30
Tomatoes, 2½s, standard case.	4 75
Corn, 2s, standard case	5 15
Peas, 2s, standard case	4 00
Apples, gals., Ontario, case.	3 50
Strawberries, 2s, Ontario, case.	6 20
Raspberries, 2s, Ontario, case.	6 20
Apples, evaporated, 50s, lb.	0 23½
Apricots, evaporated, lb.	0 26½
Peaches, evaporated, lb.	0 16
Peaches, 2s, Ontario, case	4 75
Lemons, case	9 50
Salmon, pink, tall, case	8 50
Salmon, Sockeye, tall, case.	16 25
Do., halves	18 25
Potatoes, per ton	40 00
Navel oranges, case	4 00
	7 00

## Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., Jan. 30.—An increase of 2c a pound has taken place in butter manufactured by the Saskatchewan Government creameries, the new wholesale prices being 44c without carton and 45c with. The retail price in the city is 49 and 50c for the same product. The increase is due to demand and shortage of cream. Other makes of creamery butter are selling at 43½c. It is expected that white flour will be cleaned up within a few days. New standard flour has not arrived on market yet. Beans per bushel are \$6.25. Potatoes are higher at \$1.35. Canned sardines advanced about

\$1 per case. Libby's canned peaches are about \$1 higher. Eggo baking powder is higher. Bird seed shows an advance of 1c pound and popcorn is higher.

### REGINA—

Beans, small white Japans, bu.	6 25
Beans, Lima, per lb.	0 22
Flour, No. 1 pats., 98s, per bbl.	11 20
Molasses, extra fancy, gal.	0 70
Rolled oats, balls	4 40
Rice, Siam, cwt.	8 40
Sago and tapioca, lb.	0 15½
Sugar, pure cane, gran., cwt.	9 89
Cheese, No. 1 Ontario, large.	0 25½
Butter, creamery	0 43½
Lard, pure, 3s, per case.	16 80
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new-laid	0 46
Pineapples, case	5 75
Tomatoes, 3s, standard case.	5 25
Corn, 2s, standard case.	4 60
Peas, 2s, standard case	4 20
Apples, gal., Ontario	2 90
Apples, evaporated, per lb.	0 19½
Strawberries, 2s, Ont., case	6 30
Raspberries, 2s, Ont., case.	6 30
Peaches, 2s, Ontario, case	4 30
Plums, 2s, case	3 40
Salmon, finest sockeye, tall, case	15 50
Salmon, pink, tall, case	9 00
Pork, American clear, per bbl.	40 75
Bacon, breakfast	0 41
Bacon, roll	0 22
Potatoes, per bush.	1 35

## New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Jan. 30.—Trade generally is quiet on this market. This condition is usually expected at this time of year, and the demand is fully up to the average of past years. There are very few changes noted during the week, the only item of note being a firming tendency in beans, British Columbia being quoted at \$9.75-\$10. The situation in this line is acute owing to the impossibility of getting the Ontario product, and owing to the difficulty of getting transportation for goods from the Pacific Coast.

Molasses are also influenced by the transportation difficulty, and the indications are that there will be no decline in prices for the new crop and even higher prices are not beyond the reach of possibility. Hoarding of old grade flour has been very pronounced on the market, and to an extent that many local jobbers characterize as outrageous. There is a good deal of speculation as to what the new Food Controller may do, this has caused a feeling of uncertainty in many lines and dealers are inclined to hold back and await developments.

### ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 55
Ontario	11 95
Cornmeal, gran., bbls.	14 50
Cornmeal, ordinary, bags.	4 75
Molasses, extra fancy, gal.	0 82
Rolled oats, bbl.	11 75
Beans, yellow-eyed	10 00
Beans, California white	10 00
Beans, British Columbia white.	9 75
Rice, Siam, cwt.	8 50

Sago and tapioca, lb.	0 17	0 18
Sugar—		
Standard granulated	8 60	8 65
No. 1 yellow	8 10	8 15
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	0 65	0 65
Eggs, case	0 46	0 46
Breakfast bacon	0 38	0 39
Butter, creamery, per lb.	0 42	0 45
Butter, dairy, per lb.	0 40	0 42
Butter, tub	0 38	0 40
Margarine	0 33	0 35
Lard, pure, lb.	0 31	0 31½
Lard, compound	0 26	0 26½
American clear pork	67 00	70 00
Beef, corned, 1s	4 25	4 25
Tomatoes, 3s, standard, case.	5 10	5 10
Raspberries, 2s, Ont., case	5 40	5 40
Peaches, 2s, Ontario, case	4 30	4 30
Corn, 2s, standard case	4 80	4 80
Peas, standard, case	4 00	4 00
Apples, gals., N.B., doz.	4 00	4 50
Strawberries, 2s, Ont., case	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, Reds	15 50	15 50
Salmon, Cohoes	3 50	3 50
Salmon, Pinks	11 00	11 00
Salmon, Chums	8 50	8 50
Sardines, domestic, case	6 75	6 75
Cream tartar	0 78	0 79
Currants, lb.	0 12½	0 12½
Raisins, choice, lb.	0 12½	0 13
Raisins, fancy, lb.	0 12½	0 13
Raisins, seedless, lb.	0 18	0 18
Prunes, 90-100, lb.	0 11	0 11½
Candied peel, citron	0 39	0 40
Candied peel, orange and lemon.	0 32	0 33
Apples, N.S., bbl.	2 50	6 00

### Potatoes—

New, native, barrel	4 00
Onions, Canadian, 75 lbs.	2 90
Lemons, Cal. Messina, case.	7 00
Oranges, California, case	6 00
Grapefruit, case	5 00

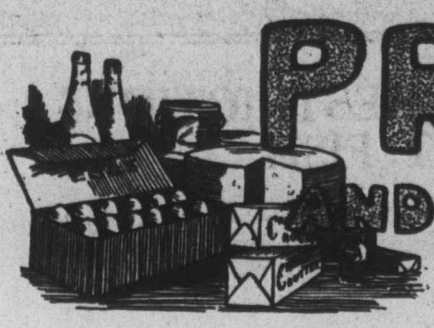
## British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., Jan. 30.—Wholesale business for past week has been very quiet. There has been little stocking up in flour; people seem to be ready to give standard flour a trial. The potato market is quiet. Last week's decrease of a dollar a ton stimulated the market a little. Other root vegetables are plentiful. Sugar sales have increased a little. The impression seems to be that the recent decrease is not permanent. The first car of margarine is moving out slowly, with no more rolling. Butter is selling well at 52c for best Australian, and the cheap grades seem to be preferred to the oleo. Apples and oranges both moving slowly. No price changes.

### VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	9 45
Flour, first patents, Manitoba, per per bbl., in ear lots	11 30
Rice, Siam, No. 1, per ton.	135 00
Do., Siam, No. 2	110 00
Beans, Japanese, per lb.	0 16
Beans, B.C., white	0 18
Potatoes, per ton	23 00
Lard, pure, in 400-lb. tierces, lb.	0 27
Butter, fresh made creamery, lb.	0 52
Eggs, new-laid, in cartons, doz.	0 60
Eggs, B.C., storage	0 58
Cheese, new, large, per lb.	0 25
Oranges, box	4 75
Salmon—	
Sockeye, halves, flat case.	16 50
Tall, case	14 00
Pinks, case	8 25
Cohoes	11 00
Chums	7 50



# PRODUCE AND PROVISIONS

## Get in Line for Fish Sales

Lenten Season Promises Big Opportunity For Wide-Awake Dealer—Wisdom of Featuring Lines That Are Sure Against Restrictions

**T**HERE are many merchants who despite the wide advertising that has been given to fish and fish products during the past year, advertising that has resulted in a most phenomenal increase in sales, have steered clear of these products. For one reason or another they have contended that it would not be advantageous for them to enter this field.

As the time has passed, however, more and more merchants are finding that such a policy shuts them out from one of the most important of the activities that might be developed by the store, and more and more they have gone into the sale of these lines. Especially has this been the case in the winter season when everything conduces to make the handling of fish easy and without any great possibilities of loss.

With the advent of the Lenten season, when the demand for fish will be materially increased it would be the part of wisdom for all merchants to give some real thought to the matter of adding a fish department to their store. The addition of such a department entails comparatively little outlay. Many merchants at this season keep fish without any sort of refrigeration save that supplied by nature, and certainly nature has been very helpful this season, other merchants have added a fish case to their equipment, which serves the double purpose of keeping the fish always in the best condition, and always at hand and ready for display. These fish cases involve a merely nominal outlay and they permit the handling of fish throughout the whole season with every reasonable protection against loss.

The grocery trade is facing a period of probable restrictions, it is very possible that many lines that have been good sellers with them in the past may be barred altogether, or go so high in price that their sale is automatically shut off. Now it behooves the grocer to find something to take the place of many of these products.

Among the food products that are safe from any government restrictions, safe too from the prohibitive prices

that have prevailed in so many other lines, because of the plentiful supply available fish is to be numbered among the first of these. The governments, both provincial and federal, have gone to considerable expense to increase the consumption of fish, and have by every means in their power attempted to stimulate the production. It now remains for the merchant to lend his assistance to the scheme that is not only a

### SAVE ESSENTIAL FOODS BY FEATURING FISH

**W**E ARE daily hearing of the needs of the allied nations. We are made aware that the only way they can be fed is by retrenchment upon our part. When you serve fish on your table you release some nonperishable food for other uses. You are doing your bit.

**T**HIS means no privation to you. It may mean a change of habit, but it will be a change that you will not regret. Fish are abundant now and are the cheapest food you can buy.

#### NOTE THESE PRICES

Haddock,	per pound	....c
Market Cod	"	.....c
Dore	"	.....c
Whitefish	"	.....c
Cod Steaks	"	.....c
Flounders	"	.....c
Perch	"	.....c
Halibut	"	.....c

**BROWN & CO.**  
Grocers and Purveyors  
100 Main Street

Specimen advertisement that merchants may adapt to their own uses

matter of soundest business, but also a measure of patriotic assistance.

There is no time like the moment for branching out into this activity. There will be a largely increased demand apparent during the next month or so, during the Lenten season. This is a business that the merchant may well cater to, and while doing so it will be in his best interests to so cultivate this business that it will not be only a business of a month or of six months but of the whole year.

#### MEATS SLICED BEFORE ORDERED

G. O. Werret, of Simcoe, Ont., Combines Efficiency of Slicing Machine With Orders Sliced Ahead in Half-pound Quantities

**T**HE slicing of cooked meats and bacon in half-pound quantities before ordered is one of the features of the meat department of the G. O. Werret Grocery, Simcoe, Ont. Mr. Werret also recognizes the importance of keeping his meat department constantly before his customers. To this end he has arranged his meat counter with slicing and weighing machines and refrigerator case immediately to the right of the entrance. It is the first thing customers see when entering the store.

For some months this store has adopted the plan of cutting up bacon and cooked meats in half-pound lots before it is ordered. One clerk devotes his attention to this department and cuts the meat on the slicing machine in his spare time. The meat is cut in slices of medium thickness and each slice is separated with a sheet of parchment paper. A half-pound is the most popular quantity sold in this store at one sale. When the bacon, ham, pork, etc., has been cut in the required quantities it is attractively arranged in the glass case on the counter where it is easily seen by customers. Sausage, head cheese and other meats are also shown in this case though no previous preparation applies to these lines before being ordered.

Mr. Werret states that the installation of his slicing machine proved a big boom to his meat department. This department is now doing a business of from \$300 to \$400 per month. Mr. Werret states that cutting up the meat

before it is ordered eliminates much waste. This saving combined with the usual saving effected by the increased efficiency of a slicing machine have been big elements in the success of the meat department of the Werret store. Mr. Werret states that with the machine and with slicing ahead, his waste is less than one quarter of a pound on a ham. This ratio also applies to other lines of cooked and cured meats.

#### A RECORD SALMON PACK

Pacific Coast Fisheries Total Over Nine Million Cases

From figures just received from all parts of the coast, most of which are official, we are able to give our estimate of the total salmon pack of 1917 in districts as follows:

Alaska . . . . .	5,094,346
Puget Sound . . . . .	1,900,000
British Columbia . . . . .	1,425,000
Columbia River . . . . .	590,000
Oregon-Washington Coast Streams . . . . .	75,000
Sacramento, Monterey and Cali- fornia Streams . . . . .	26,000
	<hr/>
	9,110,346

This was supposed to be the big year for Sockeyes and Puget Sound and British Columbia Humpbacks, but by

## Margarine Again Shut Out

United States Government Has Placed an Embargo on Shipment Into Canada—Domestic Manufacture Will be Only Source of Supply

**B**y the placing of an embargo on the shipment of margarine into Canada during the week on the part of the United States Government the source of supply from that quarter has been shut off. When stocks now on the way have been distributed and those for which permits have already been issued are shipped the Canadian consumer can no longer depend upon the United States market as a source of supply.

