

**PAGES
MISSING**

FEATURING—SELLING CHRISTMAS GOODS EARLY

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXIX

PUBLICATION OFFICE : TORONTO, DECEMBER 3, 1915

No. 49



DOMESTIC SIZE

"SILENT 5's"
"SAFELIGHT"
"RED BIRD"
"GOLDEN TIP"
"BUFFALO"
"HOME"

POCKET SIZE

"PONY SILENT"
"EVER READY"
"COMET SILENT"
"SESQUI 50's"

POCKET SIZE SAFETIES

"CAPITAL"
"EDDY"
"EDDYSTONE"
"COMET"

WAX VESTAS

In 7 Sizes

FLAMERS AND GASLIGHTERS

Eddy's matches have set the pace for sixty-four years. They are still leading strong with their latest developments, the result of scientific research. When something new is discovered in chemistry to produce better lights, there'll be another addition to the Eddy match family.

EDDY'S MATCHES, like EDDY'S WASH-BOARDS, FIBREWARE, WRAPPING and other PAPERS, PAPER BAGS, etc., set the Standard of Quality, Canada over.

EDDY
ESTABLISHED A.D. 1851.

CANADIAN GROCER

Little
Miss
"MAIDEN"
CANADA

Registered



"Handle Big Things"

COWAN'S
Perfection
COCOA

Make big sales this year.

The Largest Selling Package Sugar in Canada. And Why?

Here is what some housewives think of
Lantic Sugar in original packages

From **TORONTO, ONT.**

"Lantic Sugar is excellent. Best I have ever used."

From **ELORA, ONT.**

"I always buy my Lantic Sugar in cartons."

From **East Branch, N.S.**

"I have just begun to use Lantic Sugar and find it splendid."

From **MONTREAL**

"Am now using Lantic Sugar and find it much better and finer than any I have ever used. My grocer supplies me with it every week."



From **SUDBURY**

"Lantic Sugar is giving me the utmost satisfaction in every way as to purity, cleanliness and neatness of package; there also being full weight, as I proved."

From **FALMOUTH, N.S.**

"I prefer Lantic Sugar to any I have used."

From **HAMILTON**

"The 100 lbs. we bought made a life patron for Lantic Sugar."

From **LONDON**

"I much prefer Lantic to any other Sugar."

In 2 and 5 lb. cartons—and 10, 20 and 100 lb. bags.

THE ATLANTIC SUGAR REFINERIES, LIMITED
MONTREAL

You can pin your faith to
these two—

Codou's Macaroni and Le Calice Soap

They are no newcomers in the Grocery world. Their selling merits long ago established and built securely on popular approval make them favorites with progressive dealers everywhere.

"Codou's" Macaroni

will always be a popular line with the thrifty Canadian housewife. Besides solving the old, old problem of *paying less* for better things to eat, Codou's wins on its sterling food value — something vastly different from the every-day macaroni.

—And about Soap

A good soap is always appreciated by every one of your customers. But if you have not yet tried the selling value of

Le Calice Castile Soap

you cannot fully realize how very much this appreciation means to *you*.

Le Calice is made from the purest oils, being both antiseptic and healing. No ingredients enter into its manufacture that would injure the most sensitive skin, or the most delicate fabric.

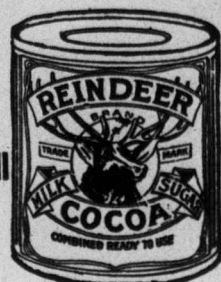
Featuring "*Codou's*" and "*Le Calice*" during the Winter months will put many extra dollars in your cash register. Look over your stock to-day.

Arthur P. Tippet & Co.

Agents

MONTREAL

TORONTO



**Unquestioned purity,
convenient utility, and
absolute satisfaction**
—that's Borden products

Progressive Grocers everywhere sell Borden Products. They find it profitable to feature Borden's—the better selling line whose popularity is built on over seventy years of satisfaction-giving service.

Borden's is known in your community—is known everywhere as a result of our extensive advertising. Wherever displayed, this well-known line never fails to pull profitable business.

Get a small trial order, make a little window or counter display and see the amount of repeat business Borden's produces.

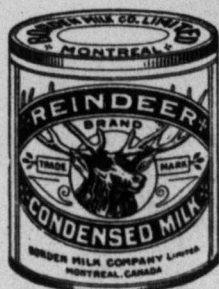
Ask your wholesaler or write direct.

Borden Milk Co., Limited
LEADERS OF QUALITY
MONTREAL

Branch Office:



No. 2 Arcade Bldg.
Vancouver, B.C.



Xmas Wines

Lytle's Xmas Wine list includes port, cherry, grape, etc.—every one of which should be included in your Xmas stock if you wish to reap your full share of the season's trade.

The popularity of unfermented wines, particularly during the festive season of Xmas, creates a big demand for these wholesome, non-alcoholic beverages. But the Lytle Xmas Wines have a decided lead in popular flavor—their pure, rich, natural flavor win for them the approval of the most critical.

A stock of the Lytle Line on your shelves or sales counter will net you many dollars during the holiday season.

Order a good supply of Lytle's wines and display them in your Christmas trims.

T. A. Lytle Co., Limited
Sterling Road TORONTO



11 x 22 six-color display card mailed on application.

The World's Finest Seedless Raisins "IDEAL"—"NOT-A-SEED"

Grown and Packed in California

They're ready for your finest Christmas trade with their sun-cured wholesomeness, their fine quality—clean and dry (not processed).

These raisins are used in millions of homes and have given absolute satisfaction for over twenty years.

YOUR WHOLESALE GROCER HAS THEM—ORDER FROM HIM.

Put up only in this Package.

AMERICAN VINEYARD COMPANY, Growers and Packers

CANADIAN AGENTS:

Eugene Moore, Toronto, Canada.

Nicholson & Bain, Winnipeg, Canada

Universal Importing Co., Montreal, Que.



G.N.W. TELEGRAPH

TELEGRAM

COMMERCIAL CABLES

GOLD DUST

A Message To Grocers



"Keep a good supply of GOLD DUST on hand, and keep it where your customers can see it," is our message to you, Mr. Grocer. Our message to your customers is extensive, persistent, persuasive advertising that keeps the GOLD DUST sales coming your way.

THE N.K. FAIRBANK COMPANY
LIMITED MONTREAL

Money That Should Go to You

And a Few Selling Hints on "How to get it."

There are many advantages in using non-perishable, "Canada First" Condensed and Evaporated Milk. If these are plainly stated to your customers, it means more sales for you. If people merely shift from one brand of goods to another it does not increase your total sales; but if you get some of the money that now goes to the Milk Man, your revenue is increased directly.

For coffee, cocoa and for cooking, "Canada First" is distinctly superior to fresh milk.

Ask your customers to try "Canada First" Condensed (sweetened) or Evaporated (unsweetened) Milk. It's good business.

Here's Why—

"Canada First" Condensed, the sweetened kind—goes farther than fresh milk and saves very considerably on the sugar—almost one-half in cooking.

The Canadian Government Tests show "Canada First" as first in standard and quality for years back—

Always handy—can be used to make milk for drinking—for Babies—for table use, and is much cheaper than ordinary "much handled" fresh milk—

It is economical to use as it don't sour quickly—

Don't require any bottles—can be served from the package—

The Evaporated Milk—unsweetened, commonly called **Cream**—is better than fresh cream—as it keeps—costs less and goes farther, and makes 30c coffee taste like more.

It's Canadian Made—push its use.



Best for Coffee and
Salads, etc.



Best for Babies, Cooking
and Candies

THE AYLMER CONDENSED MILK CO., LIMITED
HAMILTON, CANADA



Riteshape

This is the **Riteshape** season of year.

Feast days call for fancy foods. People look for quality rather than price. They want to be pleased with food purchases.

Now of all times you should be using **Riteshapes**. Those squab, that fish, chops, steaks, sausage, bacon, sea food, shell fish, should always go out in **Riteshapes**.

Here's another tip. The 10-pound **Riteshape** makes the daintiest fruit basket you ever saw. Pack some 10 pounders full of seasonable fruits, put a price on them and watch them sell. Never send out grapes or fragile fruits in bags—always use **Riteshapes**.

Nuts, pastry, green vegetables, in fact every tasty food you sell, will look better and give better satisfaction if you send it out in **Riteshapes**.

Let **Riteshape** service constitute your holiday greeting to your good customers.

Get **Riteshapes** from all Canada jobbers.
or ask

The Oval Wood Dish Company

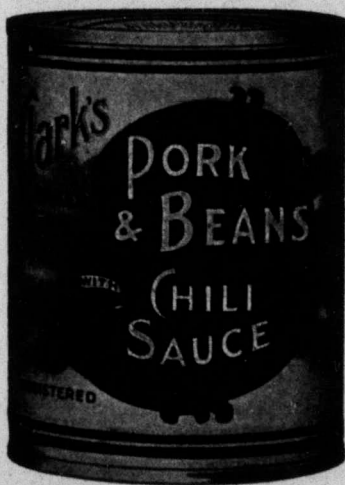
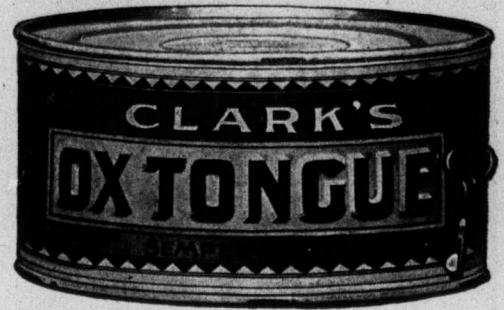
Manufacturer

DELTA, OHIO, U.S.A.



CANADIAN GROCER

Seasonable Goods



W. Clark, Limited, Montreal

5.0



E.D.S. JAM

Assists in Xmas Baking

If there's any time in the year when baking is indulged in its around Christmas time.

Good, old-fashioned baking—fruit cake, mince and pumpkin pies, layer cakes, tarts, jam sandwich, cakes, etc., etc., many of them requiring a good, rich jam or jelly.

This is where E.D.S. Jams and Jellies come in. The wide assortment of flavors makes selling easy. Why not display your stock of E.D.S. Jams and Jellies and call attention to the part they can take in Christmas and Winter baking?

Sell E.D.S. Jam in the No. 4 and 5 tin pails or the smaller glass containers. Order your supply.

Made only by

E. D. Smith & Son, Limited
WINONA, ONTARIO

When you sell

HEINZ

57

VARIETIES

PURE FOOD PRODUCTS

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

H. J. Heinz Company

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

Century SALT

is pure, clean salt.

To build a business honestly you must sell purity in food products. Century Salt, from one year end to the other, is exactly the same, always pure white crystals, refined with the greatest care. Excellent for table, cooking or dairy—you can satisfy every customer with Century Salt.

The DOMINION SALT CO., Limited
SARNIA, ONT.

Here is an important point for those who have not yet stocked Gipsy Stove Gloss. It is always found in the stores of the most successful merchants, and that proves this significant fact—

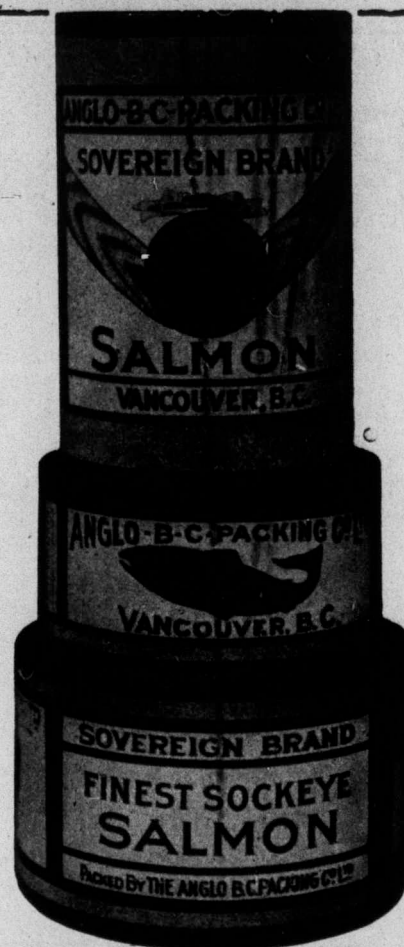
GIPSY Stove Gloss

is in the best shops because it attracts the best custom.

Order from your Wholesaler.

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

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



Golden Wax Beans

Do you know that the "Thames Canning Factory," "independent," make a specialty of canning and obtain a superior quality of Golden Wax Beans?

They are also packers of the now famous "Thames Brand Sugar Corn," 3-lb. Tomatoes, 3-lb. Pumpkin, gallon and 3-lb. Apples.

Write for particulars.

Thames Canning Factory
Thamesville, Ont., Canada



King
Oscar
spells
profit
for you

The secret of the wonderful selling power of King Oscar Brand Sardines is quality.

We realized that the quality would tell once it was placed before the public; hence our bill board and newspaper advertising. The advertising created the initial sale—the continuous demand followed.

Every box of King Oscar is uniform in quality, containing nothing but the pick of the Norwegian Sardines. Thus you are safe in recommending them to the most discriminating.

Is your stock in good shape for the big winter demand?

CANADIAN AGENTS

J. W. Bickle & Greening
J. A. HENDERSON
Hamilton Ontario

Removal Notice

On and after January 1st, 1916, our new address will be Nos. 59-63 Front St. E. (S.W. Cor. Front and Church Streets).

The above premises are more commodious than those we now occupy and with such excellent shipping facilities that all orders can be given the quickest possible despatch.

Canada Brokerage Co., Limited

Melagama Tea

A new firm, a new factory, but the same high quality and a better service.

Minto Bros.

New Address: 284 Church St.

TORONTO

CANADIAN GROCER

SEND US YOUR LETTERHEAD

or something showing your firm name in full and we will be pleased to have it printed on from 50 to 200 copies of this intensely interesting booklet

"A Story of Sugar"

for distribution among your customers. This is the story of how sugar is manufactured, told in a bright, pithy manner. Don't miss this opportunity to secure for your patrons something really educational.

Send to-day.

**ST. LAWRENCE SUGAR REFINERIES, LIMITED
MONTREAL**



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

Big Profits Easily Made

O-Cedar Polish has become a household article—a necessity in every home—something that every housewife must have who takes a pride in the appearance of her home.

O-Cedar Polish

(MADE IN CANADA)

is the enemy of dirty, dingy, lifeless furniture and wood-work. It dusts, cleans and polishes at the one operation. Seeming blotches and blemishes in the wood disappear, and the original beauty and brightness shine forth again.

Every up-to-date grocer keeps well stocked with all sizes to supply the demand our coast to coast advertising campaign has created.

Order from Your Jobber.

Channell Chemical Co., Limited

369 SORAUREN AVE., TORONTO, CANADA



Tartan
BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos.
3595, 3596, 3597, 3598, 4656

We Sell only Goods of Guaranteed Quality
—Satisfied Customers are our Best Testimonial

TARTAN BRAND are the most attractively packed goods on the Canadian Market.

We are always ready to meet your requirements in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, Jelly Powder and Grocers' Sundries of our own manufacture, the quality of which is backed by our guarantee.

We have a full line of Fancy Groceries, Foreign and Domestic. Mail orders our specialty. Write us to-day.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

IT IS IMPORTANT!

If you have something to dispose of in goods or service that as many buyers as possible get to know you and your product. This can be accomplished through

Canadian Grocer
143 University Avenue, Toronto

Bee Brand—the original business-builder

The old-established Bee Brand Line has never lost the confidence of the buying public, which it always held. Even the most discriminating and critical customer will find in this superior line that satisfaction which has made the name of Bee Brand famous everywhere.

Why not test our Bee Brand Products by a trial order?



The Bee Starch Co., Montreal

No. 25

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

"With Tea at \$2 the Pound

as it was when I came to this country there would be a lot less used, lad, and not so much wasted. Do you know that the cost of living then was most as high as it is now considering the income that people had? Money then was scarce but many kinds of food were cheap. Tobacco then was dear and the quality poor—no such tobacco as

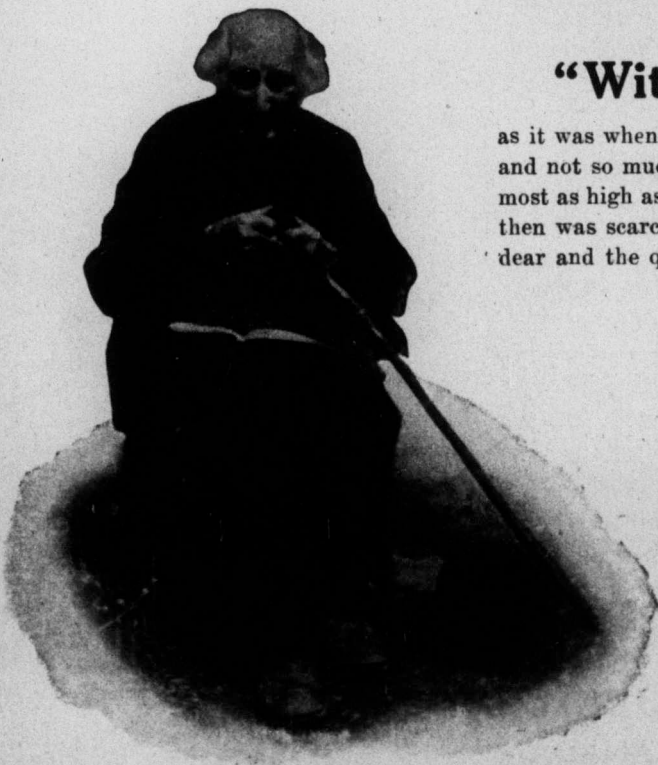
King George Navy

It has good chewing qualities, and a nice lasting flavor."

Note—Live grocers are developing their tobacco department by selling King George's Navy Chewing Tobacco—they value the trade of the tobacco-using men.



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg





Sunny Japan's Tribute to tea-drinking America will be appreciated in the fine, satisfying flavor of

JAPAN TEA

You are being assisted in creating more sales and better business through the Japan Tea consumer publicity in magazines, newspapers, etc.

Let Mrs. Canada know that you sell her old favorite by displaying it in your windows.

**Order Your Stock through
the Wholesaler.**

DRIED FRUITS FOR XMAS TRADE

We have one of the nicest assortments to be found in any part of Canada.

We have sold and delivered to our customers SPANISH VALENCIA RAISINS, not those called Valencias from California. We still have a few more.

CALIFORNIA RAISINS

Finest assortment of Loose Muscatels,
3 and 4 crowns, 50 lb. boxes.

SEEDED RAISINS

Choice and Fancy, 16 oz. packages.
Choice, 12 oz. packages.

SEEDLESS RAISINS

12 oz. and 16 oz. packages.

EVAPORATED FRUITS

Choice Apricots
Choice Peaches
Choice Pears
in 25 lb. boxes, "faced."

JURRANTS ARE SCARCE

We have just received a car, in packages.

DATES, 1915 CROP

The quality this year is the finest in
Hallowees and Khadrawees. Also
packages.

CALIFORNIA FIGS ARE ALSO SCARCE

We have still a few boxes due here this
week, comprising:

10 lb. boxes Layers,
12 oz. and 8 oz. packages.

SPANISH FIGS HAVE ALSO ARRIVED

In 22 lb. boxes.

We are now filling orders.

PRUNES, California and Oregon

Full range now in stock.

Prices have advanced since our advice
early in the summer to book, and all
orders have been delivered in full.
Don't delay to order now, if short.

TABLE RAISINS

Bevan & Co.

Full assortment, Boxes, 1/4-Boxes and
Packages.

NUTS, All Kinds

Don't hesitate to ask our prices. They
are always most reasonable.

OUR SHIPPING FACILITIES ARE SIMPLY PERFECT.

At your disposal.

L. Chaput, Fils & Cie, Limitée

WHOLESALE GROCERS AND IMPORTERS

2, 4, 6, 8, 12 and 15 DeBresoles St., - MONTREAL

ESTABLISHED IN 1842.



**Jolly
Good**

—that's the decision of the thousands of families whose Christmas dinner will come to a fitting conclusion with a dessert of

Wagstaffe's Plum Puddings and Mince Meat

They are made of the finest ingredients, superbly blended in real, old English style. They are quality through and through. You have scores of prospective buyers for Plum Pudding and Mince Meat in your store every week. Why not get their business and save them the trouble and worry of making their Christmas pudding and mince meat?

Wagstaffe's Plum Puddings meet the demand for something really nice for the soldiers in training in Canada. Suggest them for the Christmas boxes.

Write for prices.

Wagstaffe Limited, Hamilton, Can.

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

MACKENZIE & MORRIS
LIMITED
BROKERS
Groceries, Provisions and Produce
C.P.R. Building, TORONTO

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

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

HEADQUARTERS FOR
White Beans
and
Evaporated Apples

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO ONTARIO

If you want the market on
NEW BRUNSWICK POTATOES
Wire or phone
HARRY WEBB, TORONTO

We specialize on potatoes, have warehouses at all buying points in the potato belt. Cars always loaded New Brunswick, Montreal, Toronto, waiting orders.

NEWFOUNDLAND.

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

QUEBEC.

W. J. McAULEY
Commission Broker

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

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT

Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. Box 1721.
Edmonton - - - - - Alberta

H. P. PENNOCK & CO.,
Limited

Wholesale Grocery Brokers
and Manufacturers' Agents.
WINNIPEG REGINA
We solicit accounts of large and progressive manufacturers wanting live representatives.