Doubt was expressed in some quarters as to whether it was intended this condition should be a permanent one or whether it was only a temporary measure. Some of the local dealers took steps to get in touch with Ottawa immediately and were informed from that source that it was intended that it should be a permanent condition. It was pointed out that Canada is an exporter of butter and that so long as she has a surplus of butter there is no necessity for the United States to see that she is given supplies of this commodity. The United States will ship direct to Great Britain any supplies of margarine that may be available for export rather than allow them to come into Canada and so release larger quantities of butter for export.

## THERE ARE NO RESTRICTIONS AGAINST FISH

**Y**OU can eat it every day in the week and three meals a day, and you can eat as much as you like without getting that shame-faced feeling.

You can eat and save money.

If you doubt this fact, just look over the accompanying list, and think of what you can buy for less.

Haddock, per lb. . . . .c	Halibut, per lb. . . . .c	Haddies per lb. . . . .c
Dore " . . . . .c	Market Cod " . . . . .c	Smok'd Herr'ng " . . . . .c
Pike " . . . . .c	Whitefish " . . . . .c	Lobsters, each . . . . .c
B.C. Salmon " . . . . .c	Perch " . . . . .c	Shrimps, per lb. . . . .c
Mackerel " . . . . .c	Flounders " . . . . .c	Oysters, per pint. . . . .c

**BROWN BROS.**

**Grocers and Purveyors 100 Main Street**

Another advertising suggestion

comparing the foregoing figures with those of 1913, the last big year, the Puget Sound pack is considerably short of the pack of 1913.

Had the fish run in the Puget Sound as anticipated the total coast pack would probably have run close to 10,000,000 cases.

plies are particularly low owing to the fact that the shallow waters in which they are harvested are in many cases frozen over at the present time.

The catch of sea fish in November was valued at \$2,145,240 at the point of landing, as compared with \$1,074,398 in 1916. This increase is largely due to advanced prices. Cod and haddock are respectively 85 per cent and 114 per cent higher in price now than one year ago. This also explains the relatively high value of the November catch in the province of Ontario which amounted to \$1,599,031 as compared with \$586,509 a year ago. The domestic consumption of fish is increasing and the volume of exports is strikingly in excess of that of previous years. This is indicated in the November returns of \$4,315,988 as compared with \$2,600,021 a year ago.

#### Fish Refrigeration Enquiry

An associate committee of the Advisory Technical Council, Ottawa, has been organized to deal exhaustively with the question of refrigeration of fish and other food products in Canada. Edward Prince, Dominion Commissioner of Fisheries, is chairman and J. A. Ruddick, Canadian member of the International Food Refrigeration Commission, is vice-chairman. A report on the refrigeration of fish foods had already been prepared by Prof. Prince and forwarded to the British authorities.

A price of 20 cents a pound was brought in the wholesale fish market at Boston recently for a 200-pound shark. The average price paid for shark prior to that time was eight cents a pound. No explanation of the sudden advance was forthcoming.

#### FISH AND OYSTERS SCARCE

Fish Refrigeration Subject of Enquiry at Ottawa—Value of November Fish Catch

Stocks of whitefish and of oysters are very low at present as no shipments have arrived recently owing to lack of transportation facilities. Oyster sup-

An abattoir owned by the Montreal Abattoir, Ltd., 139 Mill St., Montreal, was considerably damaged by fire.

# Produce, Provision and Fish Markets

## THE MARKETS AT A GLANCE

**M**ARGARINE was in the limelight during the week as the result of an embargo being placed on the shipment of this commodity out of the United States. This will mean that when supplies now on the way and for which permits have been issued are used up the United States market can no longer be tapped as a source of supply for the Canadian market. There will still be supplies available from Canadian manufacturers, but cottonseed oil is being released by the United States Government very sparingly, and this will tend to restrict the manufacture in Canada. As a result of this condition dairy butter has again regained a measure of firmness.

There was a generally upward tendency in meat products during the week, advances having been recorded in hams, plain back bacon, boiled hams, roast hams, roast shoulders, mess pork, short cut backs, pickled rolls. Live hogs were quoted lower. There is a fairly good demand for meat products of all kinds at this season of the year.

Shortening is in firm market, with supplies of cottonseed oil very limited. Pure lard was in stronger market. Storage creamery butter was higher in price. Production of new-laid eggs is being interfered with owing to severe weather. Stocks of storage eggs are dwindling rapidly, and will in all probability be exhausted within a week or two. Arrivals of poultry were light during the week and prices were higher in consequence. Stormy weather has interfered greatly with the movement of fish. Considering the drawbacks to trade business has been fairly good during the week.

## Better Deliverie Ease Hog Prices

Montreal.

**PROVISIONS.**—Due to better delivery there has been an easing of price for live hogs, with a consequent lowering of the dressed prices. Receipts have been some better for a few days past and the quality is improving over that of previous deliveries. If the weather should permit, the market will continue to show an easier tone, say the abattoirs. The prices of cured and cooked meats have been firmly maintained and these are selling fairly well.

Hogs, dressed—		
Abattoir killed	26 50	27 00
Hogs, live		19 50
Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 39	0 40
Boneless, per lb.		0 44
Bacon—		
Breakfast, per lb.	0 40	0 42
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots	0 26	0 27
Long clear bacon, small lots	0 26½	0 27½
Fat backs, lb.	0 25	0 26
Cooked Meats—		
Hams, boiled, per lb.	0 44	0 45
Hams, roast, per lb.		0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½

## Lard Prices Firm With Fair Business

Montreal.

**LARD.**—A fair amount of business has been done in lard during the past week and prices are firmly maintained. In fact some have been asking a shade

more for the product and a smaller range of prices is obtaining. This bears out the definite prediction made in CANADIAN GROCER last week, and jobbers anticipate that the increased prices will hold firmly for the present.

Lard, Pure—

Tierces, 400 lbs., per lb.	0 29	0 29½
Tubs, 60 lbs.		0 29½
Pails	0 29½	0 30
Bricks, 1 lb., per lb.	0 30	0 31
Compound, prints	0 26	0 27

## Maintenance Of Price Marks Shortening Market

Montreal.

**SHORTENING.**—The firmness of the shortening market continues, owing to the difficulties of securing cottonseed oil shipments, reference to which shortage has already been made. There is the usual demand, jobbing orders being about normal at the following prices:—

Shortening—

Tierces, 400 lbs., per lb.	0 25
Tubs, 50 lbs.	0 25½
Pails, 20 lbs., per lb.	0 25½
Bricks, 1 lb., per lb.	0 26

## Poultry Prices High; Receipts Smaller

Montreal.

**POULTRY.**—There is a marked shortage of poultry, say jobbers. It is stated that many have held back supplies, using them as food, with prices for all kinds of meat so high. Storage stocks are very light and spot supplies are lighter all around. Receipts, as compared with a year ago, are very much lighter. Chickens and old fowls, geese and turkeys, have all been marked

several cents per pound higher and the following prices obtain in this market:

Poultry—		Dressed
Old fowls	0 28	0 30
Chickens, crate fattened	0 35	0 36
Roasting chickens		0 32
Young ducks	0 29	0 30
Turkeys (old toms), lb.		0 36
Turkeys (young)		0 37
Geese	0 27	0 28

## New-Laid Eggs Easier; Storage Stocks Lighter

Montreal.

**EGGS.**—The interest centres this week on the lighter stocks of storage eggs. These have been drawn on very heavily for some weeks and the consequence is a firming of prices. No new quotations are yet made but the tendencies are decidedly firm with the probability of higher prices, unless the new-laid come forward in larger quantities. Of the latter there have been better deliveries during the past week, but as yet this has not improved sufficiently to relieve the firmness characteristic of the storage market. Prices are as follows:

Eggs—

New-laid (specials)	0 65	0 70
Selects		0 52
No. 1's		0 48
No. 2's		0 45
Fall eggs	0 56	0 58

## Cheese Prices Unchanged; Some Lots Exported

Montreal.

**CHEESE.**—Some lots of cheese continue to go forward to the British Isles, shipped by the Cheese Commission. A continued depletion of spot stocks is therefore effected. Prices continue to be held as quoted last week. Local trading is quite light.

Cheese—

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

## Will U.S. Margarine Be Wholly Debarred?

Montreal.

**MARGARINE.**—It is stated by some of those purchasing their supplies of margarine in U.S. markets that they have been notified by wire that there will probably be much difficulty in securing supplies. One large jobber told CANADIAN GROCER that he had received a telegram to this effect and he felt that no further permits would be issued for export. Demand continues to be good at firmly maintained prices. It would seem that some of the dealers have, as yet received no definite particulars as to supplies being shut out by the U.S. government.

Margarine—

Prints, according to quality, lb.	0 29½	0 31½	0 33
Bulk, according to quality, lb.	0 28½	0 30½	0 31½



### Butter Is Very Firm With Stocks Lighter

**Montreal.**  
**BUTTER.**—The feature of the week has been that of a firming of prices. In some cases these have advanced from one to two cents per lb. This has been due, in part, to the smaller spot stocks and the announcement regarding restricted shipments of margarine from U.S. points. It is indicated that with receipts so much lighter, firm prices will obtain for some time, for—as one jobber told CANADIAN GROCER—new shipments will likely be limited.

Butter—	
Creamery prints, storage .....	0 50
Creamery solids, storage .....	0 49
Creamery prints (fresh made) .....	0 49
Creamery solids (fresh made) .....	0 48½
Dairy prints, choice .....	0 41
Dairy, in tubs, choice .....	0 39

### Little Fresh Lake Fish; Frozen Is Active

**Montreal.**  
**FISH.**—Continued cold weather has served to stimulate the sale of frozen fish. The demand has slackened for the high-priced varieties. Delivery of frozen lake fish is very light and disappointing. Oyster beds are still frozen over with severely cold weather still prevailing. Smoked herrings are higher. So also are salted salmon, sea trout, lobsters, mackerel. Ordinary oysters are up 50c bbl., while fresh haddock steak and market cod are marked somewhat higher.

<b>SMOKED FISH.</b>		
Haddies .....	0 14	0 16
Haddies, fillet .....	0 20	0 20
Smoked herrings (med.), per box .....	0 22	0 24
Bloaters, per box 60/100 .....	1 50	
Kippers, per box 40/50 .....	2 00	2 40
<b>SALTED AND PICKLED FISH</b>		
Herring (Labrador), per bbl. ....	\$12 50	
Salmon (Labrador), per bbl. ....	24 00	
Salmon (B.C. Red) .....	25 00	
Sea Trout, red and pale, per bbl. ....	19 00	20 00
Green Cod, No. 1, per bbl. ....	13 00	15 50
Green Cod (large bbl.) .....	16 00	16 50
Mackerel, No. 1, per bbl. ....	22 00	
Codfish (Skinless), 100-lb. box .....	12 50	
Codfish, 2-lb. blocks (24-lb. case) .....	0 17	
Codfish (Skinless), blks. "Ivory" Brd., lb. ....	0 15	
Codfish, Shredded, 12-lb. box .....	2 25	
<b>SHRIMPS, LOBSTERS</b>		
Lobsters, medium and large, lb. ....	0 50	0 60
Prawns, lb. ....	0 30	0 30
Shrimps, lb. ....	0 28	
Scallops .....	4 00	
<b>FRESH FROZEN SEA FISH</b>		
Halibut .....	20	22
Haddock, lb. ....	08	09
Mackerel .....	14	15
Cod steak, fancy, lb. ....	09½	10
Cod—Toms .....	3 75	4 50
Salmon, Red .....	19	20
Salmon, pale .....	14½	15
Salmon, Gaspe .....		26
<b>FRESH FROZEN LAKE FISH</b>		
Pike, lb. ....	0 09	0 11
Perch .....	0 12½	0 13
Whitefish, lb. ....	0 12½	0 16
Lake trout .....	0 18	0 19
Eels, lb. ....		0 12
Dore .....	0 12½	0 13
Smelts, No. 1 .....	0 19	0 20
Smelts, No. 1 large .....		0 24
Oysters—		
Ordinary, gal. ....	2 75	3 00
Malpeque oysters, choice, bbl. ....	10 00	
Malpeque oysters (med.), bbl. ....	9 00	
Cape Cod shell oysters, bbl. ....	11 00	
Clams (med.), per bbl. ....	9 00	
<b>FRESH FISH</b>		
Haddock .....	0 10	0 12
Steak cod .....	0 12	0 13
Market Cod .....	0 09	0 10
Carp .....	0 12	0 13
Dore .....	0 16	0 16