WATSON & TRUESDALE

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

W. H. Escott Co.,
LIMITED

Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants
WINNIPEG REGINA
CALGARY EDMONTON

Established 1859
GEO. STANWAY & CO.
TORONTO

Agents for "Horseshoe," "Tiger" and "Sunflower" Salmon. Fred. L. Myers & Son, West Indian Products. Furuya & Nishimura. Japan Teas.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World
OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.
Victoria, B.C.	

Reputation gained by long years of vigorous, conscientious and successful work.

Thomas C. Irving, General Manager
Western Canada
TORONTO

Advertising

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—*Elbert Hubbard.*

NOTICE TO MANUFACTURERS of Canadian, American or British Products.

We make it our business to (sell and push) and (push and sell) goods from Coast to Coast. If you desire a larger distribution on the Canadian market, correspond with us at once.

THE HARRY HORNE CO.

Manufacturers' Agents and Importers
Office and Warehouse : 309-311 King St. West, Toronto

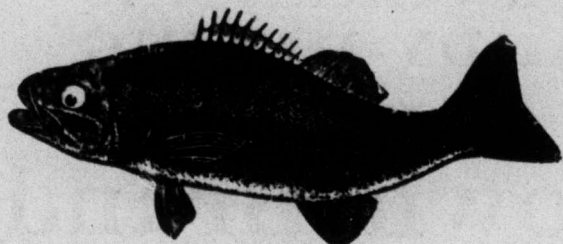
**A
MASTER
BLEND**



The Tea with an inimitable and distinctive flavor, splendid richness and full-bodied strength—a master blend of Assam Indian Teas and Ceylons. The tea that, by right of quality and value, should naturally be the grocer's LEADER.

Port Arthur, Ont.

47 William St.,
Montreal, Que.



SMOKED

Finnan Haddies, Fillets,
Kippers, Ciscoes, Bloaters

SALTED

Cod, Herring, Mackerel

FROZEN

Halibut, Qualla and Cohoe Salmon

SPECIALTY

Salted and Frozen Lake Herring

Ask for a price list.

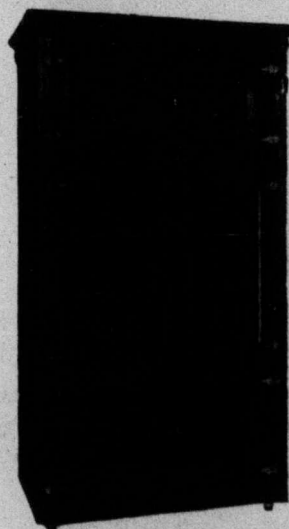
J. BOWMAN & CO.

Wholesale Fish Dealers

26 Duncan Street

TORONTO, ONT.

**Judging it from any
point of view whatever**



—you cannot miss perceiving the many superior points of the "Eureka" Refrigerator.

Twenty-nine years' experience is behind every refrigerator we sell, and we claim that the Eureka is the most scientifically perfect and the most economical on the market to-day.

Note these "Eureka" qualities —then ask yourself if you can afford to handicap your business with an inferior system:

Less Ice Consumption

No Waste

No outside ventilator necessary

No zinc or galvanized iron used in its construction. Gases and impurities are absorbed and carried off in the drip.

Get free particulars of the Eureka to-day.

Eureka Refrigerator Company

31 Brock Ave.

Limited

TORONTO

REPRESENTATIVES:—James Rutledge, 2008 Waverley St., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.

How About
Your
Stock of
Robinson's
"Patent"
Barley?

*Plan on bigger
business next year*

Every new customer you get for this time-proven cereal food means more business and goodwill for your store. There's not a householder in your district who is not a prospect for the sale of Robinson's "PATENT BARLEY." It's the most digestible and nourishing food for infants, invalids and the aged.

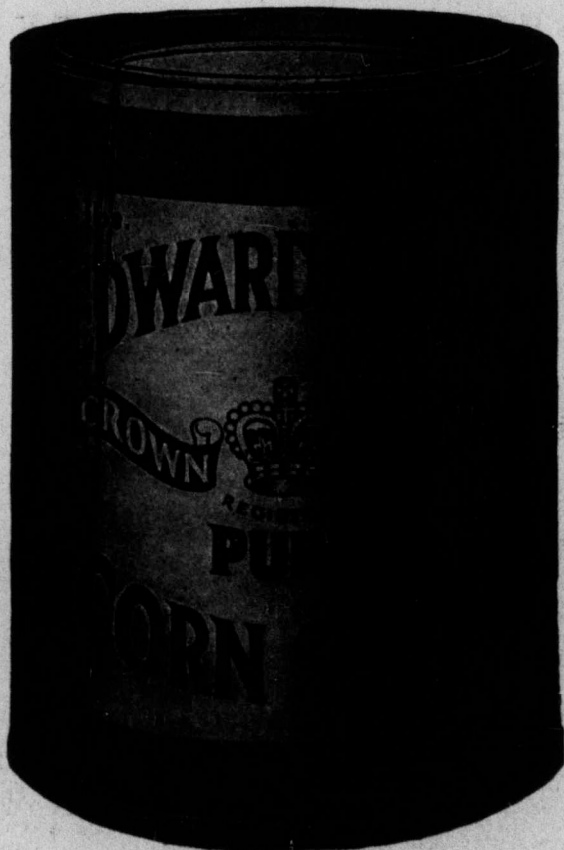
Order Robinson's Patent Barley now and get this trade, which is a steady one all the year round.

MAGOR, SON & CO., Limited

30 Church Street, TORONTO

191 St. Paul Street W., MONTREAL

AGENTS FOR THE DOMINION OF CANADA



FOR CHRISTMAS
CANDY-MAKING

Tell Your Customers to Use

Crown Brand
Corn Syrup

It makes all kinds of delicious home-made candy, and is so inexpensive that everyone can afford to use it.

Get the 10 and 20-pound tins, as well as the 2 and 5-pound tins.

When ordering, include a case of "LILY WHITE"—our pure white Corn Syrup.

The Canada Starch Co., Limited
MONTREAL

Manufacturers of the Edwardsburg Brands

Works:—Cardinal Brantford Fort William

CANADIAN GROCER

VOL. XXIX

TORONTO, DECEMBER 3, 1915

No. 49

Christmas Goods Sold Early

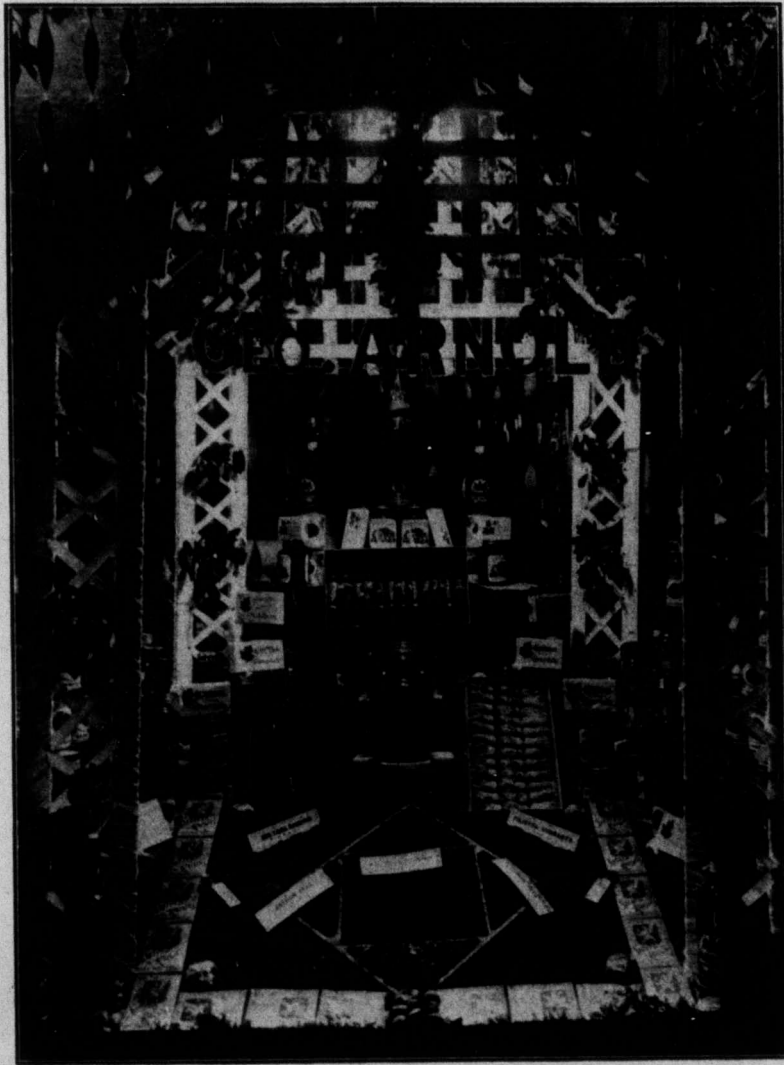
Retailer Shows That the Consumer is Quite Willing to Buy One and Two Months Ahead—Such Lines as Almond Paste, Raisins and Other Dried Fruits Were Prominently Displayed During November—Show Case Sells Christmas Stockings

“UP to this year I made little or no attempt to sell Christmas goods till well on in December. This year, however, just as soon as the stuff began to arrive around the 1st of November, I began showing Christmas goods both in the window and on the counter and I was really surprised the way they began to move.”

The above are the words of Geo. Arnold, a grocer at 924 Queen St. E., Toronto, who already this year has disposed of large quantities of Christmas goods, and who is still featuring them in his windows from week to week.

“It was somewhat of a surprise,” he added, “to find how the window displays and the goods on the counter caught the eye of customers so early. Why the first week I had new raisins, prunes, figs and peel I sold considerable quantities of them. Other lines such as almond paste and chopped almonds which ordinarily don't sell until a week or two before Christmas have been moving out splendidly, simply because I have been showing it on the counter where every customer can see it. I am retailing that tin of almond paste”—and he pointed to it on the counter—“at 60c a tin and already this week I have sold a tin to half a dozen customers.”

“Those Christmas stockings you see



A sample of the attractive Christmas trims shown in the Geo. Arnold store, Queen St. E., Toronto. This is the sort of display that sells the goods.

in the show case are everyone sold already. The first week I displayed them there, customers asked me to reserve them for them. I only intended to leave the display in a week or so, but it has sold so well that I have continued it.”

It might be added that the largest

of these stockings was retailing around the \$2 mark, which intimates that Christmas buying this year is going to be on a pretty large scale. Mr. Arnold has also sold a considerable quantity of Christmas crackers from the same showcase, as well as other Christmas novelties.

For Overseas Delivery

He has, too, been making a feature of putting up boxes for soldiers at the front and prisoners in Germany. Boxes for the soldiers contain such lines as Christmas fruit cake, canned roast beef, boxes of figs, plum puddings, chocolates, etc., these being around 11 lbs. in weight so that they could be sent by parcel post. He finds that there is a good big trade in this class of stuff this year and that people who have friends at the front are very anxious that they be well supplied at Christmas time. The first three and a half days of last week, he had disposed of some ten or a dozen of these boxes, and of course he had been featuring them for the past month or so.

He also has done considerable trade in boxes of food stuffs for prisoners in Germany. These must be all glass, but they are well packed

In selling Christmas goods two months before Christmas and in getting after this overseas trade, Mr. Arnold presents two splendid suggestions for others.

What Is a Peddler?

Montreal Magistrate Fines Driver of a Tea Dealer Who Was Sent Out With Wagon of Tea, to Be Delivered if Wanted—Text of the Judgment

WHEN a firm sends out an employee with a wagon loaded with merchandise, who is instructed to call on certain houses, enquire whether goods are wanted, and make delivery when the goods are required, is that peddling? Magistrate Semple, of Montreal, in a judgment handed down on Tuesday, Nov. 23, in the case of City of Montreal vs. Thomas Levelee, an employee of Waldron Bros., tea merchants, decided that it was. He found Waldron Bros. guilty under the by-law and sentenced the firm to a fine of \$10 and costs, or imprisonment for one month.

The defence declared that their driver had been furnished with a book, in which were the names and addresses of customers of the firm, and with each name an indication of the probable amount the customer might require at a certain date. The duty of the defendant was to deliver tea to the customers whose names were in the books, and to no one else. He was to ask each customer whether the quantity of tea opposite his or her name was required that day, and, if answered in the affirmative, to get the particular blend and weight from the waggon and deliver it. None of the packages of tea in the waggon contained the name or address of any of the customers. The driver received no commission.

How By-law Reads

The Montreal by-law on the subject reads that a peddler is a person "having in his possession for sale any goods, provisions or other articles, and selling or offering them for sale, in the streets or public places of the city, or in private houses. This term (peddler) shall also apply to every person delivering in the streets or public places of the said city, or in private houses, goods, provisions, or any other article whatsoever not specially sold in advance, in a store or other place of business, and which are not clearly consigned and addressed to the persons having purchased them; or delivering them in quantities other than those stipulated at the sale so effected in advance; but it shall not apply to bakers, milkmen and ice vendors, when only supplying their customers, nor to newspaper vendors."

The clause regarding a sale made in a place of business is the one on which the judgment is apparently delivered, for Magistrate Semple in his judgment has this to say:

"In neither of the cases in which delivery was so made had that particular package or quantity of tea been sold in advance in a store or other place of business. It is sufficiently evident that, in an effort to circumvent this obstacle, the system of booking standing orders was evolved, but, in the case of two of the witnesses heard, the standing orders in the book supplied defendant were, at the most, but directory, and did not call for other than an approximate quantity of a particular blend of tea; full liberty was left to those customers to take what they required. With certainty, the tea

was sold on the doorstep of each house, and it was delivered immediately to the purchaser out of the waggon in the street. So that, in reality, there was an offer to sell, first of all, and then delivery on the spot if the offer was accepted. It is admitted also that none of the packages of tea in the waggon in charge of defendant bore the names and addresses even of the customers who were booked. This is but too palpably true, in view of the fact that the tea was sold only at the door of each purchaser. Being so sold, those particular packages of tea could not have been consigned to their eventual purchasers. The defendant did not content himself simply, on the day in question and with respect to two of the witnesses, by leaving a package of tea at their respective homes without first asking if it was required."

Vinegar Was Below Standard

Retailer Was Charged With Breach of Adulteration Act, But Prosecution Was Changed to Manufacturer—Misunderstanding in Mixing Caused the Trouble

AN interesting case, tried under the adulteration Act—which is Canada's Pure Food Law—comes from a town in Western Ontario. In November of last year an inspector called upon a certain retailer and took a sample of vinegar for analysis. A couple of weeks ago this retailer was charged with having for sale adulterated cider vinegar. The retailer was able to produce his invoice to show that he purchased a "pure" quality of vinegar, and one which meant to him according to the standards. In view of this, the magistrate decided to change the prosecution from him to the manufacturer, who, it appeared, had innocently apparently blended two kinds of vinegar, with the result that the mixture tested less than Government standard. A fine of \$25 and costs was imposed upon the evaporator company.

A dealer in that district, on commenting on the case, writes Canadian Grocer as follows: "My friend did not succeed in getting exactly what I would have liked him to get. I feel that had he employed a lawyer he might have succeeded in getting his case dismissed entirely. That would have necessitated the inspector issuing a charge against the manufacturer, which would have exonerated the retailer entirely. But as it stands, the retailer still remains a party to what is looked on as fraud, and he is now in the same class as the farmer who watered his milk that went to the cheese factory, thirty years ago. That act of that farmer is remembered until this

day. This is a very important reason why the Government should give us protection against the mistakes of manufacturers, either wilful or otherwise. If the retailer is guilty, then he should be soaked and soaked hard, but in my estimation it generally comes out in the wash who is the guilty party, but nevertheless the retailer gets the blame.

"In connection with the vinegar case above, I understand that the manufacturer was entirely ignorant that the standards were not met. When he was told of the trouble in which the retailer was, he was quite surprised and considered it impossible, as he said there had been added a white spirit vinegar to the cider vinegar to make sure it came up to standard in acetic acid. It is pointed out, however, that this is likely where the trouble arose. One familiar with mixing vinegar states that mixing distilled and fermented vinegar together, one works against the other, and in a few days it develops into a very weak vinegar."

From the above it appears that neither the manufacturer or the retailer was to blame, yet our correspondent declares that many people still hold the idea that the retailer watered the vinegar. He contends that the case did not do justice to the retail trade in general, as it causes people to think that every grocer is more or less dishonest in his dealings with the public. The case has proven to be an exceedingly interesting one.

Fancy Baskets in Christmas Trim

Display Shown by Mathison Bros., Whitby, Ont., Last Year—Nicely Decorated Baskets Add to Appearance—How Trim Was Constructed

THE time will soon be here when the grocer will be making his biggest effort in window-trimming for the entire year. The Christmas season always means good selling and attractive trims. Herewith is shown a display from a small town. It was presented last year by Mathison Bros. of Whitby, Ont., and from the photograph it will be seen it was a very appetizing arrangement. On the floor to the right will be seen various kinds of nuts, candies, dried peel, etc., in separate sections with dried fruits below them and near the window. On the left were fancy baskets of oranges, grape fruit, English grapes and packages of table raisins, boxes of confectionery, preserved fruits, etc. Above these were boxes of prunes and apricots standing on end and decorated with small flags and topped with pineapples. Also more fancy baskets of fruit. The decorations include some evergreen with wreath of foliage decorated with flags.

Every attention should be given from now on to the Christmas window. Many retailers have already shown dried fruits. Christmas baking materials and even exclusive Christmas novelties such as stockings and Christmas crackers and have sold large quantities of them. This goes to show that all that is necessary is to give the people a suggestion in the window and they will act accordingly. Selling Christmas fruits now means that when the rush period comes during the last 10 days the store staff will have more time to give to transient trade which is always a big factor at this time of year. It means this, that more attention will be given to regular customers, therefore a better service and greater satisfaction.

Remember, too, CANADIAN GROCERS' 1915 Display Contest, particulars of which have already appeared.



Christmas window shown last year by Mathison Bros., Whitby, Ont. Described in accompanying article.

Timely Newspaper Advertisements

Make the Xmas Cake Now

SEVERAL lines of dried fruits are short this year and if supplies for the Christmas cake and pudding are left too late, difficulty may be experienced in getting them. Buy now is our advice; and for the Christmas baking be sure you use first-class materials that can be depended upon. We guarantee the following:

CURRENTS FROM GREECE—Greece is the source of the world's supply, and although shipments were held up for a time, owing to uncertainties, ours have arrived as before. Finest quality, per lb. . .c.

ALMONDS, WALNUTS AND FILBERTS—For the Christmas baking every housewife wants sound, fresh nuts. Stale nuts are dear at any price, but you can depend absolutely on the quality of our goods.

MINCEMEAT—Tastily spiced and made in the most sanitary way by a reliable firm. Just the thing for the Christmas pie, per jar . .c.

PLUM PUDDINGS—If you do not care to go to the trouble of making your own plum pudding we have a splendid selection in various sizes, made from choice fruits and baking materials. Per lb. . .c.

CIGARS—If your husband smokes, what better or more appreciative gift could you present him with than a box of cigars? A gift cigar must be a good one and from our large assortment you have a varied choice of some of the finest brands on the market. Ranging in price from \$... per box to \$....

Other baking suggestions include chopped almonds, almond paste, extracts, cake icings, fruit sugar, potato flour, chocolate, baking spices, sage, etc. Order now and get better service.

Smith Jones Co.

Phone 161

59 Main St.



PEELS—Lemon, Citron and Orange, all good enough to stand your closest inspection. You will want them for your Christmas cake, and we would urge you to let us have your order as soon as possible. Some peels are short this year.

SEEDED AND VALENCIA RAISINS—We stock only brands of recognized merit and can confidently recommend them to you. Our finest Seeded sells at . .c per carton, and Valencias at . .c per lb. Only a few Valencias left.

Fine Advent Foods

NO matter whether a man is engaged at physical or mental labor, he must have wholesome, nourishing foods. Now that Advent season is here meat diets will be replaced in many homes by others on certain days. Let us suggest to you this variety:

FISH—A food as nutritious as fish will stand a place on every man's table every week. During Advent we have a choice lot, and you can choose from a dozen or more varieties. Here are herring, ciscoes, flunan haddle, halibut, mackerel, smelts, salmon, bloaters, etc., all clean and of good quality. They range from . . to . . cents the pound. Our Oysters are shown only in sanitary containers, and when you consider you get them all meat and no water, they provide a cheap and healthy meal, per gallon in clean, sanitary oyster pails, . .c.

BAKED BEANS—What is more tempting to place before the tired husband and the children than a steaming dish of baked beans in tomato sauce? They actually create an appetite where there is none. Beans form one of the staple army rations, because of their sustaining qualities, and as a substitute for meat "they can't be beat." We carry three or four excellent brands in various sizes to suit different families. Per tin, . . . and . . cents.

MACARONI—When you realize that Macaroni is made from hard wheat only, you can see that it must be a body-building food and one that will replace meat at any meal. Macaroni, too, is most reasonable in price, and because it can be made up into so many tasty dishes, it ought to find a regular place in your pantry. Have you ever tried Macaroni and Cheese? It makes a most delicious meal. Macaroni is only . .c per pound, done up in clean cartons.