Lake trout .....	0 18	0 20
Pike .....	0 11	0 12
B. C. Salmon .....	0 22	0 24
Gasperaux, each .....	0 07	
Western Halibut .....	0 26	
Eastern Halibut .....	0 25	0 26
Flounders .....	0 10	
Perch .....	0 09	
Bullheads .....	0 15	
Whitefish .....	0 16	
Eels .....	0 10	
Mackerel (large), each .....	0 20	
Mackerel (medium), each .....	0 18	

### Hams Higher; Barrel Pork Up

**Toronto.**  
**PROVISIONS.**—Medium and large hams advanced from ½c to 1c per pound during the week, making the range on medium hams from 32c to 33c and on large hams from 27c to 30½c. Plain backs of bacon were quoted 1c higher from the low quotation of last week. Wiltshire bacon in certain quarters showed an upward tendency, where an advance of 1c per pound was recorded on high prices. Boiled hams advanced 1½c and roast shoulders without dressing were also up a similar amount. Barrel pork showed a steadily upward trend, mess pork being quoted at \$55 to \$56 and short cut backs at \$60 to \$61, with pickled rolls at \$54 to \$56 per barrel. Dressed hogs were quoted at a range of \$26 to \$28 per hundred. Live hogs were down \$1 per hundred with arrivals somewhat light owing to storm conditions of first part of week. There is a fair demand for meats of all kinds.

<b>Hams—</b>		
Medium .....	0 32	0 38
Large, per lb. ....	0 27	0 30½
<b>Backs—</b>		
Plain .....	0 40	0 44
Boneless, per lb. ....	0 42	0 49
<b>Bacon—</b>		
Breakfast, per lb. ....	0 37	0 39
Roll, per lb. ....	0 30	0 32
Wiltshire (smoked sides), lb. ....	0 35	0 40
<b>Dry Salt Meats—</b>		
Long clear bacon, lb. ....	0 27½	0 29½
Fat backs .....		
<b>Conked Meats—</b>		
Ham, boiled, per lb. ....	0 45	0 46
Hams, roast, without dressing, per lb. ....	0 45	0 50
Shoulders, roast, without dressing, per lb. ....	0 40	0 47
<b>Barrel Pork—</b>		
Mess pork, 200 lbs. ....	55 00	56 00
Short cut hams, bbl., 60 lbs. ....	60 00	61 00
Pickled rolls, bbl., 200 lbs. ....	54 00	56 00
<b>Hogs—</b>		
Dressed photoir killed .....	26 00	28 00
Live, off cars .....	18 75	18 95
Live, fed and watered .....	18 50	18 70
Live, f.o.b. ....	17 75	18 00

### Margarine Imports From United States Stopped

**Toronto.**  
**MARGARINE.**—Word has been received by local importers that the United States does not intend to grant any further permits for the export of margarine from that country. There are some stocks on the way to Canada for goods that have already been sold on permits but it is understood when these come forward there will be no further supplies of margarine to come from that source. It is not known definitely whether this is to be a permanent condition or whether permits may later be granted. At the present time, however,

the embargo is complete. This will leave only the Canadian manufacturers as source of supply for this product. And Canadian supplies will depend upon the amount of cottonseed oil that is allowed to come forward. The United States Government has up to the present been issuing permits sparingly for the shipment of cottonseed oil. This embargo on margarine has thrown a bomb into local importing circles. The trade was just getting nicely under way with a growing demand reported. Chance for fostering the trade in margarine now seems likely to be greatly curtailed.

**Margarine—**

1-lb. prints, No. 1 .....	\$0 82	\$....
Do., No. 2 .....	0 30	0 31
Do., No. 3 .....	0 27	....
Solids, 1c per lb. less than prints.		

### Shortening Shows Upward Tendency

**Toronto.**  
**SHORTENING.**—There was an upward trend to the shortening market during the week in some quarters. There is very little cottonseed oil coming into Canada at the present time and that which is on the way has been held up through storm conditions. Some concerns have not been taking any new business until relief is in sight for the present situation. Owing to the lightness of arrival of cottonseed oil during the week the market quotations in some instances were merely nominal as delivery could not be made until further stocks of raw materials arrive. In one quarter price was advanced to 25½c per pound tierce basis, the range of quotations, however, being from 25c to 25½c per pound. There has been an active demand with very little supplies to meet it.

Shortening, tierces, 400 lbs., lb. 0 25 0 25½  
 In 60-lb. tubs, ¼c per lb. higher than tierces; pails ¼c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

### Lard Market Gives Evidence of Strength

**Toronto.**  
**LARD.**—There is a firm tone to the market for lard as indicated by the fact that prices advanced ¼c per pound in some quarters, making the range of prices from 28¼c to 29¼c tierce basis. There has been a fair supply of hogs reaching the market but storm of first part of week will in all probability curtail receipts and cause lighter supplies of lard for a time at least. There is a continued good demand for lard, a number of inquiries from the East having been received during the week.

**Lard—**  
 Lard, pure tierces, 400 lbs., lb. 0 28½ 0 29½  
 In 60-lb. tubs, ¼c higher than tierces; pails ¼c higher than tierces, and 1-lb. prints, 1½c higher than tierces.

### Dairy Butter And Storage Creamery Firmer

**Toronto.**  
**BUTTER.**—With the turn in the affairs of margarine and the outlook that

the United States product will not be released for this market dairy butter was in firm market during the week. Creamery storage butter was in firm position with an advance of 1c per pound recorded. The United States Food Controller has released for the British Commission's account one million pounds of butter. This has put a measure of firmness in the butter market on this continent. Conditions in the butter market are firm. It is hardly likely prices will go to much higher levels as they are already at good figures.

Creamery prints, fresh made....	0 50
Creamery solids, fresh made.....	0 48
Creamery prints, storage .....	0 49
Creamery solids, storage .....	0 47
Dairy prints, choice, lb. ....	0 38
Dairy prints, lb. ....	0 35

### Cold Weather Halts Production of Eggs

**Toronto.**  
EGGS.—With the continued severe weather there has been a halt in the production of new-laid eggs and prices again took on a measure of firmness with prices quoted at 65c to 70c per dozen. Storage eggs are getting scarce and stocks will in all probability be cleaned up within the next week or two. Manitoba eggs are now coming into the Eastern market and some of the Western eggs are even being exported into the United States. At the same time the United States Government is not allowing the shipment of eggs out of the country. Eastern commission men assert that Western eggs should not be allowed to go into the United States if the latter country does not show any disposition to reciprocate. Storage eggs were slightly firmer at 52c to 54c per dozen. There is a good demand for eggs.

New-laid, in cartons .....	0 65	0 70
Storage selects, ex-cartons ..	0 52	0 54
Storage, No. 1, ex-cartons.....	0 49	0 50

### Cheese In Fair Demand; Prices Hold Steady

**Toronto.**  
CHEESE.—There is a fair demand for cheese at the present time, but not as heavy as commission men assert it should be. It is pointed out that from the number of energy units that it contains per pound it is one of the cheapest food products on the market at the present time. Prices held unchanged in view of the fact that the Cheese Purchasing Commission has made no move toward increasing price.

New, large .....	0 22½	0 23½
Old, large .....	0 23	0 24½
Stilton (new) .....	0 25	0 27
Twins, ½ lb. higher than large cheese. Triples ¼ lb. higher than large cheese.		

### Roosters And Hens Demand Better Price

**Toronto.**  
POULTRY.—In view of the light supplies arriving in the market roosters and hens commanded higher prices during the week, an advance of 2c per pound

on prices paid by dealers having been recorded. Spring chickens also commanded a better price and were advanced 2c in certain quarters. Prices to the retail trade were advanced accordingly to the extent of approximately 2c per pound. There is a fair demand for chickens at present, but geese and ducks are slow sellers.

	Live	Dressed
Ducks .....	\$0 24-\$0 25	\$0 25-\$0 27
Geese .....	0 16-0 18	0 22-0 24
Turkeys .....	0 25-0 27	0 33-0 35
Roosters .....	0 20-0 22	0 22-0 24
Hens, over 5 lbs. ....	0 26-0 27	0 26-0 27
Hens, under 5 lbs. ....	0 23-0 25	0 22-0 26
Chickens, 4 lbs. and up ..	0 25-0 27	0 28-0 30
Chickens, under 4 lbs. ....	0 23-0 25	0 26-0 28
Squabs, dozen .....	4 50	.....

	Live	Dressed
Hens .....	\$0 28-\$0 30	\$0 30-0 32
Ducks .....	0 30-0 32	0 30-0 32
Chickens .....	0 30-0 32	0 33-0 35
Do., milk-fed .....	0 36-0 40	0 20-0 27
Turkeys .....	0 36-0 40	
Geese .....	0 20-0 27	

### Weather Interfered With Fish Shipments

**Toronto.**  
FISH, OYSTERS.—Severe weather conditions interfered with trade in fish during the week. The storm at the beginning of the week held up shipments both incoming and outgoing. Oyster trade has been restricted on account of the light supplies. There has been a good demand for oysters but the weather has been so cold on the Eastern seaboard the workers have refused to take up the oysters from the beds. Some Lockport fillets came into the market during the week and were quoted at 15c per pound. Pickled herring in kegs was in stronger market, the lower prices having disappeared and the quotation of \$6 per keg now being quite generally prevalent. White spring salmon is off the market. Other varieties of fish held in steady market during the week.

SMOKED FISH.	
Haddies, per lb., new cured.....	0 14
Chicken haddies, lb. ....	0 12
Haddies, fillets, per lb. ....	0 15
Ciscoes, per lb. ....	0 16
Kippered herring, per box.....	1 75
Dried herring, skinless, 10-lb. ....	2 25
Salmon snacks, 10-lb. boxes, lb. ....	0 22

PICKLED AND DRIED FISH.	
Acadia cod, 20 1-lb. blocks.....	3 40
Acadia cod, 2-lb. blocks.....	4 50
Strip cod, lb. ....	0 12
Onion toast 24 1-lb. blocks, lb. ....	0 13
Skinless cod, 100-lb. boxes, lb. ....	0 11
Halifax shredded cod 24s.....	2 20
Salt mackerel, kits 15 lbs.....	2 40
Labrador salt herring, barrels.....	10 50
Do., half barrels .....	5 25
Herring, pickled, keg 100 lbs.....	6 00

FRESH FROZEN SEA FISH	
Halibut, frozen .....	0 19
Salmon, Qualla, lb. ....	0 13
Do., red spring .....	0 23
Do., Cohoe .....	0 20
Haddock, headless and dressed, lb. ....	0 08
Herrings, frozen .....	0 05
Steak, cod, headless and dressed, lb. ....	0 08
Haddock, heads on, lb. ....	0 07½
Cod market, heads on, lb. ....	0 07½
Mackerel, frozen, lb. ....	0 12
Flounders, frozen .....	0 06
Turbot, lb. ....	0 09½
Smelts, extras, lb. ....	0 20
Do., No. 1, lb. ....	0 15
Do., No. 2, lb. ....	0 09

FRESH FROZEN LAKE FISH	
Herring, Lake Superior, bags, lb. ....	0 05
Herring, Lake Erie, pan frozen ..	0 07½
Pike, lb. ....	0 09½

Whitefish, frozen .....	0 12	0 13
Trout, lb., frozen .....	0 15	0 16
Mullet, frozen, lb. ....	0 06	0 06
Yellow pickerel, frozen, lb.....	0 12½	0 13
Oysters, per gal. ....	2 50	3 25
Blue points, bbl. ....		11 00
Malpeque, bbl. ....	12 00	15 00
Shell oysters, bbl. ....		10 00
Shrimps—		
No. 1, cans .....		1 60
No. 2, cans .....		3 10
No. 4, cans .....		6 00

### Look For Higher Prices On Eggs

**Winnipeg.**  
PRODUCE AND PROVISIONS.—Early last week the hog market stood at \$17.25, and from there it advanced to \$17.65. It was expected that the latter price would be the market during the next few days. There has been a fairly good run, and the quality of hogs is fair. Provision prices are firm and the demand is well distributed. Eggs.—Although the local demand is only fair, the egg market has firmed up considerably, due to the American market advancing to 44c for storage eggs. Production in the United States has been curtailed considerably due to cold weather. Eggs will be high, and even higher than present prices until spring stocks arrive. It is estimated that there are hardly enough eggs in storage to look after local requirements. There have been large shipments of eggs to the South and East during the last few days. Creamery Butter.—This market is very firm with active buying from the East. Increased prices are expected before new stock comes in. Dairy Butter.—In sympathy with creamery butter, packing stock market has been very active, with increased prices due to export demand; 34c and 35c are the ruling prices.

Hams—		
Light, lb. ....	0 34	0 36
Medium, per lb. ....		0 33
Heavy, per lb. ....		0 32
Bacon—		
Breakfast, per lb. ....	0 38	0 39
Breakfast, select, lb. ....	0 42	0 44
Backs, regular .....		0 44
Backs, select .....		0 46

Dry Salt Meats—		
Long clear bacon, light .....	0 29	.....
Backs .....	0 33	.....
Barrelled Pork—		
Mess pork, bbl. ....		52 00
Lard, Pure—		
Tierces .....	0 27	
20s .....	5 30	
Cases, 5s .....	17 05	
Cases, 3s .....	17 10	

Shortening—		
Tierces .....	0 24	
Tubs, 50s, net .....	12 00	
Pails, 20s, net .....	5 10	
Fresh Eggs—		
No. 1 candled .....	0 43	
Set'ct .....	0 46	
Cheese—		
Ontario, large fresh .....	0 24	0 24½
Manitoba, large fresh .....	0 23½	0 23½

Butter—		
Fresh made creamery, No. 1 cartons .....	0 45	
Fresh made creamery, No. 2.....	0 44	
Dairy, prints .....	0 40	
Dairy, regular run .....	0 36	
Margarine—		
No. 1 .....	0 32	
No. 2 .....	0 30	
No. 3 .....	0 28	

### Soles Open At 11c; Whitefish Big Seller

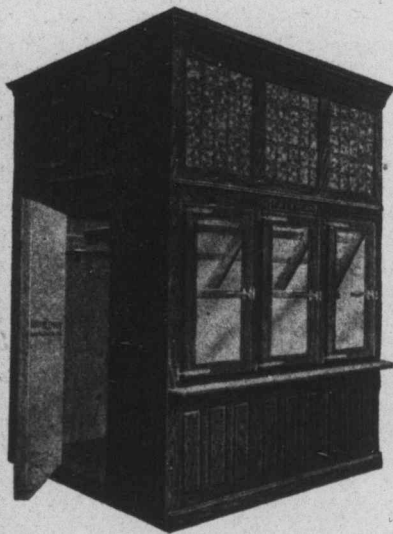
**Winnipeg.**  
FISH AND POULTRY.—Salmon and halibut are in fair supply, and probably  
(Continued on page 41.)



**Sell**  
**Jersey Farm Sausage**  
 —the line that will measure up to your expectations in quick sales and satisfied customers.  
**Maciver Bros. Co., Keating St., Toronto**

## You Want to Win the War?

Then save the ice. Ice costs money. Look into  
**FREEMAN'S DRY AIR REFRIGERATOR**



for BUTCHERS AND GROCERS.

Manufactured by  
**The W. A. Freeman Co., Limited**  
 Hamilton, Ont.

TORONTO—114 York Street, near King.  
 MONTREAL—D. H. H. Neil, 16 Notre Dame St. Uptown 8547.

Dry Air means better storage. Better storage better meats. Good Meats mean better trade. Better Trade means Bigger Business, Bigger Profits. This is what the merchant of today is looking for. We can help you in this line. ASK FOR A CALL. Buying a cheap refrigerator to save money is like stopping the clock to save time.

Write for a catalogue, which will contain a full line of different styles

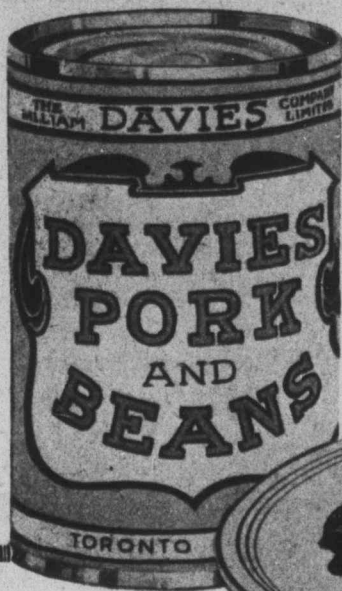
# Lard

Butter is advancing in price and will be higher owing to shortage of milk supplies. We can sell you finest Lard in all the usual styles of packages—from one-pound cartons to sixty-pound tubs.

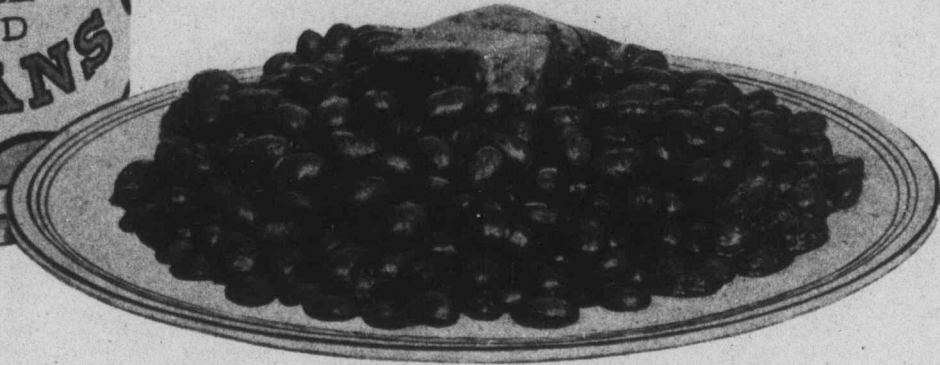
**F. W. FEARMAN CO.**  
 Limited  
 HAMILTON

## Advertising makes for a better product—

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



# FINE!



***“Easy to Sell—but Hard to Beat!”***

ILLUSTRATING a bright, quick seller, that's making a name for itself. Something good and appetizing—something nourishing and inexpensive—something that will move off your shelves in double-quick time and bring you quick profits and a welcome stream of “repeats.”

Here's the line you want to stock! For a tempting, wholesome article of food at low cost, nothing meets the demand like—

## DAVIES Pork and Beans

A real quality product — prepared from choice, whole, hand-picked beans—put up in attractively labelled tins—selling at a reasonable price.

No chance of a product like this falling asleep on the counter! Here's a bright, on-the-job, wide-awake seller that's bound to bring you profit. Order to-day.

*Sold in 1s (11 oz.) and 1½s (16 oz.)*

*Tins — Plain and with Tomato Sauce.*

THE WILLIAM **DAVIES** COMPANY LIMITED

TORONTO

MONTREAL

WINNIPEG

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

## Brunswick Brand

the Standard of  
Sea Food Quality



THESE high-grade sea foods will prove particularly saleable just now because fish-eating is becoming a national habit, and Brunswick Brand has the quality that will satisfy the most fastidious.

You can always recommend the Brunswick Brand lines. The care used in selecting only the very best fish, and the scientific and sanitary packing process guarantee the quality of Brunswick Brand A1 always.

Replenish your stock from the following:

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



**Connors Bros., Ltd.**  
BLACK'S HARBOR, N.B.

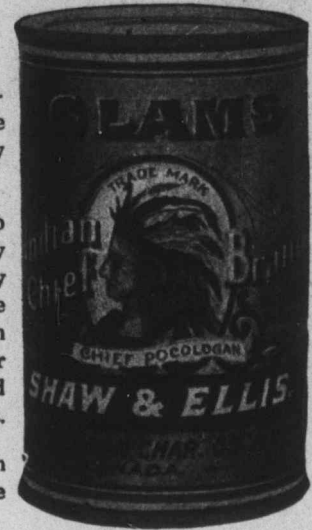
Economical, Wholesome and Easily Prepared

## INDIAN CHIEF BRAND CLAMS

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

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

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



Packed by

**SHAW & ELLIS**

Pocologan, N.B.

## FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

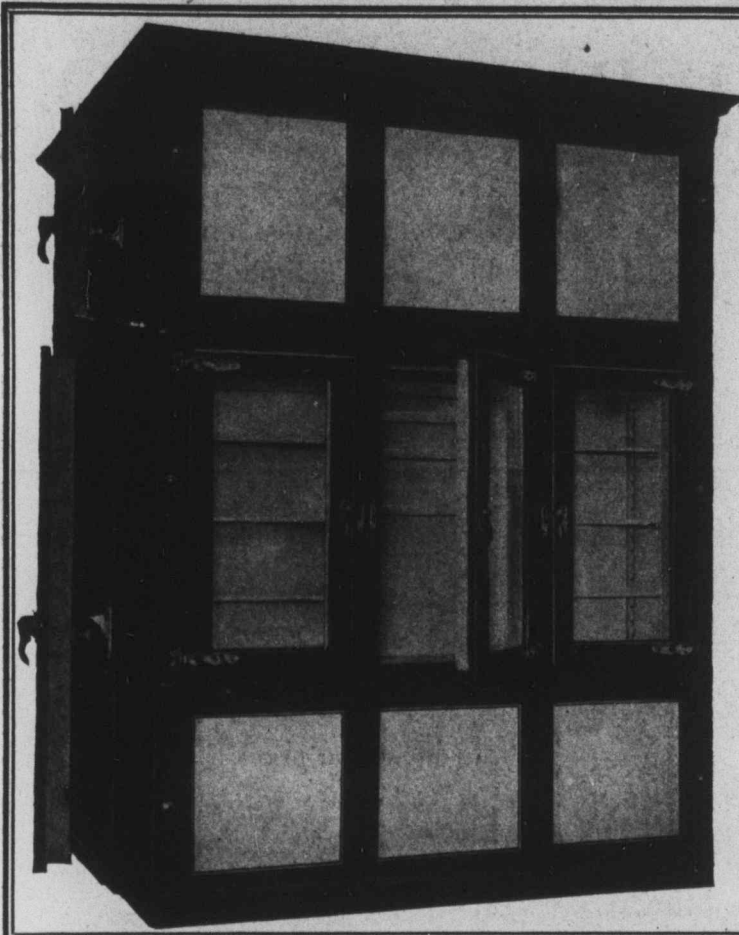
BRITISH MANUFACTURE

# GELATINES

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

SOLE AGENTS FOR CANADA

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



You'll need a  
**“EUREKA”**

in the Spring  
**THE TIME IS SHORT**

Place your order now and avoid the risk of advanced prices due to the growing scarcity of materials and labor.

EUREKA REFRIGERATORS are made in all sizes for all purposes—doors and windows on any side to suit any meat market or store without extra cost.

You need a good refrigerator and we offer you the “BEST”—“NOW” in good time for your spring trade.

**Eureka Refrigerator Co., Ltd.**  
 11 Colborne Street, - TORONTO

Phone Main 556

**FISH**

**FISH**

**FISH**



*Smoked*

- FINNAN HADDIES
- FILLETS
- CISCOES (Bowman Brand)
- KIPPERS
- BLOATERS
- KIPPERINES
- DIGBYS

*Salted*

- LAKE HERRING
- SEA HERRING
- COD
- MACKEREL
- TROUT

*Frozen*

- WHITES
- TULIBEES
- PICKEREL
- QUALLA
- COHOE
- HALIBUT
- HERRING

**SPECIAL.** Salted Lake Herring, headless and dressed, 60 fish to a pail  
 FOR PRICES—PHONE, WRITE, WIRE

**J. BOWMAN & CO.**

WHOLESALE FISH

Port Arthur, Ont.

66 JARVIS ST., TORONTO, ONT.

Montreal, Que.

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

# BRISTOL, SOMERVILLE & CO.

(Formerly Geo. E. Bristol & Co.)

HAMILTON

Rice on spot is scarce and we believe prices will be considerably higher. We have excellent values in Carolinas, Japans and Siam. Telephone us when wanting goods in a hurry.

Buy Pork and Beans for an advance.

BRISTOL, SOMERVILLE & CO.

## Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

### "SUPERIOR" BRAND HOPS

FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing ¼, ½ or 1-lb. packets.