RICE—After all there are few desserts that will beat the old-fashioned rice, cooked with an egg or two. In fact, it is coming to be widely used as a luncheon dish, because while it takes up little room, a little of it keeps up the energies until the next meal. If you require, therefore, something plain and nourishing for luncheon, serve Rice and let it have a place in the desert list regularly. In price it runs from . .c up to . .c for the best.



Our canned fish stocks include salmon, sardines, tuna fish, lobster and codfish. All splendid meat substitutes.

A. H. Thompson

Phone 75

57 Gee St.

Christmas goods can be sold just as well early as late. Above suggestion should sell them now for the holiday baking.

Above is suggestion for a newspaper Advent season advertisement. This is reasonable advertising, as Advent has just begun.

Many Christmas Lines Short

Review of Arrival and Prospects of Dried Fruits and Nuts—Currant and Valencia Raisin Situation Acute—California Raisins Taking Their Place—Dates Appear to Be Plentiful—Nut Situation Good

THE trade is now in a receptive mood for Christmas goods, and heavy buying is going on and has been going on for the last five or six weeks. It is interesting to notice that on the whole buying is better this year than last; by that, is meant more orders are coming from the trade to the jobber, also the orders are bigger in volume. This is only one indication of many that business is steadily improving and that the retail trade expects the public this year to be in the buying mood to a greater extent than it was last. It is of course axiomatic that at Christmas the man and woman in the street open their purse strings and buy even whether economy is necessary or not. Nevertheless, there is, it is judged from present indications, a greater buying power in the public to-day than there was a year ago. Conditions are easier; unemployment less; business all round is better and on a safer footing; we have had a good crop; and altogether there is a much better feeling financially than there was one year ago.

How is the trade going to take care of this better demand? That depends, of course, upon what state the wholesaler and jobber is in from the point of view of supplying the trade.

This article is a survey of prices and conditions which affect Christmas lines in particular this year and we make comparison throughout the article, with the same goods at this time last year. Compactly and collectedly it forms a good supplement to the services the retailer is getting week by week in Canadian Grocer's market reports.

CURRANTS ARE VERY RARE.—Take currants first. The market is exceptionally bare of currants. For months now we have been talking about the tightness which is going to ensue and which, indeed, has been with us for some weeks. Comparatively there are few stocks of currants on the market. Here and there someone gets a car but this is by no means a general state of affairs. The sailing of the "Frixas" from Greece has been so uncertain that it has been a serious factor in the already strong and tight situation. This, as is known, was commandeered by the Greek Government when it was thought likely trouble was going to commence in the Balkans and dumped its cargo some miles away from its port of sailing. It again started out a few weeks afterwards, after being released and once more was recalled by the Government.

It actually sailed about one month ago and should be here pretty soon now. It has, however, materially delayed matters inasmuch as the cargo is not now so complete as it was, and people who were expecting currants by that boat do not seem to be able to tell whether their shipments are on it or not. In any case it is a buying time for currants. Prices will certainly not be lower; every probability is that they will be higher. Comparing prices of currants this year with last, we find that on the whole they are about 4c to 4½c higher. Filiatras last year were 7½ to 8c; they are now at 12 and 13c, and the rest are on the same basis. We advise retailers to buy what they need in the way of currants if they can get it and take no chances because the outlook is for higher prices and they will certainly not go lower.

VALENCIAS PROHIBITIVE.—Valencia raisins are almost prohibitive in price. There are few around of any sort at all. There are some small express shipments still reserved but even these do not amount to much as prices are high and beyond the limit. Whereas last year one could buy Valencia raisins right up to Christmas at anything from 8½ to 10c they are now, at time of writing, at least 13 to 15c, and it is questionable whether they can be bought at that.

The fact of the matter is that there are so few on the market and the trade has now got used to the idea of doing without any Valencia raisins that there is not very much demand for what stocks there are in view of the exceptionally high levels attending. There have been few new Valencias bought this year because the crop has been exceptionally bad.

CALIFORNIA RAISINS.—It is obvious that in the place of Valencia raisins the trade has been buying and will continue to buy California seedless and seeded raisins. Seedless are also scarce and high. On the whole they are about 1c higher than last year for whereas last year they could be bought at 10 to 11 the price now is 11 to 12c, and at that stocks are low and there is a big demand. California seeded raisins are firmly held by the association in California, and the market is exceptionally strong and high. In fact it is comparatively the same as it was last year at this time, but the outlook is for rather high levels. If any retailer is anxious to get stocks of both seeded and seedless for Christmas trade at best prices, now appears to be the

time. This is another case where the indications are all higher-wards and certainly not the other way.

PEELS ARE SHORT.—Peels are another line which is very firm and scarce. It looks like a real shortage, particularly at Christmas. The reason of this is that people got cold feet some time ago when they could have bought citron fairly cheaply and they didn't buy it; the result is a shortage now. There is a good steady demand for peels of all sorts but particularly citron. The prices last year were about 3c lower than they are now. Citron was quoted at 19c to 22c one year ago this month, while now it is 22c to 25c, and firm at that. The same applies to lemon peel and orange.

DATES ARE CHEAP.—We come now to some better news. Dates are priced reasonably. Two steamers have come in recently bearing stocks, and another one is due in New York this week. Prices are unaltered; 7½c to 9c to-day, is exactly the same price that existed one year ago. For that the trade may be truly thankful. Dates are cheap and there are lots of them. The trade so far has not shown any great inclination to rush in and buy them but Christmas business is steady and fair and will increase a little as the time gets nearer. There is little likelihood of any advance in prices in this line. This does not mean, however, that lower levels will be seen at all and the retailer will do well to get in now and buy what he wants.

CLUSTER RAISINS.—Malaga raisins—that is the cluster raisins—are about the same as last year. They have got over here all right from Spain. A shipment came in recently and there is not a great demand. This is a Christmas line for which the demand is more or less limited. As a matter of fact, and the indications are that the trade is gradually turning from bulk raisins to pound packages. It is not likely there will be any change in price of Malagas.

SHELLED WALNUTS HERE.—Now as to nuts. Shelled walnuts, that is freshly cracked, are here already. New stuff may be here in quantity in about ten days. Most of the Christmas trade is done in September cracked, and these goods are in, and buying has been going on steadily for some time. The new goods, that is for January to March delivery, are rather slow and indications are that there will be firm prices. Prices on freshly cracked shelled walnuts are

(Continued on Page 35.)

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H. T. HUNTER, General Manager

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CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—34 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 607, 140 So. Dearborn St.; Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address: Atabek, London, England.
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REPUDIATING CONTRACTS

CANADIAN GROCER is in receipt of a letter from a grocery house in Western Canada, pointing out that a certain shipper of potatoes in a Saskatchewan town has failed to fill his contract with the firm in question. This man undertook to deliver a quantity of potatoes to the grocery house. Not only has he not filled the contract, but he has not replied to letters addressed to him which means that evidently he has no intention of fulfilling his obligation. Investigation shows that he has no financial responsibility and apparently his method is to fill his contracts only when he is going to make a substantial profit and repudiate them if it suits him to do so.

No doubt there are many instances of this character happening every week in various parts of the country. Men of the character referred to seldom make any permanent success in business and the only regret is that they sometimes meet with a little temporary gain. Such cases as this emphasize all the more the necessity of business men dealing only with responsible parties and we would strongly urge that before new contracts are entered into, particularly where money has to be sent before the goods are delivered that the standing of the shipper be secured from an authoritative source.

MUCH LIME JUICE BELOW STANDARD

FROM the Inland Revenue Department at Ottawa there was recently issued a report on the analysis of eight samples of Lime Juice. It is interesting to note that of this number 40 were found to be genuine, 14 nearly genuine and passed as acceptable, and 27 adulterated as departing notably from the legal standards. The standard for lime juice as issued in January last is as follows: Lime Juice, Lime

Fruit Juice, is the freshly expressed juice of the ripe fruit of Citrus (various species) and has a specific gravity at 20° C. of not less than 1.030 and not greater than 1.040, and contains not less than eight (8) per cent. of solids and not less than seven (7) per cent. of free citric acid. Its optical activity (rotatory power to polarized light) lies between the limits of +0.5° and -1.0° of the Soleil-Ventzke when observed in a column of 200 mm. length at 20° C.

In forty-three samples were found preservatives with no statement declaring the presence of a preservative on the label. It is pointed out that this is in violation of the regulations, which requires that preservatives of the class which includes benzoic, salicylic or sulphurous acids shall be declared on the label when present.

SELLING SUGAR BELOW COST

DURING the past week a Five, Ten and Fifteen Cent store in Toronto put on a sale of sugar in small cartons at 5 cents a pound. This sugar cost the retailer at that time \$6.46 in 100 lb. bags. Admittedly the store which sold it at 5c a pound is losing money on every pound, even considering only their invoice cost. (Sugar has since advanced.)

Here is a suggestion for the Grocers' Association in the above mentioned city which might work out to the advantage of members. Where some retailer not connected, or even connected with the grocery business puts on a sale under cost price, why not render non-productive as far as possible this little advertising stunt? Why not let each member of the Association and everybody else in the trade for that matter, send the delivery boy or someone else to the store in question and purchase all the goods possible at the under-cost price. Retailers, for instance, who

can buy standard granulated sugar at the present time at 5c a pound can certainly make a good deal more money than paying \$6.46 per cwt. Apart from that if every retailer sent one or more representatives for as much sugar as each one could purchase it would lessen greatly the quantity secured by consumers of the city who are looking for bargains. The sale would be over all the sooner, which of course would not be very pleasant to those who had come down town too late for it. And a disappointed customer is not a good advertisement. It is never a good thing for a retailer to have to say—"Oh, we are just out, the last package was sold ten minutes ago."

BE PREPARED FOR RUSH TRADE

TO accomplish best results during the rush Christmas trade, the grocer must see to it that the stock is properly arranged and that he has sufficient equipment to handle expeditiously all crowds. There is nothing that vexes a customer more than having to wait several minutes until someone is prepared to give him attention. This psychological fact should be carefully considered by every dealer during the coming rush period and plans should be laid at once to alleviate this customary handicap.

Not only should the stock that will be most called for be arranged where the clerks can readily put their hands on it, but necessary fixtures and equipment should be installed to take care of the extra trade. There are counters on the market to-day containing a large number of receptacles underneath where goods can be kept already put up and ready to hand out to a customer at a moment's notice. Some of these counters have been seen in use with some three dozen receptacles for this purpose. One can readily see the time saved over the old counter which has a couple of boxes and barrels beneath it for sugar and soap, while for the rest of the goods the clerk has to run to the warehouse every once in a while.

If, too, it is considered that one computing scale will not handle the business satisfactorily, then another should be added. It is false economy to have a clerk or two standing around to use the scale. This necessarily means customers waiting which causes dissatisfaction and loss of trade. By all means be well equipped for the Christmas trade. With normal times with us once more, we are bound to see good business between now and the big festive day.

HOUSEWIVES' LEAGUE IN TROUBLE

MANY grocers in Canada are familiar with the name of Mrs. Julian Heath in her capacity as President of the National Housewife's League of the United States. Mrs. Heath has been referred to occasionally in Canadian Grocer. At one time even, her influence extended to Canada and we were given the experience of having among us, at least in Toronto,

a Housewives' League, modelled after the fashion of those which originated in the metropolis of the United States.

There is, however, trouble brewing in connection with this same National Housewives' League. New York papers, which a reader there has been good enough to forward us, contain columns about this "wonderful" League. There is apparently some dissension in the family. The New Jersey Branch has a grievance which it demands shall be corrected. The charge of the latter branch is that the Housewives' League has been endorsing certain brands of food-stuffs in the United States because of the remuneration from the manufacturers of those brands to the Housewives' Association. A certain manufacturer has, for instance, charged the headquarters with refusing to test his product, unless he advertised in their magazine. The New Jersey members come forward and demand access to the organization's papers and threaten proceedings.

Just what the outcome of all this will be is difficult to say, but now that the ladies have begun to pull one another's hair, there should in the vernacular of the street, "be something doing."

QUILLS IN BIG DEMAND

THE war has had its effect on a great many varieties of commodities. No one, however, on this side of the Atlantic would have thought that such a line as goose and turkey quills would have been among the list. Nevertheless, such is the case.

Goose, turkey and duck quills have always been used in England for commercial purposes and the supply was obtained chiefly from Austria and Germany. Apparently quills were too small a matter for Canadians to deal in and now that imports have ceased from Austria and Germany we are not in a position to get much of this trade. Present supplies in Great Britain are, according to an authoritative source, inadequate for the needs of the manufacturers and there is a steady demand for quills of good quality. For large goose and large turkey quills prices up to \$12 to \$15 per cwt. are paid. For small goose quills the price is from \$7 to \$10 and for large duck quills \$6 to \$7.50. It is pointed out that quills should be tied in bundles, weighing about 8 oz. with the barrels all pointing the one direction. For the sake of convenience in transit, they should too be put up in lots of not less than 56 lbs.

Probably the fact that the market for quills is closed to Germany and Austria will mean a revival of this trade in so far as Canada is concerned. The thriftiness of the Germans is again seen here by their carefulness in not allowing the turkey and goose quills to go to waste. It would be interesting to know what they do with the 'gobble' of the turkeys and the 'quack' of the ducks.

The Power of Food

BERLIN, via London, Nov. 12.—The Vorwaerts, organ of the German social democratic party, publishes a two-column pronunciamento from the Executive Committee to the Social Democratic Party, declaring the government measures thus far for the regulations of the food supply and prices are only half measures. It demands the fixing of maximum prices for all important food-stuffs.

"Prices so adjusted that every war profit for the producer, in wholesale as well as retail trades, is made impossible, and even the poorest are placed in a position to obtain the necessaries of life required for their nourishment." The pronunciamento begins as follows:

"The rise in the prices of foodstuffs has become unbearable. The prices of all important provisions and other articles of daily necessity, such as fuel, clothing and footwear, have reached an exorbitant height. With anxious fears the people of the laboring class and up to the circles of the middle classes, look forward to approaching winter. Already bitter need rules in many families.

"Must there be so much selfish lust for gain, and capitalist greed of profits rage unrestrainedly in the unreined free play of forces? Must millions be in want so that those shameless producers and dealers who coolly take advantage of war conditions can enrich themselves at the nation's cost?"

The pronunciamento answers the foregoing questions in the negative. It says the foodstuffs on hand are adequate, but they must be rightly distributed. The prices for swine just established, it asserts, are too high, and beef prices are not regulated.

The committee demands in addition to the fixing of prices for other foodstuffs also "an equal distribution of the foodstuffs on hand in equal rations among all the empire's inhabitants, as is done with bread, in order to avoid preferential treatment of the rich who are able to pay."

Berlin (via London), Nov. 15.—Virtually the entire food supply of the nation is expected soon to pass under Governmental control to insure an equitable distribution of supplies among the entire population, rich and poor. Coffee, tea and cocoa were added to-day to the list of products whose sale will be regulated by the State. The Federal Council authorizes the Chancellor to issue regulations covering trade in them.

The Chancellor also was authorized to

Despatches on this page, having their birth in Germany, illustrate the results of the blockade of the British fleet on the internal conditions of our present enemy. War to the nation that has not free access to the seas means a battle for food as much as a battle for the destruction of the adversary. Germany may have plenty of some kinds of foods, but everything points to a pinch in many of the ordinary necessities, and we may yet find that food, or the lack of it was the power that brought about the downfall of the militarist spirit that was responsible for the present hostilities. At any rate, the important part played by food in this war should be the means of elevating the dignity of the trade whose life's work is the collecting and dispensation of the thing that means life to the army on the battlefield as well as to the individual.

establish maximum prices for buckwheat and millet, marmalades and honey, vegetables, fruits and sauerkraut. These prices apply to producers. Local authorities in municipalities of more than 10,000 population are required to fix maximum prices for retailers in these supplies. The authorities in smaller places are empowered to take similar action if they see fit. The Chancellor is given authority to set a high limit above which prices may not go.

Bread, potatoes, pork, milk and butter already have been subjected to a maximum price schedule. The consumption of other meats is regulated and limited by so-called "meatless days." Maximum prices for all varieties of meat and fish are believed to be in sight.

Berlin, via London, Nov. 20.—The coming session of the Reichstag, which opens Nov. 30, probably will be concerned chiefly with a discussion of the food question. The Government has promised a statement on the measures taken and in contemplation to regulate the food supply of the empire. The subject will be discussed by representatives of all parties, most of whom are expected to go even farther than the Government in demanding the abolition of speculation and unreasonable profits in the trade in food stuffs and other articles of daily consumption.

The budget for 1916, it is understood, will not be ready for submission. A demand for taxation of war profits undoubtedly will find many advocates.

One of the subjects taken up will be

a proposal to modify the law governing a state of siege to permit the imposition of fines for minor offences which now are punishable only by jail sentences. The censorship will be destroyed again.

The session probably will last less than a month, with only a few open sittings. Most of the debates will take place at meetings of the Budget Committee, upon which all parties are represented, and which meets behind closed doors. A definite program probably will be fixed prior to the opening session at a conference between Chancellor Von Bethman-Hollweg and party leaders.

London, Nov. 23.—It is believed here that the food crisis in Germany is reaching alarming proportions despite the strict censorship of the German Government, which is unable to disguise the facts revealed in all German newspapers that come here.

The Cologne Gazette's columns show that the price of food continues to go up daily, and no official orders or enactments appear to be able to stop the increase. In view of the extreme situation it is expected that a special Chancellor will be authorized within a few days to levy a tax on the most necessary and popular articles of consumption, such as vegetables, particularly onions, cabbages, carrots, turnips and fruit; natural and artificial honey, as well as all products serving as substitutes for butter or fats. A special tax will also be put on coffee, tea, cocoa and all other colonial produce, which now command exorbitant prices.

Berlin (via Amsterdam), Nov. 25.—Peace talk has suddenly revived in the German press in connection with the opening of the Reichstag on November 30. Vorwaerts, which resumed publication a week ago after having been suspended by the Government for the frank peace plea which is published, renews its demand in strong language. Vorwaerts flatly demands an end of the war, saying:

"The real cause of the high cost of living is the long duration of the war. Every successive week of the war renders the economic situation of the poorer classes more intolerable. The best safeguard in the future against the increase of prices would be the speedy termination of the war.

"We rely on the leaders of our party to multiply their efforts and to see that everything in their power is done to end

(Continued on page 39.)

Competition in Selling Flour

An Old Flour Salesman Tells of Methods He Had in Getting Flour Into Retailers' Hands—Surprise Expressed at the Recent Advance of Only 10 Cents—Retailers' Anxiety To Buy at Old Prices After an Advance is Troublesome.

By an Old Flour Salesman

WHEN I heard a few weeks ago that the big mills had advanced the price of Manitoba flour ten cents per barrel, I could hardly believe it. In my experience, I do not recall such a small variation. Certainly it is not the custom for Canadian mills to jump their prices by such small steps.

There is a reason for it. The ten cent advance rings the death knell of the "filling" game—a practice that has been carried on by travellers and retailers for years and years.

Every grocer knows that the flour traveller is willing to protect him if at all possible when an advance occurs. He is the grocers' friend, and he is friendly partly to save himself. He has got to hold his customers, therefore, when he scents a rise coming he tells the grocer, "Now I'm afraid there's going to be an advance." "Well," says the grocer, "I'm not wanting any flour just now, but if anything happens, see that I'm protected."

The consequence is, when there is an advance, the traveller goes to his room and uses his lead pencil to good purpose. Then he keeps the telephone and telegraph wires hot soliciting and sending in orders, ostensibly placed before the rise, at the old figures. Whenever there is a rise in the flour market, headquarters are rushed night and day to cope with the business that comes in; and that's the reason why.

Miller Makes a New Move

Many years ago, the head of a large milling company stopped me on the street and said: "I've called all my travellers in. There's going to be an advance. That will stop their old method. When they arrive, I'll tell them about the advance, and send them back."

Evidently he was not successful in stopping this practice, for it flourished as well as it ever did until the recent 10 cent advance. That miller no doubt found that when he called his travellers in, the other mills took his business at the old figure, and no doubt he lost a good many customers.

It looks now as if the mills have got together and agreed to stop this old practice. What will happen? In the old days, when a 25c advance took place, it paid the grocer to be protected; with only a 10 cent advance, it is doubtful whether he will care. If his stock is pretty good, he will probably figure that it would cost him ten cents to store it.

I believe it will eventually stop the "filling" practice.

And, after all, the ten cent advance was more sensible, being in keeping with the advance which has taken place up to that time in wheat. In the United States the flour market is regulated in a more sensible manner. If wheat is up a cent, then flour goes up five cents; and vice versa. If a customer receives a quotation on the day of an advance, he is at liberty to place an order at that quotation that day, after which the higher figure comes into force. In Canada the wheat market has often undergone a change of five to ten cents, with no change in the price of flour. When the change did take place, it was a big one.

Basis of Export Price

Things are different in the export end of the business; there the price of flour is based on the price of wheat. It is only in the local trade that these big price changes occur. A little story is apropos here. I knew a big Montreal baker who used to spend a guinea and cost of cabling every time he went into the market for flour, in order to obtain the export price in England. Nobody knew who gave him the price—possibly a clerk in some English establishment. Whoever it was, he got a guinea for his trouble. Then the baker went to the miller and said, "That's your price for export; I want the same price." The miller threw his hands in the air and said he couldn't do it. "All right," said the baker (whose order amounted to from fifty to a hundred cars), "then you don't get my business." Rather than lose such an excellent customer, the mill succumbed. That was a smart baker.

Talking about bakers, there is not one (at least, those worth calling bakers) who pay the advanced price. They know about the advance long before it takes place, and are covered. Of course, bakers are big buyers of flour, and their patronage is jealously guarded. I have known mills to advise customers who are not bakers when an advance was about to take place, and I have known them to book orders at the old price two or three days after an advance, in order to hold a good customer.

Keeness of Competition

Competition between some of the mills is very keen. There was the case of a dealer who had contracted for a large quantity of flour ahead, and in the

meantime the market had advanced considerably. The mill called upon him to take delivery, but he refused. "Then we will cancel the contract," the mill replied. "Cancel it then," said the dealer. The miller was staggered. "You have made a big profit on this flour, why don't you take it?" he asked. But the dealer refused to accept delivery until he was ready. The mill decided to get at the bottom of the matter. After a lot of investigation they found that another mill, in order to get this man's business, had offered to supply him flour at the same price, to be delivered as required.

This "filling" game is only one of the sources of troubles the mills have had to face in the last twenty years, and most of them, like that above, have been the result of keen competition. For example, it was common at one time for a mill to accept less than the invoiced price, i.e., giving rebates in order to favor a customer whose business was coveted. That was discovered, and stopped. This was followed by another move. The various mills had an agreement regarding the sale of flour, but there was none on bran. A mill conceived the idea of supplying with every car of flour sold, a car of bran at \$18, when the market price was \$20. That was also brought to light eventually, and died.

That gave place to another. One of the mills originated the practice of buying back bags at fancy prices. For example, if a man had 420 bags for which he should have been allowed 5c each, he was allowed 10c—a concession intended to secure business that had been going to a competing mill.

It has been known for a mill to date back contracts and invoices to give a customer the benefit of the lowest price. When the other mills raised a kick, the mill referred to the date of dealer's invoice to show that the deal was a bona fide one. This, however, puts the other salesman in a bad box. It was usually a case of one salesman's wits against those of another. Where a salesman was unable to get business from a certain man, not being able to cut prices under the agreement between the mills, it was not uncommon for the mill to send out a "special" man, who made his own terms, the details of which the regular travellers knew nothing about.

(Continued on page 35.)

Figure on the Selling Price

Answer to Question on Whether Cost or Selling Price Should Be Made Basis For Figuring Profits—Insofar as a Retail Business is Concerned, Latter is Much Safer.

ONCE again there arises the question of which is correct—figuring profits on cost or selling price. The following letter is from a prominent firm in Western Ontario:

Editor, Canadian Grocer—Would you be kind enough to answer the following question?

When figuring a profit on goods in %, should one figure on the cost price or selling price of article.

Samples—A. Buys an article at 50c and sells for \$1.00.

Would the 50c represent 100%, making the profit 200% or

Would \$1.00 represent 100%, making the profit 50%?

We have had some discussion in the office as to the correctness of said question, and would like your opinion.

Thanking you in anticipation of your favor,

London, Ont.

B. A. P.

SELLING PRICE PREFERABLE

Canadian Grocer has always contended that either method is quite permissible, but that figuring on the selling price is the better one because it is more satisfactory in the end.

It is of course absolutely correct to figure profits on the cost price—that is, it is mathematically correct. The fact remains, however, that a retail dealer never knows absolutely his exact cost. All that he does know is his invoice cost plus the freight on a certain article; but he can never say definitely what proportion of his overhead expenses should be allowed for that particular article. In fact he never knows until the end of the year what it has cost him to do business during that year. If therefore, he should figure his

profits on his invoice cost, he would be quite wrong because his invoice costs are not the total costs.

Since also he never knows his overhead expenses until the end of the year, and sometimes not then, he cannot figure his profits on his total cost and be absolutely accurate. The only safe basis therefore, on which he can figure is his selling price because he always knows that.

Another reason why he should figure on the selling price is the fact that he bases his overhead expenses on that price. He would indeed be led astray should he figure his overhead expenses on his selling price and his profits on his invoice cost.

The fact too that a profit is not made until a sale is actually effected further advances the selling price as the proper basing factor for percentage of profit.

All allowances in percentage to special customers for any reason are based on the selling price.

Many who maintain that the cost price is the proper basis, cite a case such as the following: If the population of a town increases from 30,000 to 45,000 what is the percentage of gain. Answer 50%. This is of course correct and the words "gain" and "increase" are properly used in this connection but this has no relation to the question of percentage of profit as applied to commercial transactions involving money.

It should be remembered that the selling price in the retail business is much nearer the total cost than is the invoice cost. As the total cost is never a definitely known quantity until the end of a year, then it is better to use the nearest definite price to it.

The question is asked, if A. buys an article at 50c and sells it for \$1, what would be the margin of profit. Our answer is 50%—providing he is in the retail business and there are overhead expenses to pay.

SERVICE DEPARTMENT

Editor Canadian Grocer:—Can you give us the name of an importer of Italian garlic?

Montreal, Que. H. G. & S.

Editorial Note.—Chas. Ciceri & Co., Montreal and Toronto, import this line.

LEGALITY OF BEAN CONTESTS

Editor Canadian Grocer:

Dear Sir, Enclosed please find cheque for \$2 to Canadian Grocer. In your next issue will you please answer the following and oblige: Is it against the law to have bean guessing contests for a prize?

W. K. L.

Editorial Note.—Our understanding

of the law is that it all depends on how the contest is conducted. For instance, if customers have to make a purchase of goods in your store before they have the privilege of making a guess on the quantity of beans in a jar, then the contest becomes illegal. If on the other hand, anyone can register a guess no matter whether he buys or not, then it comes within the law. In other words, as long as the guessing contest is absolutely free with no strings whatever attached to it, it is all right.

CLEANING OLD CURRANTS

Editor Canadian Grocer:—I have a quantity of old currants which I would like to clean up and am not sure just how to go about it. I would be very much pleased if you could give me the necessary information.

W. H. L.

Editorial Note.—The following method

for cleaning old currants has been recommended to us: Put the currants in a pail or other vessel; pour cold water on them and wash them thoroughly. If they smell sour drop a little baking soda in the water. Pour off the water and shake them on a sieve with a mesh fine enough so that they will not go through. Spread them out on a sheet of clean paper, as flat as possible, to dry.

EVAPORATED RASPBERRIES

Editor Canadian Grocer:—We would appreciate the favor if you will advise us where we can procure dried raspberries, either in packages or in bulk.

Winnifred, Alta. M. H. S.

Editorial Note.—Evaporated or dried raspberries can be bought from the Bowes Co., Front street E., Toronto. Both black and red. They are sold in 25-lb. boxes.



CURRENT NEWS OF WEEK

Canadian Grocer will appreciate items of news from readers for this page.



Quebec and Maritime Provinces

J. H. Beaudry & Co., grocers, St. Johns, Que., have registered.

Berringer Bros., grocers, Halifax, N. S., sustained a slight fire loss recently.

James A. Burns, a Halifax, N.S. grocer, has the sympathy of the trade there in the death of his wife.

Joseph Laporte, of Laporte, Martin, Montreal, has gone for a month's shooting trip to the Adirondack Mountains.

J. L. Gagne, general merchant, St. George, Que., sustained a fire loss recently. Also C. Rahal & Co., of the same place.

Ralph D. Hoben, St. John, N.B., with A. F. Randolph & Sons, wholesale grocers, was married recently to Miss Mabel Richards.

W. H. Stevens, a director of the Imperial Milling Co., Vancouver, a firm that has been figuring much in the rice business of Eastern Canada of late, paid a visit to the trade of Montreal and Toronto this week.

S. Dufault, deputy minister of colonization, mines and fisheries of the Province of Quebec, was in Montreal this week in connection with the work of the department, and had an interview with J. A. Paulhus, of the D. Hatton Co.

The Retail Grocers' Association of Montreal, are taking up the matter of pedlars calling out their wares on the street. The city authorities at present have before them for consideration a proposed new by-law providing that street pedlars may call their wares on the highways and byways in a reasonably loud tone of voice. The retail grocers claim that this injures their trade and they have asked the administrators to abandon the projected ordinance and enforce the original by-law. The grocers drafted a resolution favoring the substitution of gifts other than intoxicating liquors as New Year presents for their employes.

At a meeting of the Montreal Publicity Association, the following officers were elected: Hon. president, Anson McKim; president, Frederick Abraham; first vice president, R. W. Asheroft, of the Consolidated Rubber Co.; second vice-president, E. M. Emery, of the Lake of the Woods Milling Company; secretary, G. Warren Brown; treasurer, R. S. Muller; directors, Messrs. Robert Fee, Gallagher, Healy, Emery, Abraham, Asheroft, Brown and Muller. R. W. Asheroft, who recently won the prize of \$500 cash of-

fered by the Rice Leaders of the World Association for business ideas, told the members how he did it. Mr. Asheroft stated that a similar organization was about to be started in Canada, to be comprised of about twenty-five of the leading Canadian manufacturers in different lines of business, the object being to foster the sale of "made-in-Canada" goods of merit.

Ontario

D. W. Dane succeeds E. J. Snider, a Toronto grocer.

F. C. Ivey is opening a grocery store in Cochrane, Ont.

J. Conway & Co., grocer, Toronto, has sold to A. W. Miller.

Walker Bros., Toronto grocers, have sold to C. G. Graham.

The Wilma Fish Co., Port Stanley, Ont., has obtained a charter.

W. J. McCart, general merchant, Emo, Ont., has sold to L. Goldman.

W. J. Gilroy, general merchant, Mount Forest, Ont., has sold to W. J. Stephen.

The estate of Wm. E. Ross, grocer, St. Thomas, Ont., has been sold to W. J. Stewart.

Sheds of the Harris Abattoirs, Terra Cotta, avenue, Hamilton, Ont., together with sheds owned by the W. A. Freeman Company, were totally destroyed by fire recently, the loss being variously estimated at from \$8,000 to \$10,000.

John Scott, a grocer in Woodstock, Ont., for many years, passed away recently. He was born in Scotland about 69 years ago, and after coming to Canada when a young man removed to Woodstock, during which time he followed the trade of grocer.

Jas. M. Wilson, the People's Grocer, Elora, Ont., has secured the contract for supplying groceries during the year beginning Dec. 1, to the Wellington County House of Industry and Refuge. Mr. Wilson was also the successful tenderer a year ago.

A merchant in Ottawa, Ont., has been fined \$200 for sending a letter through the mails fictitiously signed with the name of a detective agency that did not exist, in an effort to frighten one of his debtors into paying an account of \$75. The offence was a contravention of the Private Detective Act.

Fred Newman, Picton, Ont., has purchased the Queen's Hotel corner there and will convert it into a wholesale

grocery warehouse. The building is a 3-storey one, of brick and stone, with 70 feet frontage. Mr. Newman opened in Picton as a wholesaler five years ago, and in 1912 moved to his present premises.

Despatches from Britain report the capture by the Germans of Lieut. J. Beverly Robinson, Toronto, of the Royal Flying Corps. It is interesting to note that Lieut. Robinson was formerly assistant editor on The Canadian Grocer.

Captain Wm. Lytle, of the T. A. Lytle Co., Toronto, has joined the 123rd Battalion (Grenadiers) for overseas duty.

Renfrew, Ont., has a new transient traders' by-law. By it the schedule of license to be paid ranges from \$25 to \$250, according to the amount of stock, likely returns, etc.—a point to be decided by the mayor and the chairman of the Finance Committee. Also, the fine for not paying this license ranges from \$5 to \$50. Some merchants wanted the license fee higher.

Western Canada

The Lundar Trading Co., Lundar, Man., is incorporated.

Ingles & Gall, general merchants, Canora, Sask., suffered loss by fire last week. Insured.

The Halling Co., grocers, Kamsack, Sask., have sold to W. B. Amos & Co., of Russell, Man.

Stock of Thompson, Lee, & Anderson, general merchants, Shaunavon, Sask., has been sold to H. Otterson.

J. M. Brayley, provincial organizer of the Retail Merchants' Association, Saskatchewan, addressed the merchants of Shellbrook recently.

S. Jackson, late manager of the Hudson's Bay Co.'s grocery department, Lethbridge, Alta., has joined the staff of George Kerr & Co.

The Canadian Credit Men's Association, Winnipeg, is arranging a series of lectures for the winter months. Among the speakers on the slate already are L. J. Mylius, of the National Drug Co., and G. W. Hodgins, manager of the Sterling Bank.

James H. Lawson, vice-president of R. P. Rithet & Co., wholesale grocers, Victoria, B.C., passed away recently. The deceased who was born in Dundee, Scotland, was one of the pioneers of Victoria. He was for a long time associated with the Hudson Bay Co.

Sugar and Spices Advance

All Lines of Spices Firm and Higher—Difficult to Get Boats from East—Sugars Take Another Jump—Tea Firm in All Grades—Christmas Buying of Dried Fruits Proceeds Apace—Peels Higher.

Office of Publication, Toronto, December 2nd, 1915.

THE situation in the egg market grows very interesting. For a long time we have had appreciating prices in both new-laid and storage eggs. It is quite natural in case of new-laid because there are few coming into the market; consequently prices are high. They went up another cent or couple of cents this week. In the case of storage, however, it is different. Latterly it has been felt that the levels have been somewhat artificial. The United States egg market this last couple of weeks has become considerably weaker, and nothing holds the firmness of the market in Canada except the big contracts which have been placed for export to Europe. Within the last few days in the whole of America, that is including Canada, contracts have been placed for no less than 2,000,000 eggs to be shipped before Jan. 1st to Europe. The aggregate amount of that order was something like \$546,000.

England apparently can get no fresh eggs until the Irish product begins, which will not be until February 1, and this heavy export is making market for storage eggs in Canada high. In the States, however, there has been a noticeable weakness, despite heavy export orders, which shows that supplies are fairly heavy. We really ought to see a decline in levels here, but it may be that we are exporting so many now to England that that condition alone will keep the egg market firm and strong. By the way, it is interesting to notice that this is almost the first year for many years when Canada has done any export trade to speak of in eggs. It is the revival of an old trade.

It might be expected that the influx to Eastern markets of British Columbia potatoes would ease off a little bit the strength of the potato market, but both Delawares and Ontarios are again higher this week. Sufficient quantities from British Columbia have not arrived yet. It will be remembered that CANADIAN GROCER some time ago prophesied a Christmas price for potatoes which has been almost reached this week. It looks as if we are going to see higher prices still, because the cardinal factor in the situation is that the poor weather this Summer—that is the changeable weather—inflicted a sort of rot which apparently has affected all crops, both Delawares and Ontarios.

This last week has seen the incoming of a number of Christmas lines. California figs are now in and these will take the place of Smyrnas. Dates are in and are fairly plentiful, so that there should not be any tightness in this line as Christmas approaches. Currants and raisins are still, however, firm and strong, and they may be higher still. We have persistently talked in these columns for the last two months of higher prices on ingredients for Christmas puddings and every week so far has borne out our contention. The time to buy currants and raisins is now. They cannot well go any lower and it is ten to one that they will go higher, currants in particular. Both seeded and seedless raisins from California show strength and crops are none too heavy for the present price to continue. With regard to nuts, both almonds and walnuts are in in fairly small quantities. The freshly-cracked walnuts are selling more than anything else because the new will not be in for some weeks yet. Freshly-cracked continue to come forward, but there are none too many and Christmas buying has already shown indications of being fairly heavy. The buying public is going to spend more for Christmas desserts this winter as well as for Christmas pudding.

All hog products are high. And this week has shown a rise in prices of bacon and backs and lard; they are all up at least a cent.

Sugar has taken another rise, this time to extent of 25c per hundred pounds.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Big demand for flour felt. Unusual demand still for bran. Rolled oats market easier. Wheat seizure may have results. Shorts inclined to be slow.

PRODUCE AND PROVISIONS—

Few changes in quotations. Cheese market unusually firm. Good export demand for eggs. Lower prices on poultry expected. Much honey in the country. Steady market on live hogs.

FISH AND OYSTERS—

Mild weather affects business. Eastern fresh fish scarce. Demand for oysters good. Big business expected for Advent. Oyster prices remain normal.

FRUIT AND VEGETABLES—

Spices still scarce and high. Good demand for navel oranges. Red grapes \$5; green, \$7. Potatoes take another jump. Curly lettuce up—\$2 for 4 doz. Green peppers now 75c basket. Spinach doubles in price.

GENERAL GROCERIES—

Sugar advances 15-25c. French specialties going up. California raisins up 1/4c lb. Chicory scarce and dear. Lemon and orange peels up. Reported embargo on walnuts. Rice situation developing. Canned tomatoes up another 2 1/2c.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Rolled oats strong. Big export in flour. Government's action unimportant? Feeds show changes.

PRODUCE AND PROVISIONS—

All pork products higher. Increase in lard prices. Butter unchanged. Cheese up again.

FRUIT AND VEGETABLES—

Potatoes up again. Florida fruits coming. Mandarins and tangerines in. Cauliflower selling well. Navels at high prices.

FISH AND OYSTERS—

Bad weather hampers stocks. Frozen fish selling now. Large clams get good trade. Oysters selling well.

GENERAL GROCERIES—

Tea firm in all grades. Sugars up again. Spices firm and higher. Increase in freight rates. Shelled almonds higher. Brooms advance.

QUEBEC MARKETS

Montreal, Dec. 2.—The advance in sugar, 15c and 25c per bag, is the main thing this week. Two refiners went up 25c, while the Canada only advanced their price 15c. A further advance is expected in their case. It is attributed to the exceptionally firm raw market, sales of which are being made as high as 4 1/8c.

CANADIAN GROCER

and deliveries are difficult to secure promptly at that price. New York refined also took a jump—to \$6.15. If the raw market continues firm, another advance is likely in Canada.

The weather here has remained remarkably mild right up to first of week, making it possible for wholesalers to make deliveries of perishable goods by freight. The majority of them, however, are not taking any chances on the sudden arrival of zero weather.

There have been further advances in the price of sundries, this time in the case of French specialties. The advances are not so pronounced as in the case of the English. The French seem to be faring better in managing to produce articles of food cheaper, as the women are doing most of the work, and are remarkably devoted and successful. Crops have been good in France, except in the case of grapes for wine, and there the fault is due to the weather. The following are some of the lines affected; anchovies, capers, pastes, mustard, olive oil, olives and pate de foie gras, which is much in demand at this period for sandwiches at evening parties.

Potatoes are getting scarce again, and prices are on up grade. Wholesalers are paying prices for Green Mountains which will compel them before long to quote \$1.60 per bag. Montreal potatoes are getting just as scarce. This is having an effect on the price of Canadian potato flour, the price of which has been raised 20c per doz. on 1-lb. pkgs. This advance is in proportion to high price of potatoes.

With approach of Christmas, and scarcity of such lines as Valencia raisins, currants and Sultanas, the brunt of the demand is being sustained by California fruits; in fact, it looks as if Canadian trade would be almost dependent on the California market this Christmas for dried fruits. The demand has been so heavy, both from this market and from Europe, it has been necessary to raise prices. Quotations in Montreal this week on seeded and seedless raisins are up half a cent.

Early this week it was impossible to predict what effect the commandeering of wheat by the Government would have on the flour market. It will take several days for situation to develop. If farmers begin to hold their supplies at high prices, it is likely to seriously affect the market. In the meantime, the mills appear to have all the business they want. The demand for feeds also continues unusually good.

SUGAR.—Feature of the whole grocery market was a rather sudden advance in the price of sugar, which occurred on Monday evening. The Atlantic and the St. Lawrence refineries raised their price 25c per bag, while Redpaths made an advance of 15c. It was predicted

that the latter's prices would be on a level with the others in a day or two. It will be remembered that this occurred on the last occasion on the day following. A week ago the raw market had shown signs of weakness, and quotations had dropped as low as 33¼c. During the past week it has recuperated, and sales were being made freely in the early part of this week at 41½c, and even at that figure it was almost impossible to secure prompt delivery. It looks, then, as if the sugar market is a firm one, despite the coming big crop of Cuban raws. On the strength of it, New York advanced on refined to \$6.15, which brings the difference between Montreal and New York Prices back to 35c, which is low considering that it was over \$1.50 a year ago, and is usually established around \$1.10. It would not be at all surprising under these circumstances, to see further advance in Montreal refined if raw market continues in its present condition. What effect this will have on demand is problematical, as there was so much sugar bought at the previous advance, that another advance coming so close will not likely result in same amount of business. But demand is brisk, due to fact that the holiday season is approaching when considerable sugar is required for pastries, candies, and all sorts of things.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	6 55-6 65
50 lb. bags	6 55-6 75
2 and 5-lb. cartons	6 85-6 95
Yellow Sugars—		
No. 3	6 40-6 50
No. 1	7 15-7 25
Extra Ground Sugars—		
Barrels	6 90-7 00
50 lb. boxes	7 10-7 20
25 lb. boxes	7 30-7 40
Powdered Sugars—		
Barrels	6 70-6 80
50 lb. boxes	6 90-7 00
25 lb. boxes	7 10-7 20
Paris Lump—		
100 lb. boxes	7 15-7 25
50 lb. boxes	7 25-7 35
25 lb. boxes	7 45-7 55
Crystal Diamonds—		
Barrels	7 15-7 25
100 lb. boxes	7 25-7 35
50 lb. boxes	7 35-7 45
25 lb. boxes	7 55-7 65
Cartons	8 05
Half cartons	8 55
Crystal Dominoes, cartons	8 25

TEAS.—Dealers are beginning to wonder what the Hon. Mr. White will do with tea when he hands down his next budget. There are some who feel that he will do the same as Lloyd George, and tax it heavily. On these grounds it is expected that next month will see heavy buying of tea. While letters from Ceylon and India still speak of a firm market on the better grades of tea, there is still a lot said in the tea trade here about cheaper tea. It is, however, admitted that much of the cheap stuff talked about lately is rather poor stuff.