#### R. E. BOYD & COMPANY

Agents for the Province of Quebec  
15 STE. THERESE ST. MONTREAL

#### DONALD H. BAIN CO.

AGENTS FOR THE CANADIAN NORTH-WEST

We manufacture the highest grade

## CANNING BOXES

in Canada

Write for prices.

W. C. Edwards & Co., Limited

OTTAWA, ONTARIO

## MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

### ANDW. MELROSE & CO.

Tea Merchants to the King  
EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W.  
MONTREAL

## STORE MANAGEMENT—COMPLETE

16 Full-Page  
Illustrations



272 Pages  
Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to Retail Advertising Complete  
\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

### THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW

JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.  
TORONTO

## 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.



## Mackay's Pearl Barley Flour

A "Barley Food" without a peer—the only Barley Food that is made in Canada.

Gives soups and gravies a delightful flavor. Particularly suitable for Infants, Invalids, Aged People and Nursing Mothers.

Every sale a "repeat." Try this line once and you'll sell it regularly.

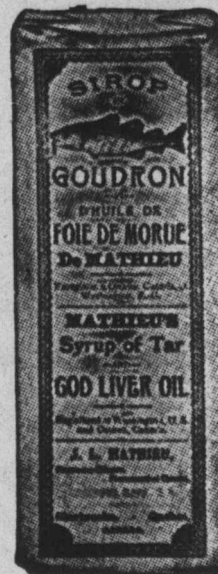
*It's the Real MacKay*

Recommended by Dr. McGill, Ottawa, Dominion Chemical Analyst.

Ask your wholesaler or write direct to

**John Mackay Co. Limited**  
Bowmanville, Ont.

## The Mathieu Lines are always in demand



Because both "Nervine Powders" and "Syrup of Tar" are thoroughly dependable, always giving results in keeping with their quality reputation. If you're not now selling these two favorites, write for trial supply.



**J. L. MATHIEU CO.**  
PROPRIETORS  
SHERBROOKE, QUEBEC

## TRY IT YOURSELF

and learn the merits of

# POPULAIRE'S Egg Powder

Send us your name and we will forward you sample without charge. We will be willing to allow your judgment to decide whether your customers will buy it.

**The Imperial Co., Regd.**  
645 St. Valier St. Quebec, P.Q.





### "KEYSTONE" Household Brushes

Extra fine quality—moderate price—good profit.

Floor Brushes  
Shoe Brushes  
Table Brushes  
Whisks  
Scrub Brushes  
Stove Brushes, Etc.

Write for Prices, Etc.

**STEVENS-HEPNER CO. LIMITED**  
Port Elgin, Ont.


Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

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



# Purity

## TABLE SALT




**Ask the other fellow**

Any dealer who has tried out the selling value of "Purity" Table Salt will tell you that it is a pretty good thing to bank on for bigger, better business. Housewives everywhere appreciate its unquestioned purity and economy. Purity Salt is made under ideal conditions in an up-to-the-minute plant, positively guaranteeing it pure to the last degree.

"Purity" Salt is unequalled for table or dairy use. It satisfies the most critical.

Now is an opportune time for you to test the popularity of this housewife's favorite seasoner.

Send in your order to-day.



**THE WESTERN SALT CO. LIMITED**  
COURTRIGHT ONT.



**Wonderful SOAP**  
SAFE PURE SPEEDY

The repeat selling that characterizes Wonderful Soap should warrant it a place in every Grocer's displays. Wonderful Soap always satisfies and there's a neat margin on every sale.

A Leader, "Crystal Soap Chips."

**Guelph Soap Co.**

Guelph Ont.

## QUOTATIONS FOR PROPRIETARY ARTICLES

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

<p><b>BAKING POWDER.</b></p> <p><b>ROYAL BAKING POWDER.</b></p> <table border="0"> <tr> <td style="text-align: right;">Size.</td> <td style="text-align: center;">Less than 10-case lots.</td> <td style="text-align: center;">Per doz.</td> </tr> <tr> <td>Dime .....</td> <td></td> <td>\$ 1 05</td> </tr> <tr> <td>4-oz. ....</td> <td></td> <td>1 50</td> </tr> <tr> <td>6-oz. ....</td> <td></td> <td>2 15</td> </tr> <tr> <td>8-oz. ....</td> <td></td> <td>2 80</td> </tr> <tr> <td>12-oz. ....</td> <td></td> <td>4 10</td> </tr> <tr> <td>16-oz. ....</td> <td></td> <td>5 25</td> </tr> <tr> <td>2 1/2-lb. ....</td> <td></td> <td>12 85</td> </tr> <tr> <td>5-lb. ....</td> <td></td> <td>24 50</td> </tr> </table> <p>F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.</p> <p style="text-align: center;"><b>JAMS.</b></p> <p style="text-align: center;"><b>DOMINION CANNERS, LTD.</b></p> <p>"Aylmer" Pure Jams and Jellies. Guaranteed Fresh Fruit and Pure Sugar Only.</p> <table border="0"> <tr> <td>Screw Vac top Glass Jars, 16 oz. glass 3 doz. case.</td> <td style="text-align: center;">Per doz.</td> </tr> <tr> <td>Blackberry .....</td> <td>\$2 95</td> </tr> <tr> <td>Currant, Black .....</td> <td>3 05</td> </tr> <tr> <td>Plum .....</td> <td>2 85</td> </tr> <tr> <td>Pear .....</td> <td>2 85</td> </tr> <tr> <td>Peach .....</td> <td>2 85</td> </tr> <tr> <td>Raspberry, Red .....</td> <td>3 15</td> </tr> <tr> <td>Raspberry and Red Currant..</td> <td>2 75</td> </tr> </table> <p style="text-align: center;"><b>DOMINION CANNERS, LTD.</b></p> <p style="text-align: center;"><b>CATSUPS—In Glass Bottles.</b></p> <table border="0"> <tr> <td></td> <td style="text-align: center;">Per doz.</td> </tr> <tr> <td>1/2 Pts. Delhi Epicure .....</td> <td>\$1 75</td> </tr> <tr> <td>1/2 Pts., Red Seal, screw tops</td> <td>1 40</td> </tr> <tr> <td>Pts., Delhi Epicure .....</td> <td>2 75</td> </tr> <tr> <td>Pts., Red Seal .....</td> <td>1 90</td> </tr> <tr> <td>Qts., Red Seal .....</td> <td>2 85</td> </tr> <tr> <td>Qts., Lynn Valley .....</td> <td>2 75</td> </tr> </table> <p style="text-align: center;"><b>BAKED BEANS WITH PORK.</b></p> <p style="text-align: center;">Brands—Canada First, Simcoe Quaker.</p> <table border="0"> <tr> <td></td> <td style="text-align: center;">Per doz.</td> </tr> <tr> <td>Individual Baked Beans, Plain 85c. or with Sauce, 4 doz. to case .....</td> <td>0 95</td> </tr> <tr> <td>1's Baked Beans, Plain, 4 doz. to case .....</td> <td>1 15</td> </tr> <tr> <td>1's Baked Beans, Tom. Sauce, 4 doz. to case .....</td> <td>1 25</td> </tr> <tr> <td>1's Baked Beans, Chili Sauce, 4 doz. to case .....</td> <td>1 25</td> </tr> <tr> <td>2's Baked Beans, Plain, 2 doz. to case .....</td> <td>1 75</td> </tr> <tr> <td>2's Baked Beans, Tom. Sauce, tall, 2 doz. to case .....</td> <td>2 00</td> </tr> <tr> <td>2's Baked Beans, Chili Sauce, tall, 2 doz. to case .....</td> <td>2 00</td> </tr> <tr> <td>Family, Plain, \$2.25 doz.; Family, Tomato Sauce, \$2.20 doz.; Family, Chili Sauce, \$2.20 doz.; 2's, Plain, Tall, \$2.75 doz.; 2's, Tomato Sauce, \$2.20 doz.; 2's, Chili Sauce, \$2.20 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.</td> <td></td> </tr> </table>	Size.	Less than 10-case lots.	Per doz.	Dime .....		\$ 1 05	4-oz. ....		1 50	6-oz. ....		2 15	8-oz. ....		2 80	12-oz. ....		4 10	16-oz. ....		5 25	2 1/2-lb. ....		12 85	5-lb. ....		24 50	Screw Vac top Glass Jars, 16 oz. glass 3 doz. case.	Per doz.	Blackberry .....	\$2 95	Currant, Black .....	3 05	Plum .....	2 85	Pear .....	2 85	Peach .....	2 85	Raspberry, Red .....	3 15	Raspberry and Red Currant..	2 75		Per doz.	1/2 Pts. Delhi Epicure .....	\$1 75	1/2 Pts., Red Seal, screw tops	1 40	Pts., Delhi Epicure .....	2 75	Pts., Red Seal .....	1 90	Qts., Red Seal .....	2 85	Qts., Lynn Valley .....	2 75		Per doz.	Individual Baked Beans, Plain 85c. or with Sauce, 4 doz. to case .....	0 95	1's Baked Beans, Plain, 4 doz. to case .....	1 15	1's Baked Beans, Tom. Sauce, 4 doz. to case .....	1 25	1's Baked Beans, Chili Sauce, 4 doz. to case .....	1 25	2's Baked Beans, Plain, 2 doz. to case .....	1 75	2's Baked Beans, Tom. Sauce, tall, 2 doz. to case .....	2 00	2's Baked Beans, Chili Sauce, tall, 2 doz. to case .....	2 00	Family, Plain, \$2.25 doz.; Family, Tomato Sauce, \$2.20 doz.; Family, Chili Sauce, \$2.20 doz.; 2's, Plain, Tall, \$2.75 doz.; 2's, Tomato Sauce, \$2.20 doz.; 2's, Chili Sauce, \$2.20 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.		<p style="text-align: center;"><b>"AYLMER" PURE ORANGE MARMALADE.</b></p> <table border="0"> <tr> <td></td> <td style="text-align: center;">Per doz.</td> </tr> <tr> <td>Tumblers, Vacuum Top, 2 doz. in case .....</td> <td>\$1 90</td> </tr> <tr> <td>12-oz. Glass, Screw Top, 2 doz. in case .....</td> <td>2 25</td> </tr> <tr> <td>16-oz. Glass, Screw Top, 2 doz. in case .....</td> <td>2 75</td> </tr> <tr> <td>16-oz. Glass Tall, Vacuum Top, 2 doz. in case .....</td> <td>2 75</td> </tr> <tr> <td>2's Tin, 2 doz. per case .....</td> <td>3 90</td> </tr> <tr> <td>4's Tin, 12 pails in crate, per pail .....</td> <td>0 68</td> </tr> <tr> <td>5's Tin, 8 pails in crate, per pail .....</td> <td>0 84</td> </tr> <tr> <td>7's Tin or Wood, 6 pails in crate .....</td> <td>1 15</td> </tr> <tr> <td>7's Tin or Wood, 4 pails in crate, per lb. ....</td> <td>0 16</td> </tr> <tr> <td>30's Tin or Wood, one pail crate, per lb. ....</td> <td>0 16</td> </tr> </table> <p style="text-align: center;"><b>BLUE.</b></p> <p>Keen's Oxford, per lb. .... 0 17 1/2 In cases 12—12 lb. boxes to case .....</p> <p style="text-align: center;"><b>COCOA AND CHOCOLATE</b></p> <p style="text-align: center;"><b>THE COWAN CO., LTD.</b></p> <p style="text-align: center;"><b>COCOA.</b></p> <table border="0"> <tr> <td>Empire Breakfast Cocoa, 2 doz. in box, per doz. ....</td> <td>\$2 45</td> </tr> <tr> <td>Perfection, 1/2-lb. tins, doz. ....</td> <td>2 45</td> </tr> <tr> <td>Perfection, 1/4-lb. tins, doz. ....</td> <td>1 25</td> </tr> <tr> <td>Perfection, 10c size, doz. ....</td> <td>95</td> </tr> <tr> <td>Perfection, 5-lb. tins, per lb. ....</td> <td>37</td> </tr> </table> <p style="text-align: center;">(Unsweetened Chocolate)</p> <table border="0"> <tr> <td>Supreme Chocolate, 12-lb. boxes, per lb. ....</td> <td>36</td> </tr> <tr> <td>Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. ....</td> <td>90</td> </tr> </table> <p style="text-align: center;"><b>Sweet Chocolate—</b></p> <table border="0"> <tr> <td></td> <td style="text-align: center;">Per lb.</td> </tr> <tr> <td>Queen's Dessert, 10c cakes, 2 doz. in box, per box .....</td> <td>1 30</td> </tr> <tr> <td>Diamond Chocolate, 7's, 4-lb. boxes .....</td> <td>1 15</td> </tr> <tr> <td>Diamond, 6's and 7's, 3 and 12-lb. boxes .....</td> <td>0 28</td> </tr> <tr> <td>Diamond, 1/4's, 6 and 12-lb. boxes .....</td> <td>0 28</td> </tr> </table> <p style="text-align: center;">Icings for Cake—</p> <p>Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz. .... 1 30</p> <p style="text-align: center;"><b>Chocolate Confections</b></p> <table border="0"> <tr> <td></td> <td style="text-align: center;">Per doz.</td> </tr> <tr> <td>Maple Buds, 5-lb. boxes .....</td> <td>\$0 39</td> </tr> <tr> <td>Milk medallions, 5-lb. boxes .....</td> <td>0 39</td> </tr> <tr> <td>Chocolate wafers, No. 1, 5-lb. boxes .....</td> <td>0 39</td> </tr> <tr> <td>Chocolate wafers, No. 2, 5-lb. boxes .....</td> <td>0 35</td> </tr> <tr> <td>Nonpareil wafers, No. 1, 5-lb. boxes .....</td> <td>0 33</td> </tr> <tr> <td>Nonpareil wafers, No. 2, 5-lb. boxes .....</td> <td>0 23</td> </tr> <tr> <td>Chocolate ginger, 5-lb. boxes .....</td> <td>0 42</td> </tr> <tr> <td>Milk chocolate wafers, 5-lb. boxes .....</td> <td>0 39</td> </tr> <tr> <td>Coffee drops, 5-lb. boxes .....</td> <td>0 39</td> </tr> <tr> <td>Lunch bars, 5-lb. boxes .....</td> <td>0 39</td> </tr> <tr> <td>Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box .....</td> <td>0 35</td> </tr> <tr> <td>Nut milk chocolate 1/4's, 6, lb. boxes, lb. ....</td> <td>0 30</td> </tr> <tr> <td>Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake .....</td> <td>0 75</td> </tr> <tr> <td>Almond nut bars, 24 bars, per box .....</td> <td>0 35</td> </tr> </table>		Per doz.	Tumblers, Vacuum Top, 2 doz. in case .....	\$1 90	12-oz. Glass, Screw Top, 2 doz. in case .....	2 25	16-oz. Glass, Screw Top, 2 doz. in case .....	2 75	16-oz. Glass Tall, Vacuum Top, 2 doz. in case .....	2 75	2's Tin, 2 doz. per case .....	3 90	4's Tin, 12 pails in crate, per pail .....	0 68	5's Tin, 8 pails in crate, per pail .....	0 84	7's Tin or Wood, 6 pails in crate .....	1 15	7's Tin or Wood, 4 pails in crate, per lb. ....	0 16	30's Tin or Wood, one pail crate, per lb. ....	0 16	Empire Breakfast Cocoa, 2 doz. in box, per doz. ....	\$2 45	Perfection, 1/2-lb. tins, doz. ....	2 45	Perfection, 1/4-lb. tins, doz. ....	1 25	Perfection, 10c size, doz. ....	95	Perfection, 5-lb. tins, per lb. ....	37	Supreme Chocolate, 12-lb. boxes, per lb. ....	36	Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. ....	90		Per lb.	Queen's Dessert, 10c cakes, 2 doz. in box, per box .....	1 30	Diamond Chocolate, 7's, 4-lb. boxes .....	1 15	Diamond, 6's and 7's, 3 and 12-lb. boxes .....	0 28	Diamond, 1/4's, 6 and 12-lb. boxes .....	0 28		Per doz.	Maple Buds, 5-lb. boxes .....	\$0 39	Milk medallions, 5-lb. boxes .....	0 39	Chocolate wafers, No. 1, 5-lb. boxes .....	0 39	Chocolate wafers, No. 2, 5-lb. boxes .....	0 35	Nonpareil wafers, No. 1, 5-lb. boxes .....	0 33	Nonpareil wafers, No. 2, 5-lb. boxes .....	0 23	Chocolate ginger, 5-lb. boxes .....	0 42	Milk chocolate wafers, 5-lb. boxes .....	0 39	Coffee drops, 5-lb. boxes .....	0 39	Lunch bars, 5-lb. boxes .....	0 39	Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box .....	0 35	Nut milk chocolate 1/4's, 6, lb. boxes, lb. ....	0 30	Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake .....	0 75	Almond nut bars, 24 bars, per box .....	0 35
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# MACLEAN'S