DRIED FRUITS.—The retail trade are buying dried fruits freely, and seem to be laying in substantial stocks, certainly larger than they did a year ago. With currants, Valencia raisins and Sultanas off or extremely difficult to procure, attention is directed to Californian fruits, on which the trade is becoming

more and more dependent. An advance took place on spot stocks of California raisins this week, these being used now as substitutes for a number of above lines. Only a few shipments of new currants have arrived, and dealers are not inclined to quote. Those currants which were ordered back to Greece and were later re-shipped, do not appear to have arrived. The crop of Valencias was small this year, and as has been stated a number of times, they were held at such high prices they were almost prohibitive. Thus the brunt of the demand falls upon California fruits, and the following quotations are current this week:

Fancy seeded, 12 oz.	0 09
Choice seeded, 16 oz.	0 10
Choice seeded, 12 oz.	0 08½
Seedless, 16 oz.	0 12½
Seedless, 12 oz.	0 10

Candied peels are also becoming scarce, especially lemon and orange, which are in heavy demand at this time. Quotations are up two cents, and the retailer will now pay 18-19c for lemon, and 19-20c for orange. Grocers are reported to be buying drained peels where they cannot get candied peels. Currant quotations are unchanged here, but they are reported higher abroad.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 09½
Apples, choice winter, 50-lb. boxes	0 09
Apricots	0 14
Nectarines, choice	0 11½
Peaches, choice	0 08
Pears, choice	0 13½

DRIED FRUITS.		Per lb.
Candied Peels—		
Citron	0 22½
Lemon	0 18
Orange	0 19
Currants—		
Filiatras, fine, loose, new	0 10½
Filiatras, packages, new	0 11½
Dates—		
Dromedary, package stock, old, pkg.	0 09
Paris, choicest	0 12½
Hallowee, loose, new	0 07½
Hallowee, 1-lb. pkgs.	0 07½
Figs—		
3 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½
1 lb. glove boxes, each	0 12
Cal. bricks, 10 oz.	0 08½
Cal. bricks, 16 oz.	0 10
Cal. layers	0 10
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 13
40 to 50, in 25-lb. boxes, faced	0 11½
50 to 60, in 25-lb. boxes, faced	0 10½
60 to 70, in 25-lb. boxes, faced	0 10
70 to 80, in 25-lb. boxes, faced	0 09½
80 to 90, in 25-lb. boxes, faced	0 09
90 to 100, in 25-lb. boxes, faced	0 08½
Raisins—		
Malaga, table box of 22 lbs., 3-crown	3 75
Cluster, \$2.50; 4-crown cluster	0 09
Muscadels, loose, 3-crown, lb.	0 09
Cal. seedless, 16 oz.	0 12½
Fancy seeded, 16 oz. pkgs.	0 11
Choice seeded, 16 oz. pkgs.	0 10

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

NUTS.—New shelled almonds are on market, and are bringing a figure four or five cents higher than price of old. A cable was received by local importer this week to effect that French Government had placed an embargo on walnuts. A cable was immediately sent back for confirmation. If this is so, it will likely have an effect on price of goods here and on the water. A local man states that he has only 350 cases on the water, which would not last him more than two weeks. Such an embargo would not cut off the supply for Christmas, however, which is already beginning to arrive. A large

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shipment is expected on the Corsican, which reaches St. John next Monday. There has been no change in prices quoted to retailers during past week.

Almonds, Tara, new	0 17½	0 18½
Grenobles	0 15	0 16
Marbots	0 13½	0 14½
Shelled walnuts, new, per lb.	0 35	0 40
Shelled almonds, 28-lb. boxes, per lb.	0 44	0 45
Sicily filberts	0 13½	0 15
Filberts, shelled	0 20	0 24
Pecans, large	0 20	0 21
Brazils, large, washed	0 20	0 21
Peanuts, American, roasted	0 06½	0 12

RICE.—A new situation is developing here, owing to keen competition between the milling companies. It is understood that one company, which has been securing much business in this market at low prices, is about to make big advances. This was expected, as it was difficult to understand how business could be continued at such low figures. A representative of the Imperial Milling Co. of Vancouver was in the city this week discussing the situation with the trade.

Rangoon Rices—		Per cwt.
Rangoon, "B"	3 90	
"C.C."	3 65	
India bright	4 00	
Lustre	4 10	
Fancy Rices—		
Imperial Glace	5 20	
Sparkle	5 60	
Crystal	5 00	
Ice drips	5 20	
Snow	5 20	
Polished	4 10	
Pearl	4 40	
Mandarin, Patna	4 00	
Java Onyx	7 50	

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

Imported Patna.		Per lb.
Bags, 224 lbs.	0 06½	
Half bags, 112 lbs.	0 06½	
Quarter bags, 56 lbs.	0 06½	
Velvet head Carolina	0 09	0 10
Sago, brown	0 06½	0 07
Tapioca—		
Pearl, lb.	0 07	0 07½
Seed, lb.	0 07	0 07½

SYRUPS AND MOLASSES.—Orders are now being taken for new molasses. January shipment, at a figure which will bring price of molasses to the retail trade in February to 50c to 55c. For February shipment, i.e., to arrive in March, prices are about seven cents per gal. less. This will be the big decline, but it is not likely to occur until March. There will probably be bigger declines later on. December shipments now seem to be questionable, and it is thought only a few parcels at the most will leave Barbadoes on last December boat. Poor spot fancy molasses is practically off market, and supplies of choice are getting lower.

		Price for
		Fancy. Choice.
Barbadoes Molasses—		Island of Montreal.
Punchons	0 58	0 48
Barrels	0 61	0 51
Half barrels	0 63	0 53
For outside territories prices range about 3c lower.		
Carload lots of 20 punchons or its equivalent in barrels or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Barrels per lb., 3¼c; ¼ bbls., 4c; ¼ bbls.	0 04½	
Pails, 83½ lbs., \$1.95; 25 lbs.	1 40	
Cases, 2 lb. tins, 2 doz. in case	2 65	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, ¼ doz. in case	2 90	
Cases, 20 lb. tins, ¼ doz. in case	2 85	
Cage Syrups—		
Barrels, lb., 4¼c; ¼ bbls.	0 06	
Cases, 2 lb. tins, 2 doz. in case	3 00	

COFFEE.—Chicory is quoted at 14c; it is scarce and dear in primary market. Good Santos are difficult to buy under 20c. Wholesalers have experienced a

remarkable improvement in demand during November, that month having been as good as any they ever had. November is always a good month, especially for Western trade, owing to desire to rush goods through by lake and rail before close of navigation. Good business is also attributed to a great extent to the big crop in the West.

Coffee—		
Plantation Ceylon	0 32	
Java	0 32	
Arabian Mocha	0 34	
Guatemala	0 26	
Mexican	0 25	
Maricao	0 22	
Jamaica	0 22	
Santos	0 19	
Rio	0 16	
Chicory	0 14	

SPICES.—Most of these lines remain pretty stiff, nearly everything tending upward if there is any change at all.

	5 and 10-lb. boxes	¼-lb. pkgs. dozen	¼-lb. tins. lbs.
Allspice	—0 16	—0 69	—0 23
Cassia	—0 22	—0 89	—0 29
Cayenne pepper	—0 28	—0 35	—0 35
Cloves	—0 28	—1 05	—0 35
Cream tartar—ccc.			
Ginger, Cochiu	—0 22	—0 29	—0 29
Ginger, Jamaica	—0 23	1 00—1 15	—0 31
Mace	—0 80	—1 00	—1 00
Nutmegs	—0 40	—2 40	—0 75
Pepper, black	—0 22	0 93—1 09	—0 29
Pepper, white	—0 30	1 15—1 20	—0 37
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 14—0 15		
Turmeric	0 21—0 23		

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

Cardamom seed, per lb., bulk	2 00	2 50
Carraway—		
Canadian	0 13	0 22
Dutch	0 20	0 22
Cinnamon, China, lb.	0 14½	0 16
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne chillies	0 35	0 35
Shredded cocconut, in pails	0 18½	0 22
Pimento, whole	12 15	12 15

DRIED VEGETABLES.—The farmers have loosened up a little more during past week, and the offerings of beans have been coming in from many more sources. The trade seem to think that quality is not going to improve any as the season advances. Prices to the retail trade vary between \$4 and \$4.35, which does not look like an easy market. There is a danger, if the price of beans does not come down, of large employers of labor switching over to some other food. A large lumberman, who was in the city this week, said: "If I can't get beans at the right price, I'm going to use something else. I'll feed my men on puddings, pastry, etc., which are cheaper than pork and beans. You can't feed men on beans to-day at these prices. The men want a change anyway, and are glad to get a rice pudding occasionally. They are getting a little tired of beans." There is still the same trouble as regards peas—can't get good boilers under \$3.10 and \$3.25. There were offerings of new splits this week, to retail at \$5.75.

Beans—		
Canadian, 3-lb. pickers, per bushel	4 35	
Yellow eyes, per bushel	4 20	
Lima, per lb.	0 08	0 08½
Peas, white soup, per bushel	3 00	3 25
Peas, split, bag, 98 lbs.	5 50	
Barley, pot. per bag	3 00	
Barley, pearl, lb.	0 04½	0 05

CANNED GOODS.—The market for most lines is active, and there is good demand, especially for tomatoes, price on which has been raised again this week by a number of wholesalers. They are

offered now at 1.07½, and one house announces that the price next Monday will be up to 1.10. Prices being quoted for corn and beans is 95c.

A firm of B.C. packers have advised their agents here that Sockeyes, Springs and Red Cohoes are very scarce, and orders are being accepted only subject to confirmation.

Canned Vegetables—		
Beans, string, doz.	0 95	
Corn, 2's, doz.	0 95	
Peas, standard, doz.	0 95	
Peas, Early June, doz.	0 97½	
Tomatoes, 3's, doz.	1 07½	
Pork and beans, 3's, doz.	1 45	
Pork and beans, 1's, doz.	0 65	
Pork and beans, family size	1 05	
Canned Fruits—		
Apples, gallon, doz.	3 25	
Canned Fish—		
Sardines, Canadian, case	3 25	

ONTARIO MARKETS

Toronto, Dec. 2.—Brooms, a line which retailers find it useful to carry, have advanced anywhere from 25 to 50 per cent. The reason for this it is said, is that fifty per cent. of the broom corn crop has been damaged. Too much rain turned the crop off-color, and the rain has stunted growth. Hence the rise in prices. Most of the corn for brooms comes from the States.

So far there has not been much export of poultry to Great Britain, though there is apparently a real opening for it there at the present time. A report from a Government official in London says that turkeys are wanted from Canada in England this Christmas, and that at present chickens are fetching one and a penny or twenty-six cents, a pound. It is suggested that Canadian dealers might get in on some extra export trade here, and, if names are lacking, the Department of Trade and Commerce at Ottawa will supply them.

The big event of the week was the advance in sugar, which in most cases, amounted to 25 cents. In one case it was only—at time of writing—fifteen cents. These advances are simply the result of the basic condition of a shortage of raws. They leave the market still firm and strong, because till January the Cuban crop will not be here to ease the situation, and as long as raws are short, whether refiners have had their requirements or not, there must be a firm undertone. Some prophets insisted a couple of weeks ago that refiners had now got their fill—that was on the occasion of the last advance—and that the market would likely drop. We took issue on that point and said we would not be surprised to see further advances, as long as raws were short. These further advances have materialized this week. While it is now less likely that we shall see further increases, still raws are still short; that's the governing condition.

Pork products show a firmness and strength this week which should be noted. All prices on backs, bacons and lard are higher and remain firm at that. The hog market has been very strong for

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some time now and has gradually been on the up grade.

Business looks as though it is certainly going to be good for Christmas. It is better than was expected by a great number of people a year ago, who said we would never survive the ill-effects of the break-up which war would create. But business is good. One wholesaler tells us his collections are "better than ever before," and are improving, "even in the city." for all these signs—we are truly thankful.

SUGAR.—There is an advance in prices this week. In most cases it has been 25c, but one refiner has only increased his quotations 15c. We quote, however, on revised levels, taking the 25c advance as the more general. This now makes sugar on the basis of \$6.71. The reason for the appreciation seems to have been merely the shortage in raws. Two weeks ago, and again last week, we suggested that the trade should regard this as the outstanding factor in the situation and prepare, although the trade had filled up a good deal for the possibility of a further advance. Our prediction has been borne out. Although there was an easier tone last week, the fundamental condition of a shortage in raws remained. Refiners do not appear to have had enough, and it is said that raws were heavily held by speculators, who, seeing their chance, held on till higher levels obtained. The market is firm and strong.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
20 lb. bags	6 81
10 lb. bags	6 86
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 65
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 31
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 91
25 lb. boxes	7 31
Crystal Diamonds—	
Barrels	7 26
100 lb. boxes	7 36
50 lb. boxes	7 56
Cartons (50 to case)	8 01
Cartons (50 to case)	8 01
Crystal Dominoes, cartons	8 36
Paris Lumps—	
100 lb. boxes	7 36
50 lb. boxes	7 56
25 lb. boxes	7 56
Yellow Sugars—	
No. 1	6 31
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—The Ceylon auction in London yesterday showed a firmness to medium and fine teas. Commons were a trifle firmer. With regard to the latter, we view this as a temporary condition only, a fluctuation in market price. Common teas, judged by all signs, should be lower than present quotations, because (1) big quantities are getting to auction and the quality is by no means good. These two factors more than balance the increased demand for cheaper teas. Russian buying of lower grades is said to have let up to a certain extent, too. Fine and medium grades, however, are firm. Demand is good. With regard to Indians, it seems that the Calcutta market is above the parity of teas afloat.

There is considerable difference in quotations. Locally no new condition presents itself. Buying is ordinary and steady.

SYRUP AND MOLASSES.—The increased freight rates went into effect Wednesday, and this is expected to affect prices on molasses. Demand in this market is, of course, limited; but if there is any appreciation in levels we shall feel it here. Other syrups are getting good, steady trade; there is little feature.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 4c; ¼ bbls.	0 04½	
Pails, 38½ lbs., \$1.85; 25 lbs.	1 40	
Cases, 2 lb. tins, 2 doz. in case	2 05	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, ½ doz. in case	2 30	
Cases, 20 lb. tins, ¼ doz. in case	2 85	
Cane Syrups—		
Barrels, lb., 4½c; ¼ bbls.	0 05	
Cases, 2 lb. tins, 2 doz. in case	3 00	
Molasses—		
Fancy, gallon	0 60	0 65

DRIED FRUITS.—Following the example of citron peel, the other two—orange and lemon—are each up 1c on a firm demand and short spot stocks. We quote both at 16c to 17c now. The first notable arrival of currants is here now. It is not heavy, of course, and does not affect the whole situation much. There is bigger demand than any one arrival can take care of. Incidentally, the quality of currants in this shipment is said to be better than that of last year. Peaches are up a cent. They are higher at the Coast. On the whole, they have been low so far, so that an advance was not unexpected entirely. There is a good, steady demand. Prunes are strong, and there is a firm demand for smaller sizes. Raisins are all selling well, and the market is firm. Dates are plentiful, and demand is even. Prices are moderate, and the tone of the market is not outstandingly strong. Other lines show no change. Christmas buying proceeds apace.

Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	0 16	0 17
Orange	0 16	0 17
Citron	0 22	0 25
Currants—		
Filiatras, per lb.	0 12	0 13
Analas, choicest, per lb.	0 12½	0 13½
Patras, per lb.	0 13	0 14
Vostizas, choice	0 16	0 17
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowees	0 07½	0 08
Prunes—		
30-40s, California, 25-lb. boxes	0 13	0 14
40-50s, 25-lb. boxes	0 12	0 12½
50-60s, 25-lb. boxes	0 10	0 11
60-70s, 50-lb. boxes	0 10	0 10½
70-80s, 50-lb. boxes	0 09½	0 10½
80-90s, 50-lb. boxes	0 08½	0 09
90-100s, 50-lb. boxes	0 07½	0 08½
25 lb. boxes, ¼c more.		
Peaches—		
Choice, 50 lb. boxes	0 06½	0 07½
25 lb. boxes, ¼c more.		
Raisins—		
Valencia	0 15	0 16
Seeded, fancy, 1 lb. packets	0 10½	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10½
Seeded, choice, 12 oz.	0 08	0 08
Seedless, 16 oz. packets	0 11½	0 12
Seedless, 12 oz. packets	0 10	0 10

NUTS.—Shelled almonds are feeling the effect of Christmas demand, and are up to 44c, which is an advance of 2c. There are none too many on spot, and the trade is buying heavily. Shelled walnuts, too, are being bought up. Price

is rather lower than this time last year. In in-shell stuff, filberts show unwonted firmness, and we have advanced our prices a cent, making 15c top price. A lot are going at 14c, but some others are higher.

In Shell—		Per lb.
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 15	0 16
Brazils, large, washed, new	0 17	0 18
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	14	0 15
Peanuts, Jumbos, roasted	5 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 42	0 44
Filberts	0 35	0 35
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 36	0 38

SPICES.—Almost every line is active owing to short supplies, which state of affairs is itself due to a lack of steamers from the East. Many steamers formerly in Eastern waters find they can make more money in the Atlantic trade. Hence importers can't get supplies. Black pepper is higher and very firm. We quote 22c to 26c. Jamaica ginger is also up to 25-26c. Cloves advanced six shillings in the primary market recently, while a similar advance per 100 pounds has been registered in cream of tartar. The whole list, indeed, is firm, and buying here is very active.

Spices—		
Allspices, ground	Compound, per lb.	Pure, per lb.
Allspices, whole	0 10	0 15
Cassia, whole	0 21	0 22
Cassia, ground	0 14	0 16
Cinnamon, Batavia	0 27	0 35
Cloves, whole	0 30	0 38
Cloves, ground	0 18	0 22
Cream of tartar	0 48	0 50
Curry powder	0 30	0 32
Ginger, Cochin	0 15	0 17
Ginger, Jamaica, ground	0 18	0 21
Ginger, Jamaica, whole	0 28	0 32
Ginger, African, ground	0 14	0 18
Mace	0 30	0 40
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	0 30	0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	0 22	0 25
Pastry spice	0 22	0 25
Peppers, black, ground	0 14	0 18
Peppers, black, whole	0 21	0 25
Peppers, white, ground	0 19	0 24
Peppers, white, whole	0 34	0 36
Pickling spice	0 16	0 20
Turmeric	0 18	0 20

BEANS.—There is no actual advance in beans this week, although the price is firm, and so far no more supplies are apparent to offset the tightness. Blue peas are up to \$3.25. They are very hard to get, and the quality is poor.

Beans, hand-picked, bushel	4 50	4 75
Peas, blue, bushel	3 00	3 25

RICE.—The customary steady business has again set in. The market tone is easier after its firmness last week, and business is normal.

Rice—		
Rangoon "B," per cwt.	4 00	4 00
Rangoon, per cwt.	4 00	4 00
Rangoon, fancy, per cwt.	4 00	4 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 07	0 07½
Seed, per lb.	0 07	0 07½
Sago, brown, per lb.	0 05½	0 05½

TORONTO

CANNED GOODS.—Further advances in the price of vegetables, particularly tomatoes, are talked of. Whether they will materialize remains to be seen. The demand has eased off some, but toma-

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toes have been fairly cheap for a long time, and a big lot is being exported right along.

Regarding vegetables, it is interesting to notice that all United States prices are well up to our own.

Pears are said to be in good demand also.

Sockeye salmon is a trifle easier at present, but no change in quotations.

Salmon, Sockeye—	
1 lb. talls, cases, 4 doz., per doz.	2 52½
1 lb. flats, cases 4 doz., per doz.	2 72½
½ flats, cases 8 doz., per doz.	1 67½
Five cases or more, 2½ doz. less than above.	
Chums, 1-lb. talls	0 90
Pinks, 1-lb. talls	1 20
Cohoos, 1-lb. talls	1 45
Red springs, 1-lb. talls	2 00
Humpback, ½-lb. tins	0 50

MANITOBA MARKETS

Winnipeg, Dec. 2.—Extraordinary activity is everywhere reported in the wholesale trade. Shipping departments are quite frequently at work all night, and the rush of orders to be filled shows good increase. There has been little complaint as to transportation facilities, except the usual one at this time at the delay at country points in unloading cars. It may seem a small matter to allow a car to stand for some hours before unloading, but with the pressing demand for cars for moving the crop all such delays are injurious to the best interests of the country.