## MAGAZINE for FEBRUARY

John Bayne Maclean      Robert W. Service  
 Agnes C. Laut          George Bernard Shaw  
 Archie P. McKishnie    Alan Sullivan, *et al.*

## The Ending of the War—When? How?

JOHN BAYNE MACLEAN writes with amazing courage and information about the war situation, past and present, in the February issue of MACLEAN'S MAGAZINE. He tells of the bungling of politicians in Britain and elsewhere—men of Cabinet rank who balked the military and naval leaders, and in his exposures he includes some military and naval men. What Colonel Maclean writes rubs some men the wrong way—those who have "ostrich minds." But the whole English-speaking world is Colonel Maclean's debtor for publicly stripping away the concealments of truth, and letting the world see things as they actually are. Colonel Maclean's contribution is entitled "Why We Are Losing The War."

## The Eternal Irish Question

this time dealt with by that surprising, bold-thinking, unharnessed man, **George Bernard Shaw**. Mr. Shaw puts the Irish Question forward in a fresh way, and proposes a novel—yet not impracticable—solution. Writing in trenchant style, and always sensibly, Mr. Shaw is worth reading. MACLEAN'S MAGAZINE shares with a London (England) daily paper the right to publish this article by Mr. Shaw. In passing, we desire to suggest to you that the class and quality of articles and contributors which MACLEAN'S MAGAZINE is securing are matters for all Canada to have pride in.

- It scarcely needs to be said that such a wealth of good reading matter, much of it of first-class current interest, makes MACLEAN'S MAGAZINE take its place fairly alongside the best magazines in the world.

### FICTION

#### THE WINNING OF YOLANDE

A delightful love story, the third and last of a series by **Ethel Watts Mumford**.

#### IN THE SHADOW OF OLD CREATION

A strong story of adventure by **Archie P. McKishnie**.

#### THE PAWNS COUNT

Another long instalment of the secret service serial by **E. Phillips Oppenheim**.

#### THE MAGIC MAKERS

Second instalment of the strong Canadian serial story by **Alan Sullivan**.

#### ALL THE USUAL DEPARTMENTS

The Business Outlook.  
 The Investment Situation  
 Books  
 Women and their Work  
 Review of Reviews.

THE BEST NUMBER YET.

# At All News-Stands 20c.



**Here  
are  
saleable  
wash-  
boards**

Zinc, tin and glass washboards with basswood frames—good looking enough to make attractive displays and serviceable enough to satisfy the most particular housewife.

These washboards are dependable in every way. The zinc, tin and glass rubbing surfaces are very best quality and the basswood frames are entirely free from splintering and slivering.

There's a neat profit for you on every sale of these boards. Write us now and learn full particulars.

**The Wm. Cane & Sons Co.**  
LIMITED  
NEWMARKET, ONTARIO

**A  
growing  
demand**

is the feature of Marsh's Grape Juice in every community. Make your store the headquarters for Marsh's.



**The Marsh Grape Juice Company.**  
Niagara Falls - Ontario

**MacLaren Imperial Cheese Co., Ltd.**  
Ontario Agents

**Rose & Laflamme, Ltd.**  
Montreal, Que.

**CALIFORNIA FRUIT CANNERS ASSOCIATION**  
**CALIFORNIA RIPE OLIVES DEL MONTE BRAND**  
Size—  
2½-quart Tall Cylinder Can No. 1 Pint Cylinder Can....  
No. 16 Jar.....  
No. 4 Jar.....  
No. 10 Can.....

**YUBA BRAND**  
2½-quart Tall Cylinder Can..  
No. 1 Pint Cylinder Can....  
No. 10 Can.....  
Picnic Can.....

**BORDEN MILK CO., LTD.**  
**CONDENSED MILK**  
Terms net 30 days  
Eagle Brand, each 48 cans...\$8 75  
Reindeer Brand, each 48 cans 8 45  
Silver Cow, each 43 cans... 7 90  
Gold Seal, Purity, each 48 cans 7 75  
Mayflower Brand, each 48 cans 7 75  
Challenge Clover Brand, each 48 cans ..... 7 25

**EVAPORATED MILK**  
St. Charles Brand, Hotel, each 24 cans .....\$6 40  
Jersey Brand, Hotel, each 24 cans ..... 6 40  
Peerless Brand, Hotel, each 24 cans ..... 6 40  
St. Charles Brand, Tall, each 48 cans ..... 6 50  
Jersey Brand, Tall, each 48 cans ..... 6 50  
Peerless Brand, Tall, each 48 cans ..... 6 50  
St. Charles Brand, Family, each, 48 cans..... 5 50  
Jersey Brand, Family, each 48 cans ..... 5 50  
Peerless Brand, Family, each 48 cans ..... 5 50  
St. Charles Brand, small, each 48 cans ..... 2 60  
Jersey Brand, small, each 48 cans ..... 2 60  
Peerless Brand, small, each 48 cans ..... 2 60

**CONDENSED COFFEE**  
Reindeer Brand, "Large," each 24 cans ..... 5 75  
Reindeer Brand, "Small," each 48 cans ..... 6 00  
Regal Brand, each 24 cans... 5 40  
Cocoa, Reindeer Brand, large, each 24 cans ..... 5 75  
Reindeer Brand, small, 48 cans 6 00

**CARNATION MILK PRODUCTS CO., LTD.**  
All points east of and including Fort William, in Ontario, Quebec and Maritime Provinces.  
**EVAPORATED MILK**  
Per case  
Carnation, 16-oz. talls (48 cans per case) .....\$6 40  
Carnation, 6-oz. baby (96 cans per case) ..... 5 40  
Canada First, 16-oz. talls (48 cans per case) ..... 6 25  
Canada First, 6-oz. baby (48 cans per case) ..... 2 60  
Canada First, 12-oz. family (48 cans per case) ..... 5 50  
Canada First, 32-oz. hotel (24 cans per case) ..... 6 15

**GELATINE**  
Knox Plain Sparkling Gelatine (2-qt. size), per doz..... 1 75  
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz. .... 1 85  
Cox's Instant Powdered Gelatine (2-qt. size), per doz... 1 35

**W. CLARK LIMITED MONTREAL**  
Assorted meats, 1s. \*\$4.25.  
Compressed Corn Beef—¼s. \*\$2.90; 1s. \*\$4.25; 2s. \$9; 6s. \$34.75; 14s. \*\$75.  
Lunch Ham—1s. \*\$4.25; 2s. \$8.  
Ready Lunch Beef—1s. \*\$4.25; 2s. \$9.  
English Brawn—¼s. \$2.50; 1s. \$3.50; 2s. \$5.50.  
Boneless Pigs' Feet—¼s. \$2.50; 1s. \$3.50; 2s. \$5.50.  
Roast Beef—¼s. \$2.90; 1s. \$4; 2s. \*\$8.85; 6s. \$34.75.  
Boiled Beef—1s. \$4; 2s. \$8.85; 6s. \$34.75.  
Jellied Veal—¼s. \$2.90; 1s. \$4.25; 2s. \$9.  
Corned Beef Hash—¼s. \$2; 1s. \$3.50; 2s. \$5.50.  
Beefsteak and Onions—¼s. \$2.90;