On December 6 the Board of Railroad Commissioners meets here to hear the complaint of Western shippers of perishable freight with respect to the recent ruling (since suspended) by the board, limiting the liability of railroad companies to half the freight charges in case of injury by frost, etc., by their own negligence.

The shippers' section of the Winnipeg Board of Trade has taken the matter up, as have many firms and individuals. A large number of country dealers is expected here to give evidence before the Railway Board.

SUGAR.—A general advance occurred in sugar on Tuesday.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	7 15
Extra ground or icing, boxes	8 00
Extra ground or icing, bbis.	7 80
Powdered, boxes	8 30
Powdered, bbis.	7 30
Hard lump (100-lb. case)	7 50
Montreal, yellow, bags	6 75
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 50
Halves, 50 lbs., per cwt.	7 85
Bales, 20 lbs., per cwt.	6 00
Powdered, 50s	7 55
Powdered, 25s	7 90
Icing, barrels	7 85
Icing, 50s	8 10
Cut loaf, barrels	7 95
Cut loaf, 50s	8 80
Cut loaf, 25s	8 35
Sugar, British Columbia—	
Extra standard granulated	7 10
Bar sugar, bbis.	7 25
Bar sugar, boxes	7 50
Icing sugar, bbis.	7 45
Icing sugar, boxes	7 10
H. P. lumps, 100-lb. cases	7 55
H. P. lumps, 25-lb. boxes	8 20
Yellow, in bags	6 70

DRIED FRUITS.—

Apples, evaporated, new, 50's	0 09½
Apples, choice, 25's	0 12
Apples, choice, 10's	0 13½
Currants—	
Dry clean	0 08½
Washed	0 11

1 lb. package	0 10%
2 lb. package	0 21
Vostizas, bulk	0 12
Dates—	
Hallowee, loose, per lb.	0 06
Hallowee, 1-lb. pkgs.	0 07½
Fard dates, 12-lb. boxes	1 25
Peaches—	
Standard, 25-lb. boxes	0 06½
Choice, 25-lb. boxes	0 05½
Choice, 10-lb. boxes	0 06½
Raisins, Muscatels—	
3 crown, loose, 25's	0 08%
3 crown, loose, 50's	0 09
Raisins, Sultanas—	
California, 50's	0 12%
Prunes—	
90 to 100, 25s	0 07%
80 to 90, 25s	0 08½
70 to 80, 25s	0 09
60 to 70, 25s	0 09½
50 to 60, 25s	0 10½
40 to 50, 25s	0 11½
Table Layer Figs—	
7-crown, 3-lb. boxes, per lb.	0 15½
5-crown, 10-lb. boxes, per lb.	0 15
5-crown, 10-lb. boxes, per lb.	0 13%
4-crown, 10-lb. boxes, per lb.	0 15
3-crown, 10-lb. boxes, per lb.	0 12%
Glove boxes, per doz.	1 00
Cooking figs, taps, about 5 lbs., lb.	0 07½
Cooking figs, choice naturals, 25-lb. bags	0 07

DRIED VEGETABLES.—California hand-picked beans are up 10c per bushel. These are about the only beans on the market, and are meeting with popular favor, notwithstanding their cost. The poor quality of Ontario beans will practically put them out of the market here. Pot barley is up 15c per sack. Other lines steady.

Beans—	
California, hand-picked, per bushel	4 40
California Lima Beans—	
Bag lots	0 07½
Less than bag lots	0 06½
Barley—	
Pot, per sack, 96 lbs.	3 30
Pearl, per sack, 96 lbs.	4 20
Peas—	
split peas, sack, 96 lbs.	6 00
Sacks, 40's	3 02
Whole peas, bushel	2 80

BRITISH COLUMBIA MARKETS

By Wire.

Vancouver, Dec. 2.—Business is brisk. All grades of flour are up 20c per barrel. Sugar is also up, granulated being \$7.45, yellow \$6.80. Eggs are unchanged. Butter, New Zealand, is at 40c. Lemons, per box, are at \$4 to \$4.50, and navel oranges \$4.50 to \$4.75. California dried fruits are strong, and deliveries slow.

Produce and Provisions—	
Butter creamery, per lb.	0 32
Butter, New Zealand, lb.	0 40
Cheese, per lb., large, 19½c; twins	0 19½
Cheese, Stilton, lb.	0 21½
Eggs, local fresh	0 50
Eggs, Vancouver Island	0 58
Lard, 3's, per case	8 85
Lard, 5's, per case	8 75
Lard, 10's, case	8 70
Lard, 20's, each	11 30
General—	
Almonds, shelled, lb.	0 42½
Beans, Lyton, per lb.	0 06½
Cream of tartar, lb.	0 55
Beans, Lyton	0 06%
Figs, 12-10 oz. pkgs., per box	0 90
Figs, 50-60 oz. pkgs., per pkg.	2 25
Cocoanut, lb.	0 18½
Corrmeal, ball	3 00
Flour, best patents, per bbl.	6 50
Honey, Idaho, 24 lbs.	4 50
Lemons, box	4 50
Potatoes, per ton	12 00
Roiled oats, ball of 80 lbs.	17 00
Onions, lb.	2 80
Oranges, new navel, box	0 01½
Rice, 50's, sack	4 50
Sugar, standard gran., per cwt.	1 90
Sugar, yellow, per cwt.	7 45
Sugar, yellow, per cwt.	6 80
Walnuts, shelled, lb.	0 45
Jams, glass jars, doz.	2 25
Jams, 4-lb. tins, doz.	7 50
Canned Goods—	
Apples, gals., 6-case	1 60
Beans, 2's	2 10
Corn, standard, per 2 doz. case	2 15
Peas, standard, per 2 doz. case	2 10
Plums, Lombard, 2's, case	1 90
Peaches, 2½'s, case	4 00

Strawberries and raspberries, 2's, case	4 50
Tomatoes, standard, per doz., case	2 30
Salmon—	
Sockeye, 1's, 4 doz. case	9 00
Sockeye, ½'s, 8 doz. case	10 75
Pinks, 1's, 4 doz. case	4 00
Dried Fruits—	
Apples, lb.	0 11
Apricots, per lb., 11c; Apples, lb.	0 10
Prunes, 70-80, 25's, lb.	0 07%
Currants, per lb.	0 12
Raisins, seeded, lb.	0 09
Peaches, per lb.	0 06½
White figs, per lb.	0 06%

ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Dec. 2.—Business is extra good, with collections fine. Market is not changed much, with Christmas orders coming in. Raisins have arrived. White beans are still advancing. Sugar advanced 15c on Tuesday. Lake of the Woods Milling Company's local office announce 10c increase in 98-lb. sack of flour.

A New York sugar refiner says the following about sugar market: "The development of strong statistical position, which we have all along stated would exist this fall, has been about as anticipated, with result that market has been gaining strength. On the one hand, the remaining supplies of sugar are in strong hands, and the number of boats available for shipping are limited. On the other hand, refiners, jobbers and retailers allowed their stocks in September and October to be reduced abnormally for that season of year, and result has been that they did not have sufficient stocks to cover their wants. Being compelled to buy, they found the raw position in such shape that they have not yet been able to secure enough sugar at any one price to comfortably cover requirements. Naturally steadily advancing values have been the result."

Packers have advanced prices on corn, peas and tomatoes 5c per dozen. American packers in many instances are getting higher prices for tomatoes than Canadian. Europe is buying large quantities.

New currants arrived on this market during past week, and demand is good, with prices firmly maintained. Demand for syrup is improving since decline in prices. Corn market is firm, with good demand. There has been an advance in the price of matches of about 10 per cent.

General—	
Beans, Ashcroft, lb.	0 06½
Beans, white navy, per bush.	4 20
Bran, ton	18 00
Coffee, whole roasted, Rio	0 18
Potatoes, per bush.	0 35
Roiled oats, 20's, 80c; 40's	1 60
Roiled oats, ball, \$2.30; 80's	1 75
Flour, fancy patents, 98-lb. sack	3 05
Flour, seconds	2 80
Rice, Siam, per cwt.	3 80
Shorts, ton	20 00
Sugar, standard gran., per cwt.	7 75
Sugar, yellow, per cwt.	7 35
Walnuts, shelled, lb.	0 38
Produce and Provisions—	
Cheese, lb.	0 13½
Racon, lb., 30c; bellies, lb.	0 20½
Butter, creamery, per lb.	0 32
Butter, dairy, No. 1, 27c; No. 2	0 22
Eggs, extra, per doz.	0 40
Eggs, No. 1	0 32
Eggs, No. 2	0 30
Lard, pure, 3's, per case	9 00
Lard, pure, 5's, per case	9 85
Lard, 10's, per case	9 75
Lard, pure, 20's, each	3 25

CANADIAN GROCER

Canned Goods—	
Corn, standard, per two dozen	2 25
Peas, standard, 2 dozen	2 25
Peas, standard, 2 dozen	2 20
Plums, Lombard	2 25
Peaches	3 55
Strawberries, \$4.45; raspberries	4 00
Tomatoes, standard, per 2 doz.	2 85
Salmon, sockeye, 4 doz. talls, case, 1s	9 65
Salmon, pink, case	4 14
Cohoos, 1's, \$5.80; humpbacks, 1's.	4 35
Lobster	2 35
Dried Fruits—	
Evaporated apples, 50's	0 10 1/4
Apricots, 25's	0 12
Peaches, 25's	0 07
Pears, 25's	0 13
Prunes, 90-100, 25's, unfaced	0 07

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Dec. 2.—Sugar advanced 15c on Tuesday, and flour is up 10c. Storage eggs are higher at \$10. Evaporated apples are up to 11 1/2c. New navel oranges are \$4 to \$4.75. California tomatoes are \$2 a crate. B. C. onions are offering at \$32 per ton. Celery is at 6c. New candied peel arrived Tuesday, and stock is almost cleaned up already. No currants are here, but they are expected next week. Many Christmas lines are likely to be late in arriving.

General—	
Beans, small white Japan, lb.	0 07
Flour, No. 1 patent, 98's	3 00
Molasses, extra fancy, gal.	0 67
Rolled oats, ball	2 70
Rolled oats, 80's	2 30
Rice, Siam, cwt.	4 00
Potatoes, local, per bush.	0 35
Sugar, pure cane, granulated, cwt.	7 75
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30
Produce and Provisions—	
Cheese, new, Ontario, large, per lb.	0 19 1/4
Butter, creamery, lb.	0 34
Butter, No. 1, dairy, lb.	0 30
Eggs, select storage, case	10 00
Lard, pure, 3s, per case	9 60
Lard, pure, 5s, per case	9 55
Bacon, smoked backs, per lb.	0 21
Bacon, smoked bellies, per lb.	0 22 1/4
Canned Goods—	
Tomatoes, 3s, standard, case	2 85
Corn, 2s, standard, case	2 25
Peas, 2s, standard, case	2 35
Tomatoes, gala, case	2 10
Apples, gala, Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	4 50
Salmon, finest sockeye, talls, 48x1s, per case	10 00
Salmon, pink, talls, 48x1s, per case	4 50
Lobster, 1/2s, per doz.	2 65
Dried Fruits—	
Currants, lb.	0 13
Evaporated apples, 50s, per lb.	0 11 1/4
Peaches, choice, 25s, per lb.	0 07 1/4
Apricots, choice, 25s, per lb.	0 10
Pears, choice, 25s, per lb.	0 14
Prunes, 90-100	0 07
Sultana raisins, Cal., extra fancy	0 15
Valencia raisins, Cal., lb.	0 10
Fruits and Vegetables—	
Grapefruit, Cal.	5 00
Grapefruit, Florida, case	6 75
Oranges, navel, case	4 00
Onions, B.C., ton	32 00
Lemons, case	5 00
Peaches, crate	0 90
Tomatoes, Cal., crate	2 00

SASKATCHEWAN MARKETS.

Regina, Sask., Dec. 3.—Christmas trade here is making itself felt. All wholesalers and retailers report business brisk. Markets show little change except in dairy products. Cheese is higher at 19 1/4c and 19 3/8c for twins. Fresh eggs are becoming still scarcer, and have advanced 5c a dozen. Guaranteed fresh are 45c per dozen. Evaporated apples are: 50's, \$10.25; 25's, \$10.50, and 3's, .36. The sugar market remains firm.

Produce and Provisions—	
Butter, creamery, per lb.	0 31
Butter, dairy, No. 1	0 23
Cheese, per lb.	0 19 1/4
Eggs, new laid	0 45
Eggs, fancy, storage	0 35
Eggs, good, storage	0 30
Lard, 3's, per case	9 35
Lard, 5's, per case	9 30

Lard, 10's, per case	6 30
Lard, 20's, per case	12 10
General—	
Beans, Ontario, per bushel	3 90
Coffee, whole roasted, Rio	0 17 1/2
Cream of tartar, lb.	0 50
Cocoanut, lb.	4 19
Cornmeal, ball	2 95
Apricots, per lb.	0 12
Flour, 98's, lb.	3 00
Rolled oats, 80's	2 20
Rice, per cwt.	3 91
Onions, 100 lbs.	1 60
Sugar, standard, gran., per cwt.	7 39
Sugar, yellow, per cwt.	6 99
Walnuts, shelled, 41c; almonds	0 41
Canned Goods—	
Apples, gala, case	1 65
Beans	2 25
Corn, standard, per 2 dozen	2 25
Peas, standard, per 2 dozen	2 40
Plums, Lombard	2 10
Peaches	3 10
Raspberries, \$4.33; Strawberries	4 73
Tomatoes, standard, per case	2 00
Salmon—	
Sockeye, 1's, 4 dozen case	9 55
Sockeye, 1/2's	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 60
Fruits and Vegetables—	
Apples, Washington, bbl.	1 75
Celery	0 15
Cranberries, per bbl.	10 50
Lemons	5 00
Oranges, Valencias	5 75
Potatoes, bushel	0 65
Dried Fruits—	
Currants, per lb.	0 13
Prunes, 70-80, 25's, lb.	0 12
Evap. apples, 50's, lb., 10 1/4c; 25's, 10 1/4c; 35's,	0 12

NEW BRUNSWICK MARKETS

By Wire.

St. John, Dec. 3.—Sugar has advanced 25c per cwt. This came somewhat as a surprise to most dealers, and it is hard to say how permanent it will be. There are few other changes of interest. The wheat situation, with Government commanding supplies, pleased many, because they expect less speculation. They do not look for much difference in flour prices. Compound lard is higher at 13c to 13 1/4c. There is a firmer tone to many lines of canned goods, especially beans, following sharp advances, due to scarcity of raw material. Opening of the winter port seasons, together with the quartering of many soldiers, has brightened local trade. Business reported satisfactory, and collections a little above the average. River traffic is nearly ended. It is believed farmers are holding back many potatoes, as market here is none too plentifully stocked, and strong prices are ruling.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 22
Bacon, roll, per lb.	0 17
Beef, corned, 1's	2 90
Pork, American clear, per bbl.	25 00
Butter, dairy, per lb.	0 27
Butter, creamery, per lb.	0 30
Eggs, new laid	0 40
Eggs, case, per doz.	0 32
Lard, compound, per lb.	0 13
Lard, pure, per lb.	0 15
Cheese, new	0 18
Flour and Cereals—	
Cornmeal, gran.	5 75
Cornmeal, ordinary	1 75
Flour, Manitoba, per bbl.	6 85
Flour, Ontario	6 35
Flour, buckwheat, western, 98-lb. bag	3 50
Rolled oats, per bbl.	6 00
Fresh Fruits and Vegetables—	
Apples, bbl.	3 50
Lemons, Messina, box	4 50
Oranges, Val. case	4 00
Potatoes, bbls.	2 25
Sugar—	
Standard granulated	6 70
United Empire	6 60
Bright yellow	6 50
No. 1 yellow	6 30
Paris lumps	7 75
Lemons, Messina, box	4 50
Beans, hand-picked, bush.	4 10
Beans, yellow eyes, per bush.	4 15
Canned pork and beans, per case	3 00
Molasses, Barbadoes, gal.	0 53
Cream of tartar, per lb., bulk	0 80
Currants	0 11
Rice, per cwt.	4 45

COMPETITION IN SELLING FLOUR

(Continued from page 27.)

A more recent practice of mills has been, when the market weakened, to cut prices—to sell at full prices, and allow a rebate. The mills, however, watch each other closely for anything like this, and there is usually something doing when they are caught at it.

One of the worst practices in the flour business and one that works a hardship on the small middleman, is the making of "guaranteed prices." For instance, a mill—this does not mean every mill—sells a dealer ten cars at a guaranteed price. If the market goes down, the dealer gets the benefit of the lower price; if it goes up, he gets the benefit just the same. That's no sale at all, and it prevents the mill from making any profit.

As far as the big mills are concerned, this "filling" method is about the worst they have to contend with, and I think the practice of making smaller advances and reductions in the price of flour will have the effect of doing away with this difficulty, if they can only agree to it. I know that certain mills were opposed to that 10c advance, and wanted the price jumped at least 25c at one time. Since then an advance of 15c has been made.

MANY CHRISTMAS LINES SHORT

(Continued from Page 23.)

just about the same this year as they were last; in fact if anything they are lower. We quote 26 to 38c. Last year the price was anywhere from 45 to 50c. There is a big demand for walnuts right along and a good many orders this year have shown increase in extent while the trade seems to be coming oftener. Prices on freshly cracked walnuts are not likely to increase, so far as we can tell at this writing.

SCARCITY OF ALMONDS.—With regard to shelled almonds, they are scarce and the primary market is away up. There was a boat in Monday last, and more are due to arrive. Shelled almonds are by no means cheap, and the shipment has been delayed so that what supplies we have are less than what had been expected. The trade will do well to buy at once as almonds are a line where they really cannot afford to wait. No one knows what the market will do. The acute scarcity will naturally infer higher prices, and the market is a firm one.

CALIFORNIA FIGS.—These are here. They are taking the place of Smyrnas. There are some shipments still to come and the price will be governed by the quantity brought in. This is a good line and the public last year were buying more figs than at previous Christmas times. The retailer will do well to get in a judicious stock.



FRUIT AND VEGETABLES



Good Demand for Navel Oranges

These Get Best Call of Any—Potatoes Go Higher Again—Celery Advanced; Local Stuff Small in Size—Mandarins and Tangerines in From Florida.

MONTREAL

FRUIT.—Spys are still scarce, and there are only a few houses handling them. The price asked for No. 1's ranges around \$6.50, and as high as \$7 is asked. Winter apples are bringing \$4.50, and for Fameuse and McIntosh Reds grocers are paying \$6. Lemons remain in about the same situation, while navel oranges are quoted at \$6, late Valencias at \$5.50, and Jamaica at \$3.50. At these prices the demand is slow, the best demand being for navels. There are no more grapes in baskets, but in kegs; red ones, \$5; green ones, \$7. Tokays are still bringing \$2.75 per box. There is nothing new in the fruit line, the main demand being for apples.

Apples—	
Fameuse, No. 1's	6 00
Wealthy, No. 1's	4 50
Calvert	3 50
McIntosh Reds	5 50
Starks	4 00
Spys	6 50
Ben Davis	7 00
Russets	3 75
Greenings	4 80
Baldwins	6 20
Bananas, bunches	6 00
Cranberries, Cape Cod, bbl.	2 00
Cranberries, Nova Scotia, bbl.	2 25
Grapefruit, 46-54-64-80-96	9 00
Grapes, Tokay, crate, 4 baskets	7 00
Grapes, Emperor, bbl.	4 50
Grapes, Malaga, heavy weight, bbl.	2 75
Lemons—	5 00
Verdella	7 00
Malaga, 420 size	3 00
Messina, 300 size, box	3 25
Oranges—	4 00
Valencias, Cal., late 126-250	5 00
Navels	6 00
Jamaica, 196-200-216	3 80
Porto Rico, 126-150-250-288	3 00
Pineapples, 18-24 and 30-36	3 00
Pears, bbl.	4 00

VEGETABLES.—Potatoes have made a further jump, the price for New Brunswicks being up to \$1.50 per sack, and Montreals to \$1.15. New Brunswicks are selling well even at that price, as they run into bigger sizes. For restaurants, the demand is for big potatoes. Prices are even expected to go higher than this. Hothouse tomatoes are still quoted 30-35c, probably higher for Bostons, as they are quoted at 25c there. After paying duty, etc., the cost would probably reach 40c. Boston head lettuce remains at the old price, but Boston curly lettuce is up to \$2 for 4 doz. Cabbages are still plentiful. New York crates of celery have been advanced to \$5. The price of celery in New York is usually advanced about the

time it is getting scarce on this side, and Montreal celery is about done. There are plenty of leeks being offered at 10c per bunch. Green peppers are up to 75c per basket, as they are costing 45c in Boston. Spinach is becoming scarce, and the price has doubled—\$1 per box. Squash is getting scarce, and is a dollar per doz.—no more at 50c. There is not an abundance of pumpkins, but there is enough.

Artichokes, bag	1 25
Beets, bag	0 50
Beans, wax, N.Y., per basket	4 50
Beans, green, N.Y., per basket	4 50
Brussel sprouts, qt.	0 12 1/2
Cabbage, Montreal, per doz.	0 25
Cabbage, red, doz.	0 35
Carrots, bag	0 50
Cauliflower, Canadian, doz.	1 00
Celery, Montreal, doz.	1 50
Celery, N.Y., crate	0 50
Celery roots, doz.	5 00
Cucumbers, fancy, Boston, doz.	1 50
Egg plant, N.Y., doz.	1 75
Leeks, bunch	0 10
Head lettuce, Boston, box	1 00
Curly lettuce, box	2 00
Mint, doz.	0 30
Onions—	
Montreal, 75 lbs., bag	1 75
Spanish, crate	5 50
Parsnips, bag	0 50
Parsley, Canadian, doz. bunches	1 15
Peppers, basket	0 75
Potatoes—	
Montreal, 80 lbs., bag	1 15
New Brunswick, 80 lbs., bag	1 50
Sweet, hamper	1 75
Spinach, Canadian, box	1 00
Turnips, bag	0 50
Tomatoes, hothouse, lb.	0 30
Pumpkins, doz.	1 00
Squash, doz.	0 50
Watercress, Canadian, doz.	0 30

TORONTO

FRUITS.—Spys show a firming-up tendency, and we have widened our range, top price of which is now \$5.50. There is a big call. Florida grapefruit is in now, taking the place of Jamaica in competition with supplies from Porto Rico. It is very much in demand. We quote a price of \$4 to \$4.25, which is slightly less than Jamaica fruit was. Supplies are coming in fairly freely. Tokay grapes are done. Emperors are getting good business at unchanged levels. Florida oranges take the place of Jamaica and sell at \$3 to \$3.25. Lemons are unchanged. Demand is just average. Pomegranates secure fairly good business at a price of \$3.75 to \$4. B. C. apples at \$2.25 to \$2.50 are in fair demand. Their cheapness is a recommendation. Navel oranges are selling now for \$4 to \$4.75, which is fairly high.

They will come down as supplies increase, though. A first lot of Tangerines and Mandarins came in Monday from Florida, and sold at \$3 a strap.

Apples, new, bbl.	2 50	4 50
Apples, snow, bbl.	3 00	6 00
Apples, Spys, bbl.	4 00	5 50
Apples, Baldwins, bbl.	3 00	4 50
Apples, Greenings, bbl.	3 00	4 00
Apples, Russets, bbl.	3 00	4 50
Apples, 11-qt. basket	0 20	0 40
Apples, B.C., bbl.	2 25	2 50
Bananas, per bunch	1 50	2 00
Citron, dozen	0 40	0 40
Cranberries, bbl.	7 00	9 50
Grapefruit—		
Florida, case	4 00	4 25
Porto Rico, case	3 25	3 50
Grapes, Malaga, keg	6 00	8 00
Grapes, Emperor, keg	2 75	3 00
Oranges—		
California, Valencias	4 00	4 50
Florida, case	3 00	3 25
Navels	4 00	4 75
Lemons, new, Calif., box	3 25	3 50
Lemons new, Messina, box	3 50	3 75
Limes, per 100	1 00	1 00
Pears—		
Canadian, 11 qt. basket	0 40	0 50
Pineapples, Porto Rico	3 50	4 00
Pomegranates, case	3 75	4 00

VEGETABLES.—The feature of this market again is the advance in potatoes. Delawares are now selling as high as \$1.60, though smaller sizes go for \$1.50; while Ontarios are worth \$1.40. British Columbias this week are worth about \$1.50 per 100 lbs. Cauliflower is a favorite buy just now at \$1 to \$2 a dozen, according to size. Lettuce in hamper fetches around \$4.25. Hothouse tomatoes are worth about 18s to 25c. Celery shows a firming up, and we quote B. C. stuff per case at \$4.50 or higher. Sprouts are not getting much trade. Business is fairly good; better than last year at this time, it is said. A car of egg plant came in yesterday and sold at 20c and 25c each. Local celery seems to be on the small side, and is not fetching much money.

Artichokes, 11-qt. basket	0 25	0 30
Cabbage, new, doz.	0 30	0 40
Beets, Canadian, bag	0 50	0 60
Cabbage, new, doz.	0 30	0 40
Cauliflower, doz.	1 00	2 00
Carrots, new, bag	0 65	0 75
Celery, doz.	0 15	0 30
Celery, B.C., case	4 00	4 75
Cucumbers—		
Hothouse, doz.	1 75	2 00
Onions—		
Can., 75-lb. sack	1 00	1 30
Spanish, large case	4 50	5 00
Lettuce, Boston, hamper	4 25	5 00
Mushrooms, imported, 6 qt.	2 50	3 00
Potatoes, Ontario, new, bag	1 30	1 40
Potatoes, N.B., Delawares	1 50	1 60
Potatoes, B.C., 110-lb.	1 00	1 50
Potatoes, sweet, kiln-dried, hamper	1 00	1 45
Parsnips, bag	0 50	0 55
Sprouts, qt.	0 10	0 15
Tomatoes, hothouse, lb.	0 18	0 25

(Continued on page 39.)



FISH AND OYSTERS



Cod Fish and Soles Higher

Frozen Fish Now Has Bulk of Trade—Inclement Weather on Lake and Ocean is the Reason—Bluefish Firm and High—Steady Demand for Oysters—Cooler Weather Will Help

MONTREAL

FISH.—The movement of pickled, prepared and salted fish is not abating by any means, and it is apparent the country was pretty well sold out of these lines. The continued mild weather up to beginning of this week has affected the frozen fish market, and only small quantities have been distributed so far. Now they should move better. Fresh fish from the East continues scarce; still, moderate sized supplies are expected this week, and will easily find sales. This being the first week of Advent, a large turnover is expected, but it is feared there might be disappointment on account of the unfavorable weather. Good arrivals of fresh halibut are expected again this week, and probabilities are for more the week after next; it is expected by the trade that this will close the season for fresh halibut in this market, after which only frozen will be available. Stocks of frozen halibut are pretty large, and the fact that the season will be shortened will affect prices. For bulk and shell oysters the demand is steady, and prices about same. Mild weather has helped the supply, but the demand has been better than expected right along, so that prices have kept normal. With the approach of the holiday season, the trade is looking forward to quite a large turnover.

TORONTO

FISH AND OYSTERS.—Bad weather becoming pretty general on both lakes and ocean means that the supply of fresh fish has practically gone right off. No trout or fresh whitefish are coming now, while for haddock and cod too we must depend chiefly on frozen stocks. Frozen fish is swinging into its stride again. Frozen lake trout is coming along to a certain extent. Western halibut, also a frozen line, is getting big trade and we quote a price of 10 to 15 cents. Soles are firm and none too plentiful. Price in this market has advanced some and our figure is now nearer 10 than 6 or 7 cents. Steak codfish is in like condition, having moved up a couple of cents to 10 cents. Bluefish, selling only

in limited quantities, is worth around 20 cents.

All lines of smoked and pickled fish are getting fair trade. Haddies and ciscoes are much in demand at levels which obtained last week. There is a good steady demand for oysters—standards at \$1.75 are the best. Selects are fetching \$2.25 right along. There are comparatively few clams here; large-shell stuff from New York is getting a good demand. Generally trade is good.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.07½-.08	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.09½-.10
Haddies, fillets, per lb.	.10	.12
Haddies, Niobe, boneless, per lb.	.09
Herring, Ciscos, baskets	1.30	1.80
St. John blotters, 100 in box	1.10	.25
St. John blotters, per box	1.00	1.00
Yarmouth blotters, 50 in a box	1.20	1.25
Smoked herrings, large, box	.14	.15
Smoked herrings, medium, box	.15	.15
Smoked boneless herrings, 10-lb. box	1.40	1.50
Kipperd herrings, selected, 60 in box	1.25	1.50
Smoked salmon, per lb.	.20	.15-.17
Smoked halibut	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspé, large, per lb.	.13	.13
Red, steel heads, per lb.	.12	.11-.12
Red, sockeyes, per lb.	.12	.12
Red Cohoes, dressed, lb.	.10	.10½
Red Cohoes or silvers, per lb.	.09-.09½	.12
Pale qualla, dressed, per lb.	.07½-.08	.08
Halibut, white western, large and medium, per lb.	.10-.11	.10-.12
Halibut, eastern, chicken, per lb.	.10	.12
Mackarel, bloater, per lb.	.08½-.09	.12
Haddock, medium and large, lb.	.04½-.05	.08
Market codfish, per lb.	.44
Steak codfish, per lb.	.06-.06½	.10
Canadian soles, per lb.	.06	.10
Blue fish, per lb.	.15-.16	.20
Smelts	.10	.12
Smelts, extras20
Herrings, per 100 count	2.50	3.00
Round pike	.06
Grass pike	.07½
Swordfish, lb.	.10

DRIED AND PREPARED FISH.

Dried Haddock	6 00	6 00
Dried codfish, medium and small, 100 lbs.	7 00	7 60
Dried hake, medium and large, 100 lbs.	6 00	6 00
Dried pollock, medium and large, 100 lb.	6 00	5 00
Dressed or skinless codfish, 100-lb. case.	6 50	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 12
Boneless codfish, 2-lb. blocks, 30-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 11	0 12
Boneless codfish, in 7-lb. and 3-lb. boxes, 8 box	0 15	0 15
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal	1 75	1 75
Standard, bulk, gal.	1 50	1 75
Selects, per gal., solid meat	2 00	2 25
Best clams, imp. gallon	1 50
Best scallops, imp. gallon	2 25	2 25
Best prawns, imp. gallon	2 25
Best shrimps, imp. gallon	2 00
Sealed, best standards, pt. cans, each	0 40	0 40
Sealed, best select, quart cans, each	0 50	0 75

CLAMS, MUSSELS AND SHELL FISH.

	Montreal	Toronto
Cape Cod shell oysters, per lb.	9 00	1 50
Canadian cultivated oysters, bbl.	10 00	10 00
Clams, per bbl.	7 00	8 00
Malpeques, bbl.	9 00	9 00
Live lobsters, medium and large, lb.	0 35	0 35
Little necks, per 100	1 25	1 50

FRESH SEA FISH.

Halibut	12 -13	12 -14
Haddock, fancy, express, lb.	6 - 6½	8

Mackerel, medium, each	14 -15
Steak cod, fancy, express, lb.	5½- 6	6
Herrings, each	3	3
Flounders	5	9
Flounders, New York	12
Salmon, Western	15 -16	19 -20
Salmon, Eastern	15 -16

FRESH LAKE FISH.

Carp, lb.	0 10
Pike, lb.	0 06
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 03
Whitefish, lb.	0 12	0 14
Herrings, per 100	3 00	3 00
Lake trout	0 10	0 12
Dressed bullheads	0 12
Fels, lb.	0 08	6 PA
Dore	11-12	0 13

FROZEN LAKE AND RIVER.

Whitefish, large, per lb.	.09-.09½	.09-.10
Whitefish, small tulibeas	.07-.07½	.06
Lake trout, large and medium, lb.	.10	.10
Dore, dressed or und, lb.	.08½-.09	.09-.13
Pike, dressed and headless, lb.	.06½-.07	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.	20 00
Salmon, Labrador, bbls., 200 lbs.	14 00
Salmon, Labrador, half bbls., 100 lbs.	7 00
Salmon, B.C., bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00
Sea trout, Labrador, bbls., 200 lbs.	12 00
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	15 00
Mackerel, N.S., half bbls., 100 lbs.	8 00
Mackerel, N.S., pails, 20 lbs.	2 00	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 50
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00
Quebec sardines, half bbls.	3 50
Tongues and sound, per lb.	0 07½
Scotch herrings, imported, half bbls.	9 00
Holland herrings, im't'd milkers, hf bbls	8 50
Holland herrings, im't'd milkers, kegs	1 10	85-1 00
Holland herrings, mixed, half bbls.	8 50
Holland herrings, mixed, kegs	1 00	70-0 95
Lochfyne herrings, box	1 50
Turbot, bbl.	12 00
Green cod, No. 1, bbl.	9 00	10 00
Green cod, No. 2, bbls.	7 50	8 50

WINNIPEG

FISH AND POULTRY.—Thanksgiving in the United States last week was cause for a little more life in poultry circles. There is a good restaurant trade in turkeys and chickens. Oysters are in good demand, and there is a normal business doing in all lines of fresh and salt fish usually handled here. Mild weather has put a damper on the itinerant pedlars of coarse lake fish.

Fresh salmon	0 13
Fresh halibut	0 09
Pickered	0 07½
Steak cod, per pound	0 07½
Lake Winnipeg whitefish	0 29
Finnish haddie	0 08½
Kippers, per box	1 75
Lake trout, per lb.	0 11
Blotters, per box	1 50
Salt mackerel, 20-lb. kit	2 75
Smoked goldeyes, dozen	0 50
Oysters, gallon	2 50
Oysters, 3-gallon tin	7 00
Oysters on shell, doz.	0 25

Poultry—

Live—		
Fowl	0 20
Roosters	0 09
Chickens	0 15
Turkeys	0 14
Ducks	0 10
Ducklings	0 12
Geese	0 10



PRODUCE AND PROVISIONS



Pork Products Firm and Higher

Lard, Backs and Bacon All Advance—No Change in Butter—Cheese Prices Up Once More—Weakness in American Egg Market

MONTREAL

PROVISIONS.—The demand for pork products is good. On live hogs the market is steady, and prices are the same as a week ago. There is no change in lard.

Hams—	
Small, per lb.	0 20
Medium, per lb.	0 19
Large, per lb.	0 18
Backs—	
Plain, bone in	0 24
Boneless	0 29
Peameal	0 29
Bacon—	
Breakfast, per lb.	0 23
Roll	0 17
Shoulders, bone in	0 15
Shoulders, boneless	0 16
Cooked Meats—	
Hams, boiled, per lb.	0 28
Hams, roast, per lb.	0 31
Shoulders, boiled	0 25
Shoulders, roasted	0 26
Dry Salt Meats—	
Long clear bacon, 50-70 lbs.	0 15 1/4
Long clear bacon, 80-100 lbs.	0 14 1/2
Flanks, bone in, not smoked	0 15 1/2
Barrelled Pork—	
Heavy short cut mess	27 00
Heavy short cut clear	28 00
Clear fat backs	28 00
Clear pork	28 00
Lard, Pure—	
Tierces, 350 lbs. net	0 14 1/4
Tubs, 50 lbs. net	0 15 1/4
Boxes, 50 lbs., net	0 14 1/4
Pails, wood, 20 lbs. gross	0 15
Pails, tin, 20 lbs. net	0 15
Cases, 10 lbs. tins, 60 in case	0 13 1/4
Cases, 3 and 5-lb. tins, 60 in case	0 16 1/4
Bricks, 1 lb., each	0 17
Lard, Compound—	
Tierces, 375 lbs., net	0 11 1/4
Tubs, 50 lbs., net	0 12
Boxes, 50 lbs., net	0 11 1/4
Pails, wood, 20 lbs. net	0 12 1/4
Pails, tin, 20 lbs. net	0 12 1/4
Cases, 10-lb. tins, 60 in case	0 13 1/4
Cases, 3 and 5-lb. tins, 60 in case	3 13
Bricks, 1 lb., each	0 14
Hogs—	
Dressed, abattoir killed	13 00 13 25

BUTTER.—There are no changes in quotations. Deliveries of fresh large roll butter are good, and offerings in this line will come more freely when the butter factories close, thus allowing farmers to do some business.

Butter—	
Finest creamery	0 34
Dairy prints	0 28
Dairy, solids	0 27
Separator prints	0 26
Bakers'	0 23

CHEESE.—The market is firmer this week than for any week this year. This is due in large measure to fact that many local houses are busy putting up war orders, and it is reported that the British Government is again buying largely here, and has bought a large portion of the New Zealand make. Thus it looks as if there will be an extra good demand for cheese. Prices on cable are netting 18c for finest goods.

Cheese—	
Old make	0 20
Strilton	0 19
New make	0 18 0 18 1/4

EGGS.—The situation is not very different from that of a week ago. The demand for export is fairly good, and some sales have been made at prices a shade better than local.

Eggs, case lots—	
New laid, stamped	0 50
Selects	0 33
No. 1's	0 30
No. 2's	0 28

POULTRY.—Deliveries have been fairly large, but reports from country farmers are to the effect that they have been holding back their supplies until the arrival of colder weather. Thus during the next two weeks heavy deliveries are anticipated. There is plenty of small and poorly-dressed poultry on market, and buyers should find out prices on these four to five cents per lb. Quotations on geese have been raised to 14c. It looks as if prices might be a little lower next week on most lines. Business is not at all brisk.

Poultry—	
Frozen stock—	
Fowl, small	0 12 0 13
Ducks	0 14 0 17
Geese	0 12 0 15
Pigeons, pair	0 25 0 30
Fresh stock—	
Turkeys	0 21 0 22
Fowl, large	0 17 0 19
Fowl, small	0 10 0 12
Roasting chicken, milkfed, 4 lbs. or over	0 21 0 23
Roasting chicken, ordinary	0 18 0 20
Spring broilers, dressed, pair	0 75 1 00
Squabs, Canadian, pair	0 40
Squabs, Philadelphia, pair	0 70
Live stock—	
Fowl, 5 lbs. and over	0 17 0 18
Fowl, small	0 10 0 12
Turkeys	0 17 0 18
Ducks	0 16 0 18
Geese	0 14 0 14
Chicken	0 13 0 14

HONEY.—There is considerable quantity in the hands of country dealers, for which they are asking fairly high prices. Wholesalers are not disposed to pay the high prices.

Honey—	
Buckwheat, tins	0 07
Strained clover, 50-lb. tins	0 10 1/4
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11 1/4
Comb honey, No. 1, doz.	3 00
Comb honey, No. 2, doz.	2 40

Receipts in Montreal

	Butter,	Cheese,	Eggs.
	Boxes	Boxes	Cases
Week ending Nov. 27, 1915.....	4,382	27,133	9,497
Week ending Nov. 28, 1914.....	3,273	12,699	15,360

TORONTO

PROVISIONS.—Pork and pork products show appreciation this week and most lines are a trifle higher. All bacon and backs are up about a cent. Long

clear bacon is considerably higher and we quote 15 3/4c and 16c, the former for ton lots, the latter for small. Dry-salted flat backs can be had for 13 3/4-14c. Dressed hogs are worth \$14 to \$14.25. All lard prices once more advance. The provision list is very firm this week.

Hams—	
Light, per lb.	0 17 1/4 0 18
Medium, per lb.	0 17 0 17 1/4
Large, per lb.	0 14 1/2 0 15
Backs—	
Plain, per lb.	0 25 0 26
Boneless, per lb.	0 27 0 28
Pea meal, per lb.	0 27 0 28
Bacon—	
Breakfast, per lb.	0 21 0 24
Roll, per lb.	0 15 0 16
Shoulders, per lb.	0 15 0 16
Pickled meats—1c less than shown	
Dry Salt Meats—	
Long clear bacon, ton lots	0 15 1/4
Long clear bacon, small lots	0 16
Flat backs, lb.	0 13 1/4 0 14
Cooked Meats—	
Hams, boiled, per lb.	0 26 0 27
Hams, roast, per lb.	0 26 0 27
Shoulders, boiled, per lb.	0 24 0 26
Shoulders, roast, per lb.	0 24 0 26
Barrelled Pork—	
Heavy mess pork, per bbl.	25 00 26 00
Short cut, per bbl.	26 00 27 00
Lard, Pure—	
Tierces, 400 lbs., per lb.	0 13 1/4 0 13 1/4
Tubs, 50 lbs.	0 13 1/4 0 14
Pails	0 14 0 14 1/4
Tins, 3 and 5 lbs., per lb.	0 14 0 14 1/4
Bricks, 1 lb., per lb.	0 14 1/4 0 14 1/4
Lard, Compound—	
Tierces, 400 lbs., per lb.	0 12 0 12 1/4
Tubs, 50 lbs., per lb.	0 12 1/4 0 12 1/4
Pails, 20 lbs., per lb.	0 12 1/4 0 13
Hogs—	
Dressed, abattoir killed	14 00 14 25

BUTTER.—This is a quiet market and shows little change. Demand is steady and fairly good. If anything, creamery is slightly firmer, and we quote 33c to 34c, which tightens the range a trifle.

Butter—
Creamery prints, fresh made 0 33 0 34
Dairy prints, choice, lb. 0 29 0 31
Dairy prints, lb. 0 26 0 28
Bakers' 0 22 0 23

CHEESE.—Once more we quote an advance in cheese prices. This makes large new worth 18 to 18 1/2c and twins 18 1/4 to 18 3/4c. "As long as the powers that be decide that the soldiers want cheese," said one man on the street this morning, "we shall see an increase, a fractional increase, in cheese levels almost every week."

Cheese—	
Large, per lb.	0 18 0 18 1/4
Twins, per lb.	18 1/4 0 18 1/4

EGGS.—The American market continues weak and nothing but the amount of exporting going on holds up our levels in Canada. New-laid market is a trifle higher. We now quote 48 to 50c. The market is more or less without feature.

CANADIAN GROCER

Eggs—		
New laids, specials, in cartons	0 45	0 50
Extras	0 33	0 35
No. 1, storage	0 30	0 31
No. 2, storage	0 25	0 26

POULTRY.—Again no change in prices has occurred. It is between seasons. Christmas business has not yet commenced and though birds are coming in freely enough, there is no exorbitant demand.