1s. \$4.25; 2s. \$8.50.  
Cambridge Sausage, 1s. \$4; 2s. \$8.  
Lamb's Tongues, ¼s.  
Sliced Smoked Beef, tins, ¼s. \$2.35; 1s. \$3.35; 4s. \$20.  
Sliced Smoked Beef, glass, ¼s. \$1.75; ½s. \$2.75; 1s. \$3.50.  
Tongue, Ham and Veal Pate, ¼s. \$1.95.  
Ham and Veal Pate—¼s. \$1.95.  
Potted and Devilled Meats, tins—Beef Ham, Tongue, Veal, Game, Beef, Meats Assorted, ¼s. 70c; ½s. \$1.35.  
Potted Meats, Glass—Chicken, Ham, Tongue, Venison, ¼s. \$2. \$7.50; 1½s. \$12; 2s. \$15.50; 2½s. \$17.50; 3s. \$19.00; 3½s. \$20.50; 6s. \$45.00.  
Ox Tongues, glass, 1½s. \$14; 2s. \$17.  
Mince meat, in tins, 1s. \$2.70; 2s. \$3.80; 5s. \$12.  
In Pails, 5 lbs., 20c; 10 lbs., 19¼c; 25 lbs., 17c lb.  
In 50-lb. Tubs, 17c lb.  
In 85-lb. Tubs, 16¼c lb.  
Clark's Peanut Butter—Glass Jar. ¼, \$1.22; ½, \$1.70; 1, \$2.25.  
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c.  
Clark's Tomato Ketchup, 8-oz., \$2.25; 12-oz., \$2.80; 16-oz., \$3.50.  
Pork and Beans, Plain (pink label), Talls, ind., 85c; 1s. \$1.15; 1½s. \$1.60; 2s. \$1.75; 3s. flats, \$2.45; 3c. talls, \$2.75.  
Pork and Beans, Tomato Sauce, blue label), Talls, 1s. \$1.25; 1½s. \$1.85; 2s. \$2; 3s. talls, \$3.20; 3s. flat, \$2.90.  
Individuals, 95c doz.  
Pork and Beans, Chili (red and gold label), 1s. \$1.25; 1½s. \$1.85; 2s. tall, \$2; 3s. flat, \$2.90.  
Vegetarian Baked Beans, Tomato Sauce, 2s. talls, \$2.  
Clark's Chateau Chicken Soup, \$1.75.  
Clark's Chateau Concentrated Soups, Vegetable, Mulligatawny, Oxtail, Scotch Broth, Mock Turtle, Consommee, Tomato, Mutton Broth, Pea, Julienne, Vermicelli Tomato, Green Pea, Celery, \$1.25.  
1 doz. per case, at \$10.00; 10-oz. bottles, \$5.00.  
No. 1 assorted, \$1.30; No. 2 assorted, \$1.30.  
Spaghetti with Tomato and Cheese, ¼s. \$1.30; 1s. \$1.75; 3s. \$2.90 doz.  
Fluid Beef Cordials, 20-oz. bottles, 1 doz. per case, at \$10 per doz.; 10-oz. bottle\* \$5.  
Canadian Boiled Dinner, 1s. \$2.50.  
English Plum Puddings, 1s. 2s.  
Ready Lunch Veal Leaf—¼s. \$1.95; 1s. \$3.90.  
Ready Lunch Beef Ham Leaf—¼s. \$1.95; 1s. \$3.90.  
Ready Lunch Beef Leaf—¼s. \$1.95; 1s. \$3.90.  
Ready Lunch Assorted Leaves—¼s. \$2.00; 1s. \$3.95.  
Geneva Sausage—1s. \$4.25; 2s. \$8.25.  
Roast Mutton—1s. 2s. 6s.  
Boiled Mutton—1s. 2s. 6s.  
Cooked Trine—1s. \$2.50; 2s. \$4.25.  
Stewed Ox Tail—1s. \$2.50; 2s. \$4.50.  
Stewed Kidney—1s. \$4.00; 2s. \$7.00.  
Minced Collons—¼s. \$2.00; 1s. \$3.25; 2s. \$6.00.  
Sausage Meat—1s. \$3.50; 2s. \$5.50.  
Jellied Hocks—2s. \$3.00; 6s. \$25.00.  
Irish Stew—1s. \$3.50; 2s. \$5.50.  
Boneless Chicken—¼s. \$6.00; 1s. \$9.00.  
Lunch Tongue—¼s. 1s. 2s.  
Tongue, Lunch—1s.  
Chateau Brand Pork and Beans—1s. \$1.60; 2s. \$2.10; 3s. \$3.50.  
Tomato Sauce, individual, \$1.00;  
Plain Sauce, individual 95c; 1s. \$1.50; 2s. \$2.05; 3s. \$3.25.  
Smoked Geneva Sausage—¼s. \$1.95.  
Pate de Foie—¼s. 65c; ½s. \$1.30.  
Lunch Tongue, in glass, 1s.  
Mince meat, in glass—1s. \$2.25.  
Briquet Beef, in glass—1s.  
Chicken Breasts, in glass—1s.

**COLMAN'S OR KEEN'S MUSTARD:**  
Per doz. tins  
D. S. F., ¼-lb. .... \$ 1 35  
D. S. F., ½-lb. .... 3 50  
D. S. F., 1-lb. .... 6 80  
F. D., ¼-lb. .... 1 15  
Per jar  
Durham, 4-lb. jar, each..... 1 30  
Durham, 1-lb. jar, each..... 0 37

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



# JAPAN TEA

The tender leaves — carefully picked and more carefully prepared—impart that same charm to your cup of Japan Tea as to the sacred tea ceremonial of Japan. Japan Tea carries a government guarantee of purity.



*"Tea purifies the blood  
and cheers the heart!"*

—Ten Rhyme,  
8th Century.

17

One of the Ads. in our Consumer Advertising Campaign

PEOPLE who look for and appreciate "something different" find their true ideal of tea goodness in this sweet, natural product of Sunny Japan. And you, Mr. Grocer, will find Japan Tea an excellent seller, a sure repeater and a good profit-maker.

# Charbonneau

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

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

## CHARBONNEAU LIMITED

330 Nicolet Street - MONTREAL

DISTRIBUTORS:—Ontario: C. Morris & Co., Toronto; Ottawa and District: H. D. Marshall, Ottawa; Winnipeg: The Robt. Gillespie Co., Winnipeg.

### What Three Canadian Brothers Fighting in France Write to Their Parents

From letters of three brothers fighting in France

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

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

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

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

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

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

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

**Delicious without milk—relieves fatigue and tired nerves.**

**JELL-O**

**GENESEE PURE FOOD CO.**  
 Assorted case, 4 dozen..\$4 00 \$4 20  
 Lemon, 2 dozen ..... 2 10  
 Orange, 2 dozen ..... 2 10  
 Raspberry, 2 dozen ..... 2 10  
 Strawberry, 2 dozen ..... 2 10  
 Chocolate, 2 dozen ..... 2 10  
 Peach, 2 dozen ..... 2 10  
 Cherry, 2 dozen ..... 2 10  
 Vanilla, 2 dozen ..... 2 10  
 Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

**JELLO ICE CREAM POWDERS.**  
 Assorted case, 2 dozen.....\$ 2 50  
 Chocolate, 2 dozen ..... 2 50  
 Vanilla, 2 dozen ..... 2 50  
 Strawberry, 2 dozen ..... 2 50  
 Lemon, 2 dozen ..... 2 50  
 Unflavored, 2 dozen ..... 2 50  
 Weight, 11 lbs. to case. Freight rate, 2d class.

**KLIM**

Hotel size, 6 10-lb. tins to case .....\$15.50  
 Household size, 1-lb., 24 to case ..... 6.30  
 Sample size, 4-oz., 48 to case 4.50

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

**BRANTFORD BRANDS**  
 Laundry Starches—  
 Boxes  
 40 lbs. Canada Laundry.... .09½  
 40 lbs., 1 lb. pkg., White Gloss ..... .10  
 48 lbs., No. 1 White or Blue Starch, 3-lb. cartons..... .10½  
 100-lb. kegs, No. 1 white.. .10  
 200-lb. bbls., No. 1 White.. .10  
 30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs... .11  
 48 lbs., Silver Gloss, in 6-lb. tin canisters ..... .12½  
 36 lbs. Silver Gloss, in 6-lb. draw lid boxes ..... .12½  
 100 lbs., kegs, Silver Gloss, large crystals ..... .10½  
 40 lbs., Benson's Enamel, (cold water), per case.... 3.25  
 20 lbs. Casco Refined Potato Flour, 1-lb. pkgs. .... .18  
 Celluloid, 45 cartons, case.. 4.50  
**Culinary Starch.**  
 40 lbs., W. T. Benson & Co.'s Celebrated Prepared ..... .11  
 40 lbs. Canada Pure Corn.. .10  
 20-lb. Casco Refined Potato Flour, 1-lb. pkgs. .... .18  
 (20 lb. boxes ¼c higher).

**BRANTFORD STARCH**

Ontario and Quebec.  
 Laundry Starches—  
 Canada Laundry ..... 0.10½  
 Boxes about 40 lbs..... 0.10½  
**Acme Gloss Starch—**  
 1-lb. cartons, boxes of 40 lbs. 0.11  
**First Quality White Laundry—**  
 3-lb. canisters, cs. of 48 lbs. 0.11½  
 Barrels, 200 lbs. .... 0.11  
 Kegs, 100 lbs. .... 0.11  
**Lily White Gloss—**  
 1-lb. fancy carton cases, 30 lbs. .... 0.12  
 8 in case ..... 0.13½  
 6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case.... 0.13½  
 Kegs, extra large crystals, 100 lbs. .... 0.11½  
**Canadian Electric Starch—**  
 Boxes containing 40 fancy pkgs., per case ..... 3.50  
**Celluloid Starches—**  
 Boxes containing 45 cartons, per case ..... 4.50  
**Culinary Starches—**

**Challenge Prepared Corn—**  
 1-lb. pkts., boxes of 40 lbs. 0.10  
**Benson's Prepared Corn—**  
 1-lb. pkts., boxes of 40 lbs. 0.11  
**Casco Refined Potato Flour**  
 1-lb. pkts., 20-lb boxes.... .18  
 (20-lb. boxes ¼c higher than 40's except Potato Flour).

**SYRUP**

**THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.**

**Perfect Seal Jars, 3 lbs., 1 doz. in case .....\$4.25**  
 2-lb. tins, 2 doz. in case.... 4.65  
 5-lb. tins, 1 doz. in case.... 5.20  
 10-lb. tins, ½ doz. in case.. 4.95  
 20-lb. tins, ¼ doz. in case.. 4.90  
 (Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs.....\$0.07  
 Half bbls., about 350 lbs... 0.07½  
 ¼ bbls., about 175 lbs.... 0.07½  
 2-gal. wooden pails, 25 lbs. 2.15  
 3-gal. wooden pails, 28½ lbs. .... 3.25  
 5-gal. wooden pails, 65 lbs. 5.25

**LILY WHITE CORN SYRUP**

2-lb. tins, 2 doz. in case....\$5.15  
 5-lb. tins, 1 doz. in case.... 5.70  
 10-lb. tins, ½ doz. in case. 5.45  
 20-lb. tins, ¼ doz. in case. 5.40

**ST. LAWRENCE SUGAR REFINING CO.**

**Crystal Diamond Brand Cane Syrup**  
 2-lb. tins, 2 doz. in case.....\$5 50  
 Barrels, per 100 lbs. .... 8 00  
 ½ barrels, per 100 lbs..... 8 25

**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..... .90  
**Card Outfits, Black and Tan. 3.50**  
**Metal Outfits, Black and Tan. 4.50**  
**Creams, Black and Tan ..... 1.25**  
**White Cleaner ..... 1.25**

**IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH**

Black Watch, 8½s, lb.....\$ 0 65  
 Bobs, ½s ..... 0 64  
 Currency, 8s ..... 0 62  
 Stag Bar, 7½s, boxes 6 lbs. 0 61  
 Pay Roll, thick bars, 1-10s.. 0 80  
 Pay Roll, plug, 10s and 6-lb. caddies ..... 0 80  
 Shamrock 9s, ½ cads., 12 lbs., ¼ cads., 4 lbs..... 0 70  
 Great West Pouches, 10s, 3-lb. boxes, ½ and 1-lb. lunch boxes ..... 0 80  
 Forest and Stream, tins, 12s, 2 lb. cartons ..... 0 98  
 Forest and Stream, ¼s, ½s and 1-lb. tins ..... 0 96  
 Forest and Stream, 1-lb. ..... 1 15  
 Master Workman, 10s, 2 lb. cartons ..... 0 80  
 Master Workman, bars, 6s, 2/3s, ½ butts, 9-lb. boxes, 3 lbs. .... 0 79  
 Derby 8½s, ½ butts, 8½-lb. boxes ..... 0 70  
 Golden Rod, 8s..... 0 64  
 Ivy, 8s, ½ butts, 9 lb. boxes 0 64  
 Old Virginia, 10s ..... 0 87

Fig Leaf, 8s..... 0 64  
 Old Kentucky (bars), 6½s, boxes, 6 lbs..... 0 80  
 Queen's Navy (bars), 6½s, 5½-lb. boxes ..... 0 72  
 Walnut, 9s ..... 0 70

# FISH FOR LENT

EVERY day is a Lenten Fish Day this winter. More fish consumed, more sold and the public are buying more freely. Are you getting your share of this business?

A FULL ASSORTMENT

**Pickled                  Salted                  Frozen                  Smoked**

Our service is unexcelled. The quality the best. Prices as low as it is possible to do business on.

Winter Caught Whitefish, Tulibeas, Pickerel, Halibut, Qualla Salmon, Cohoe Salmon, Smelts, Flounders, Tom Cods.

Herrings — Both Sea and Lake Superior, Frozen or Salted.

Ciscoes, Haddies, Fillets, Oysters.

*Every Variety You Want.*

**WHITE & CO., LIMITED**  
Wholesale Fruits and Fish  
**TORONTO**

Fruit Phone: Main 6243.

Fish Phone: Main 6567.

## California Oranges

Crop this season running heavy to large sizes. Small, very scarce.

## Florida Oranges

are exceptionally fine quality this season. We have car extra fancy fruit due Monday, if medium sizes wanted. Good quality.

Order Floridas also Florida Tangerines

## California Celery

We have car extra fancy, good sizes, due Monday.

*Send us your order  
The House of Quality*

**HUGH WALKER & SON**  
GUELPH, ONTARIO

*Established 1861*

## APPLES

With high-priced Oranges this spring Apples will be heavy sellers.

### REMEMBER

You can draw on us for a bountiful supply of good varieties.

### Fine Northwestern Fruit in Boxes

Every Apple Extra Fancy and wrapped to protect from dirt or disease. Finest Eating Quality.

### All the Best Kinds of Apples

from Michigan, Nova Scotia and Ontario. Fancy Kings, Starks, Baldwins and other varieties.

### CALIFORNIA ORANGES

will run large sizes, mostly 100's and 126's.

### FLORIDA PINEAPPLE ORANGES

Beautiful, juicy, high-colored fruit. DESIRABLE SIZES.

### CALIFORNIA CELERY

We have car Extra Fancy. Best Sizes. Now Rolling.

Everything in Fruit and Vegetables.

*Send Us Your Orders.*

**DUNCANS, LIMITED**  
North Bay, Sudbury, Cobalt, Timmins

# Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



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

# LICORICE

Owing to the critical situation in the Licorice industry occasioned by the scanty importations of Licorice Root and the unparalleled advances in the cost of same, due to war conditions, we have found it necessary to conserve our stocks and confine the sale of our Y & S brand of STICK LICORICE to the new 10c carton package *only*. These will contain 30 individual cartons to box; 20 and 32 boxes to case. Deliveries beginning about the middle of December.

**National Licorice Company**  
MONTREAL, CAN.

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# Wanted

## CLASSIFIED ADVERTISING

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

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

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

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

### BUSINESS FOR SALE

**GOOD GROCERY, FLOUR AND FEED BUSINESS**, stock and buildings, in thriving town; reasons for selling, ill health; apply Box 619, Tottenham, Ont.

**FOR SALE**—Solid brick store and dwelling, with good grocery business, shelves, counters go with store, owner leaving city needs the money, price \$4,700, \$1,000 cash. Apply L. Dodson, 375 Sammen Ave. Danforth Car to Cedarvale Ave.

**GENERAL STORE BUSINESS FOR SALE** AS a going concern carrying a stock of \$25,000, and doing a good business, situated in a thriving village in Western Ontario; good brick building also for sale, or to rent; best reasons for selling; owner will leave \$10,000 in the business at 6% interest. Apply, Box 276, Canadian Grocer.

**GROCERY BUSINESS, TORONTO, FIVE** thousand dollars, doing fifty thousand yearly; established 20 years. Genuine paying business. Apply, Box 275, Canadian Grocer.

### AGENTS WANTED

**TRAVELLERS—GOOD SIDE LINE, SOLICIT** from merchants accounts for us to collect. Reliable agency. Nagle Mercantile Agency, Westmount, Que.

### POSITION WANTED

**YOUNG MARRIED MAN WITH 15 YEARS'** retail experience, desires position as traveller with good wholesale or specialty house. Highest references. Box 272, Canadian Grocer.

**THOROUGHLY EXPERIENCED GROCERY** man, married, ten years retail trade, desires travelling position. Apply Box 277, Canadian Grocer.

### LINES WANTED

**GROCERY TRAVELLER, WORKING EVERY** store on Prince Edward Island monthly, wants side lines on commission. Apply Box 12, Charlottetown, P.E.I.

**A RELIABLE SALESMAN HAVING A GOOD** connection with the grocery trade, is open for a first-class grocers' specialty line for British Columbia and Alberta. Apply Box 270, Canadian Grocer.

## TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

**CANADIAN GROCER** offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

### FIXTURES WANTED

**WANTED**—A USED DISPLAY REFRIGERATOR for meats—must be up-to-date and a bargain. J. A. Mulligan, Wardsville, Ont.

### AGENCIES WANTED

**ON ACCOUNT OF PROHIBITION COMING** into force on the 1st May I have had to relinquish several good liquor agencies, and am now open for some new agencies. Anything to sell the Wholesale Provision Merchants and Wholesale and Retail Grocers. Albert Dunn, 17 Sault-au-Matelot Street, Quebec.

### FOR SALE

**A DAYTON MEAT SLICING MACHINE** IN good order, cost \$125, for \$75 f.o.b. car. Gilbert's Grocery, Kingston, Ont.

### FIXTURES FOR SALE

**GREAT BARGAIN—LATEST MODEL CASH** registers for sale; perfect order; machines worth \$750 to \$900. Machines can be seen at Loblaw's Stores, Ltd., 895 Queen St. East, Toronto.

**EVERY MERCHANT WHO SEEKS MAXIMUM** efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 113 Sumach St., Toronto.

### MISCELLANEOUS

**GROCERS—INCREASE YOUR PROFITS** selling Neal's Bread; shipping service unexcelled (Western Ontario delivery only); four factories: Windsor, London, Sarnia, St. Thomas. Neal Baking Co.

### GOODS FOR SALE

**ARE YOU OVERSTOCKED IN SOME LINES** which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

### POSITION VACANT

**MR. CLERK, YOU WANT TO BETTER** yourself. You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.



# Buyers' Guide

## FOR SALE

CHOICE DRESSED POULTRY.  
SELECTED EGGS, OLEOMARGARINE,  
CHOICE DAIRY BUTTER.

C. A. MANN & CO.  
78 KING ST. LONDON, ONT.

## BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

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

THE TRENT MFG. CO., LTD.  
TRENTON ONTARIO

## HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.

We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers Western Agents  
Ho-Mayde Products Co. C. & J. Jones  
TORONTO WINNIPEG

## SUCHARD'S COCOA

The Highest Quality  
Most Reasonably Priced  
"Quality" Cocoa.  
On Sale Anywhere.

FRANK L. BENEDICT & CO.  
Agents Montreal

## LARGEST CANADIAN DEALER

ADEL 760 WASTE PAPER  
E. PULLAN TORONTO

# SPOT CASH

FOR  
Tea LEAD

SHIP AT ONCE  
INDEPENDENT METAL  
COMPANY, Limited  
175 King St. East  
TORONTO

Long Distance Phone, Main 2378

# OAKLEY'S KNIFE POLISH

20-102-5788



JOHN OAKLEY & SONS, LIMITED  
LONDON, S.E. 1, ENGLAND

### AGENTS:

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

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

60-62 JARVIS ST.

TORONTO SALT WORKS  
GEO. J. CLIFF



## PAPER BALERS

All-Steel  
"Fireproof"

Made in 12 sizes.

Send for catalog.

Climax Baler Co.  
Hamilton Ontario

## Cash in on Your Book Debts

Get that which is rightfully yours.

WE CAN TURN THOSE BOOK DEBTS OF YOURS INTO MONEY if you'll just authorize us to do so

Our organization is big enough to collect quickly anywhere.

Ask to see our special forms. They'll be mailed you free.

The Nagle Mercantile Agency  
Westmount (Montreal) Que.

## WANT ADS.

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

TRY IT OUT

15 cents

# VOLPEEK

MENDS POTS & PANS



Tell your customers how easily they can repair leaky kitchen utensils with VOL-PEEK. They require no tools. VOL-PEEK can be applied with the fingers and the mended article will be ready for use as good as new—in two minutes or less. VOL-PEEK is wanted in every home. Show it in your store and get a share of the demand. Put up in attractive display stands. Order from us direct or ask your wholesaler.

H. NAGLE & CO., Box 2024, Montreal

# KING GEORGE'S NAVY

CHEWING  
TOBACCO

**Swing lots of extra business your way**

Once the men-folk of your town get "wise" to the real goodness of King George's Navy "Chewing" and to the fact that you are selling it, your sales will rapidly increase and your profits grow accordingly.

Never be without a good, big supply of this delightfully toothsome chew.



Rock City Tobacco Co., Ltd.

## The Submarine Menace

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

## SPRATT'S DOG CAKES

*Poultry Foods, Canary  
and Parrot Mixtures*

pending the removal of the embargo, can be obtained from

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

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

When in need of

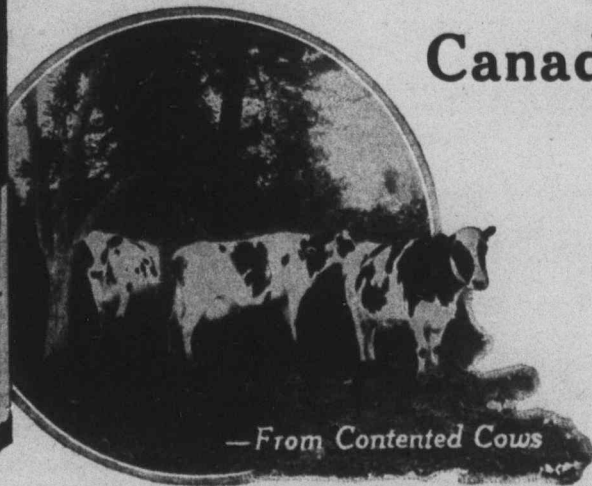
Wrapping Paper  
Twines & Cordage

**B**rooms  
Brushes  
Baskets

Grocers' Sundries

Walter Woods & Co.  
Hamilton & Winnipeg

# We Guarantee the Quality of Carnation Milk and Canada First Milk



MADE IN  
CANADA

**Carnation Milk** is known by thousands of housewives by our famous slogan—"From Contented Cows." This was brought about by constant, well directed advertising. This same advertising has made the grocer universally known as the Carnation Milkman.

By taking advantage of this dealer co-operation you can put Carnation into the majority of homes in your district. Once you stock your shelves with Carnation Milk—"From Contented Cows" and let your customers know that you are the Carnation Milkman for your district, your monthly sales total will show the result.

The Dominion Government standard for unsweetened, evaporated milk is 7.2% butterfat content. Carnation Milk has a butterfat content of 7.8%. This .6% more butterfat than required means—higher quality.

The quality of Canada First is backed by Government Bulletin No. 208, issued in 1910, and Government Bulletin No. 305, issued in 1915. This popular brand of evaporated milk is used for every milk use by thousands of housewives throughout the Dominion.

Your jobber has these brands, or can get them for you.

For store advertising material and information write to our nearest representative listed below:

D. Stewart Robertson & Sons, Kingston, Ont.  
R. S. McIndoe, Toronto, Ont.  
H. D. Marshall, Ottawa, Ont.  
John Bickle & Greening, Hamilton, Ont.  
J. Harley Brown, London, Ont.  
J. Hunter White, St. John, N.B.  
Rose & Lafamme, Montreal, Que.  
Dastous & Co., Reg., Sherbrooke, Que.  
Mitchell & Tureotte, Quebec, P.Q.

Tees & Perse, Ltd., Winnipeg, Man.  
Tees & Perse, Ltd., Fort William, Ont.  
Tees & Perse, Ltd., Regina, Sask.  
Tees & Perse, Ltd., Moose Jaw, Sask.  
Tees & Perse, Ltd., Saskatoon, Sask.  
Tees & Perse of Alta., Ltd., Calgary, Alta.  
Dominion Brokerage Co., Edmonton, Alta.  
Oppenheimer Bros., Ltd., Vancouver, B.C.  
Pyke Bros., Halifax, N.S.



**CARNATION MILK PRODUCTS CO., LTD.**  
AYLMER, ONTARIO