Poultry—		
	Live.	Dressed.
Old fowl, pound	0 08-0 10	0 12-0 15
Spring broilers	0 15-0 16	0 18-0 20
Old turkeys	0 12-0 13	0 15-0 18
Ducklings	0 09-0 10	0 17-0 18
Turkeys	0 15-0 16	0 21-0 22
Chickens	0 10-0 12	0 15-0 18

WINNIPEG

PRODUCE AND PROVISIONS.—

Against many expectations live hogs are strong and advancing in price. The run continues very light for this season of the year, and it is just possible there are far less hogs available for shipment than supposed. Under present prices for live, an advance in hams, bacon and lard seems inevitable. Eggs are firm, also butter and cheese. Old Ontario cheese is scarce, and choice samples worth fancy prices.

Hams—		
Light, per lb.	0 15	
Medium, per lb.	0 17	
Large, per lb.	0 14	0 15
Backs, clear, per lb.		0 21
Bacon—		
Breakfast, per lb.	0 17	0 20
Shoulders, per lb.	0 12	0 13
Dry Salt Meats—		
Long clear bacon, light		0 19
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23

Barrelled Pork—	
Heavy pork, per bbl.	20 00
Lard—	
Tierces	0 13%
Pails	2 87
Cases, 25	8 77
Cases, 35	8 95

BUTTER.—

Butter—	
Creamery	0 32 0 34
Best dairy	0 25 0 28
Cooking	0 12 0 15

EGGS.—

Eggs—	
No. 1 storage	0 26 0 28
Straight receipts	0 30 0 35

CHEESE.—

Cheese—	
New, large	0 18
New, twins	0 18½

Sack onions, 100 lbs.	2 00
Red Globe onions, lb.	0 02½
Head lettuce, doz.	1 00
B.C. celery, lb.	0 05
California tomatoes, 30 lbs.	2 50

VEGETABLES.—

Cabbage, per lb.	0 01
Peppers, per basket	0 75
Mushrooms	0 50
Carrots, per lb.	0 01
Turnips, bushel	0 45
Manitoba potatoes, local loads	0 65
Manitoba potatoes, sacked, carloads	0 63
Cucumbers, per dozen	2 00
Garlic, per lb.	0 25
Squash, per lb.	0 04
Turnips, per lb.	0 45
Pumpkins, per lb.	0 04

THE POWER OF FOOD

(Continued from page 26.)

the conflict. Germany holds Belgium, part of France and part of Russia, and has the road to Egypt and India free.

"What does all this prove? That we are not fighting to protect our frontier, but to add to our territory. We appeal to the party leaders to undertake an open and frank campaign against all sorts of annexation plans."

The Lethbridge, Alta., Herald says: "The Canadian Grocer uses a full page in a November issue to compliment George Kerr & Co., of this city, on an exceedingly attractive window shown during the Christmas season last year. The article is accompanied with a large illustration showing this fine Christmas window."

FRUIT AND VEGETABLES

(Continued from page 36.)

WINNIPEG

FRUITS AND VEGETABLES.—

First shipments of navel oranges are expected the end of the week. The California orange crop is said to be of more than average quality and quantity. Potatoes are firm and likely to be scarce and dear, with large quantities imported. Country trade in fruits is much above expectations.

Fresh Fruits—	
Ontario apples, bbls.	5 00 7 00
B.C. box apples, No. 1s	2 25 2 40
B.C. box apples, No. 2s	2 10
Washington box apples	1 50
Valencia oranges, cases	5 00 6 00
California lemons	5 50
Bananas, bunches	2 50 3 50
Cape Cod cranberries, bbl.	10 50
Jersey cranberries, bbl.	11 00
Washington pears	3 00
Danjou pears	3 50
Malaga grapes, kegs	7 50 10 00
Valencia onions, cases	6 50

Finest Black Teas CEYLONS and INDIANS

The grocer who specializes on bulk teas is building a tea trade which cannot be taken from him and at the same time making a better profit.

Associate your name with expert tea blending and better quality by selecting your stock for cup quality alone.

We're at your service with the season's new stock.

Kearney Bros., Limited

WHOLESALE TEA AND COFFEE MERCHANTS

33 St. Peter St.

Montreal



FLOUR AND CEREALS



Government's Wheat Move Little Felt

Action Not Likely to Affect Flour Very Much—Rolled Oats Strong — Export Call for Flour Continues—Flour Market Firm—Shorts Easier and Middlings Firmer.

MONTREAL

FLOUR.—The action of the Dominion Government in commandeering all wheat of No. 1, No. 2, and No. 3 grades in store in Eastern elevators is, of course, the chief topic in flour circles. One of the largest mills has announced that it will cause serious complications, although they say that it may not affect the mills of the country, in view of the fact that much of the grain now in the elevators has been sold. Boats chartered for that purpose are out on their way to get it, and it is hard to say how the market will take this new move. The mills are unanimous in stating that it will take a few days to find out the effect of the Government's action, and they are all working in the dark. It may make a big difference, and it may likely not. A great deal may depend on how the farmer acts; if he begins to hold up his crop, it is likely that the market will be seriously affected. It cannot have much effect on the demand for flour, as before the Government took this action, the demand for flour was so heavy the mills were hardly able to cope with it. Prices on both Ontario and Manitobas remain the same as a week ago, with advances not unlikely.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	6 10
Second patents	5 60
Strong bakers	5 40
Flour in cotton sacks, 10 cents per barrel more.	

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	5 75	6 00
90 per cent., in wood	5 25	5 50
90 per cent., in bags	2 50	2 50

CEREALS.—There is not an awful lot of business done in cereals. Dealers are coming to stock-taking, and are pushing the season's lines more than they are cereals. Rolled oats are quoted in the neighborhood of \$2.55, perhaps a little higher. The market is not so firm as it has been, and the mild weather that prevailed up to this week lessened demand. Packages of rolled oats vary from \$3.90 to \$4.25.

Corameal—	1'er 95-lb. sack
Gold dust	2 40
Unbolted	2 05

Rolled Oats—	90's in Jute.
Small lots	2 55
25 bags of 250's	2 80
Packages, case	3 90
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90's, in jute.	4 00

Rolled Wheat—	100-lb. bbls.
Small lots	4 00
Hominy, per 95-lb. sack	2 75
Corn flour, bag	2 70
Rye flour, bag	2 80
Barley, pot	2 80
Barley, pearl, lb.	0 04 1/4

FEEDS.—There is a good demand all round for the season of the year. The extraordinary demand for bran, to which attention was drawn a week ago, continues. The demand for shorts is only fair; for other lines it is pretty good.

Mill Feeds—	Per ton
Bran	22 00
Shorts	23 00
Middlings	27 00
Wheat moulee	30 00
Feed flour, bag	1 87 1/2
Mixed chops, ton	31 00
Crushed oats, ton	32 00
Barley, pot, 95 lbs.	3 85
Oats, chop, ton	32 00
Barley chop, ton	31 00
Feed oats, cleaned, Manitoba, bush	0 55
Feed wheat, bag	1 70

TORONTO

FLOUR.—On the whole, the most apposite remark to be made anent the Government's action in commandeering certain stocks of wheat is that it is too early yet to judge how it will affect the trend of the grain market. Grain men, in the main, reserve their opinions till the Government's exact and detailed line of action is known. There was a flurry in American markets Monday as a consequence of the news, but nothing vital happened. There are one or two factors worth noticing. One is that wheat west of Fort William is untouched. Another is that the amount requisitioned is small, comparatively speaking—only about 16,000,000 bushels.

The observation might, however, be made, guardedly, that flour will not be much affected. Levels are high now owing to a big demand and the government's action would, therefore, not firm that demand up much anyway. And, too, if the amount of wheat affected is not so very large after all, it is not likely that the effect on the flour market will be great.

Demand for flour, both domestic and export is heavy, particularly in the case of the latter. Ontario winter wheat flour is in good demand, and the same reasons as heretofore govern the strength of the market. The outlook is still for a firm and high market.

Manitoba Wheat Flour—	Small lots.	Car lots.
First patents	per bbl. per bbl.	
Second patents	5 70	5 50
Strong bakers	5 50	5 30
Ontario winter wheat flour 90 per cent. (Board of Trade quotation) car lots....	5 00	4 60

CEREALS.—The demand for rolled oats keeps strong. Winter months are with us and it is a natural enough condition. People are eating a good deal of porridge these days. The uncertainty of the weather is a disconcerting influence now and then. Other lines show no change. Barley, both pearl and pot, is very firm.

Barley, pearl, 95 lbs.	4 00	5 00
Buckwheat grits, 95 lbs.		4 50
Corn flour, 95 lbs.	2 55	2 75
Cornmeal, yellow, 95 lbs.	2 25	2 40
Graham flour, 95 lbs.		3 00
Hominy, granulated, 95 lbs.		3 00
Hominy, pearl, 95 lbs.		3 00
Oatmeal, standard, 95 lbs.		2 85
Oatmeal, granulated, 95 lbs.		2 85
Peas, Canadian, bolting, bush.		3 00
Peas, split, 95 lbs.		6 00
Rolled oats, 90-lb. bags		2 60
Rolled wheat, 100-lb. bbl.	3 30	3 50
Rye flour, 95 lbs.		3 00
Whole wheat flour, 95 lbs.		2 50
Wheatlots, 95 lbs.		3 25

FEEDS.—Shorts show some easiness and probably the \$23-\$25 range is the most general. Middlings are firm and have advanced. We quote a price of \$27 to \$29. Business in feeds is generally good.

Mill Feeds—	Mixed cars.	per ton	Ton lots
Bran	22 00	24 00	
Shorts	23 00	25 00	
Middlings	27 00	29 00	
Feed flour, per bag	1 50	1 50	
Oats—			
No. 3, Ontario, outside points	0 30	0 40	

WINNIPEG

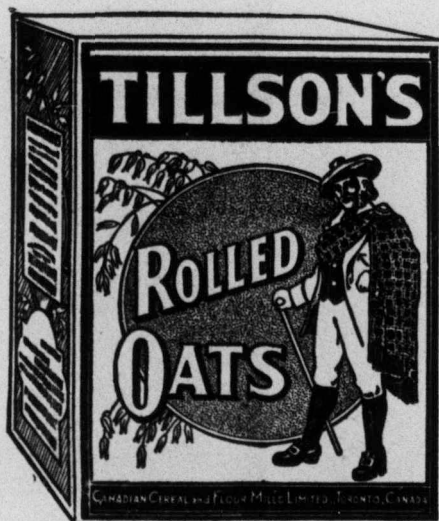
FLOUR AND CEREALS.—Many in the trade can see but one side to the wheat and flour markets, and that is higher prices in the near future. But there is equally bigoted opinion on the reverse side. It is worth noting that flour is cheap, based on present wheat prices. On Tuesday an advance of 20c per bbl. took place.

Flour—	
Best patents	6 00
Bakers	5 50
Clears	4 80
XXX	3 70
Rolled oats, 90 lbs.	2 30
Oatmeal, standard and gran., 95 lbs.	2 70
Corameal	2 25

The man who makes no mistakes is the man who makes no efforts. Better be a man who does things and does some of them wrong than a man who does nothing.

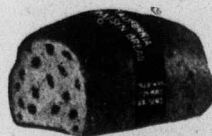


Quality—
Our
Watchword



Canadian Cereal & Flour
Mills Co., Limited
Toronto, - Canada





The BREAD
SELLS
The PACKAGE



The PACKAGE
SELLS
the BREAD

You Sell Both

Here's a double-barreled chance for you to bag new profits.

We have taken two of your slow-fire staples and put live powder in them.

We are spending \$160,000 this year alone in a nation-wide campaign to make people want

Sun-Maid Raisins and California Raisin Bread *Made with Sun-Maid Raisins*

after our own special recipe. Baked by bakers everywhere. Sold by grocers everywhere.

Something Is Happening

A new demand for these two old staples is growing amazingly. People who scarcely thought of raisins or raisin bread before are trying them now. When they once try Sun-Maid Raisins and California Raisin Bread they want more of both. And they want to know a place nearby where they can get them. That puts it up to you.

It's Up to You

Somebody is going to supply this new demand in your neighborhood. It can be you. All you have to do is to know how to use this new ammunition to the best advantage—and we'll tell you how. Send this coupon to-day and we'll tell you, by return mail, how we co-operate with grocers. We are spending a part of the \$160,000 this year helping grocers make the most of this double-barreled chance to make new profits, and we will be glad to help you.

CALIFORNIA ASSOCIATED RAISIN CO.

Membership 6,000 Growers
Home Office, Fresno, California
Hearst Building, Chicago 113 Hudson Street, New York

Mail this Coupon to our Nearest Office

Please send me complete details of plan by which I can make more money through increased sales of raisin bread and package raisins. 77

Grocer's Name
Street
City Province

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER		
ROYAL BAKING POWDER		
Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	\$.95	\$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs.	\$ 0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

DOMINION CANNERS, LTD.

	Per doz.
"Aylmer" Pure Jams and Jellies 16-oz. Glass Jars.	
Apricot	\$ 2 30
Assorted	2 20
Blackberry	2 25
Blueberry	2 25
Currant, Red	2 20
Currant, Black	2 25
Cherry	2 20
Gooseberry	2 10
Plum	2 10
Plum, Green Gage	2 20
Pear	2 10
Peach	2 10
Raspberry, Red	2 25
Raspberry, Black	2 25
Rasp. and Red Currant....	2 20
Rasp. and Gooseberry....	2 20
Strawberry	2 30

CATSUPS

	Per doz.
1/2 Pts., Delhi Epicure	\$ 1 20
1/2 Pts., Red Seal, screw tops	1 00
1/4 Pts., Red Seal, crown tops	0 50
Pts., Delhi Epicure	1 00
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 40
Qts., Red Seal	1 75
Qts., Lynn Valley	1 75

BAKED BEANS with Pork.

	Per doz.
Brands—Aylmer, Simcoe, Quaker. Little Chief, Log Cabin.	
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 47 1/2
1's Baked Beans, Plain, 4 doz. to case	0 70
1's Baked Beans, Tomato Sauce, 4 doz. to case....	0 70
1's Baked Beans, Chili Sauce, 4 doz. to case....	0 70
2's Baked Beans, Plain, tall, 2 doz. to case	1 05
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case 1 05	
2's Baked Beans, Chili Sauce, tall, 2 doz. to cs. 1 05	
Family Baked Beans, Plain, 2 doz. to case	1 15
Family Baked Beans, Tomato Sauce, 2 doz. to cs. 1 17 1/2	
Family Baked Beans, Chili Sauce, 2 doz. to cs.	1 17 1/2

3's Baked Beans, Tomato Sauce, flats, 2 doz. to cs., Aylmer only	1 40
3's Baked Beans, Chili Sauce, flats, 2 doz. to cs., Aylmer only	1 40
3's Baked Beans, Plain, tall, 2 doz. to case....	1 50
3's Baked Beans, Tomato Sauce, 2 doz. to case....	1 60
3's Baked Beans, Chili Sauce, 2 doz. to case....	1 60

BLUE

Keen's Oxford, per lb.	\$0 17
1n 10-lb. lots or case	0 16

COUPON BOOKS — ALLISON'S

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

UN-NUMBERED
100 books and over, each 0 03 1/2
500 books to 1,000 books 0 03
For numbering cover and each coupon, extra per book, 1/2 cent.

CEREALS

Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	4 00
King's Food, 2 doz. to case, weight 95 lbs.	5 00
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 75
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 00

WHITE SWAN Per case

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

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Fearn, per lb.	0 22
Special quotations for Cocoa in barrels, kegs, etc.	
(Unsweetened Chocolate)	
Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, 1/4's, 6 and 12-lb. boxes	0 27
Iceings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in 1/4-lb. packages, 2 and 4 doz. in box, per doz.	1 00



“I don't handle flour”

Imagine the surprise of your customers if you made such a statement.

They soon will be equally surprised if you say that you do not handle Ivory Soap.

Ivory Soap fits into the routine of daily life so perfectly that everybody who uses a single cake instantly takes it for granted that so indispensable a product must be staple to every stock.

The Procter & Gamble Distributing Co.
of Canada, Ltd.
Hamilton, Canada

Send for Ivory Soap advertising matter for your local use.

Other Procter & Gamble products made in the Procter & Gamble factories, Hamilton, Canada, include Gold Soap, P. & G.—The White Naphtha Soap, Sopade and Pearline.



THE making of Ivory Soap in Hamilton, Canada, adds another industry to the many of which Canadians can be proud.

It is something worth while to say that the mildest, purest, best known, best selling soap in the continent is made here in Canada by Canadians.

You promote a representative home industry, every time you buy a cake of Ivory Soap.

IVORY SOAP . . .  . . . 99 44/100 PURE

Procter & Gamble Factories in Hamilton, Canada, also make Gold Soap, P. & G.—The White Naphtha Soap, Sopade and Pearline.



IT is not an economy to use ordinary soap for washing dishes, then spend money on lotions and creams to offset the effect of the free alkali and other harsh materials.

It is an economy to use Ivory Soap for washing dishes. Its gentle action cannot roughen the skin; the hands need no extra attention after one works with it. And it costs so little more than ordinary yellow soaps and so little is needed for the work that the difference in cost is not worth considering.

Try Ivory Soap a week for washing dishes and notice the difference in your hands—and in the dishes.

IVORY SOAP . . .  . . . 99 44/100 PURE

Procter & Gamble Factories in Hamilton, Canada, also make Ivory Soap, Gold Soap, P. & G.—The White Naphtha Soap, Sopade and Pearline.



THE first requisite of a soap for the toilet is mildness.

Mildness depends upon the quality of the materials used in the making, the absence of free alkali and the absence of bleaches, fillers and other foreign matter.

Ivory Soap is made of the best materials that can be bought. It contains no free alkali. Nothing is put into it to make it white, to increase its weight or to soften water.

That is why Ivory Soap is so mild that it can be used with comfort and safety on the tender skin of a child.

IVORY SOAP . . .  . . . 99 44/100 PURE

Procter & Gamble Factories in Hamilton, Canada, also make Ivory Soap, Gold Soap, P. & G.—The White Naphtha Soap, Sopade and Pearline.

Arctic Ice Machine



will be a tremendous relief this summer, and will help you to a bigger bank account.

Just WHY an ARCTIC, we can best explain by letter. In justice to both of us you should write for complete particulars.

We leave the rest to your good judgment, and whatever you decide, you'll be under no obligation to us. Fair, isn't it?

Ask for Bulletin 2-B.

The Arctic Ice Machine Co.
The W. A. FREEMAN Co., LIMITED
 HAMILTON, CANADA
 Canadian Representatives.



Keating's in the Military Camps

Officers and men on Active Service, and in the Military Camps, depend on Keating's for their bodily comfort. When they do not require Keating's they nevertheless keep a tin of it handy in case of need.

KEATING'S POWDER The Universal Insecticide

Kills bugs and all kinds of objectionable insect life. It is otherwise harmless. Will not irritate the skin.

Sold in tins only—carefully wrapped and sealed. A suitable and profitable line for the Grocery Trade.

Sole Agents for Canada.

Harold F. Ritchie & Company, Limited
 10-12-14 McCaul Street, Toronto

Chocolate Confections. Per doz.
 Maple buds, 5-lb. boxes... 0 38
 Milk medallions, 5-lb. boxes 0 38
 Chocolate wafers, No. 1, 5-lb. boxes... 0 32
 Chocolate wafers, No. 2, 5-lb. boxes... 0 27
 Nonparell wafers, No. 1, 5-lb. boxes... 0 32
 Nonparell wafers, No. 2, 5-lb. boxes... 0 27
 Chocolate ginger, 5-lb. boxes 0 33
 Milk chocolate wafers, 5-lb. boxes... 0 38
 Coffee drops, 5-lb. boxes... 0 38
 Lunch bars, 5-lb. boxes... 0 38
 Milk chocolate, 5c bundles, 3 doz. in box, per box... 1 36
 Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box... 0 90
 Nut milk chocolate, 1/2's, 6-lb. boxes, lb. 0 38
 Nut milk chocolate, 1/4's, 6-lb. boxes, lb. 0 38
 Nut milk chocolate, 5c bars, 24 bars, per box... 0 90
 Almond nut bars, 24 bars, per box... 0 90

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

CONDENSED AND EVAPORATED MILK
BORDEN MILK CO., LTD.
 East of Fort William, Ont. Per case
 Preserved
 Eagle Brand, each, 4 doz. \$6 25
 Reindeer Brand, each, 4 doz. 6 25
 Silver Cow Brand, each 4 doz. 5 75
 Gold Seal Brand, each, 4 doz. 5 60
 Mayflower Brand, each, 4 doz. 5 60
 Purity Brand, each, 4 doz. 5 60
 Challenge Brand, each, 4 doz. 4 85
 Clover Brand, each, 4 doz. . 4 85
 Evaporated (Unsweetened)—
 St. Charles Brand, small, each 4 doz. 2 00
 Peerless Brand, small, each 4 doz. 2 00
 St. Charles Brand, Family, each 4 doz. 3 90
 Peerless Brand, Family, each 4 doz. 3 90
 Jersey Brand, Family, each 4 doz. 3 90
 St. Charles Brand, tall, each 4 doz. 4 50
 Peerless Brand, tall, each, 4 doz. 4 50
 Jersey Brand, tall, each, 4 doz. 4 50
 St. Charles Brand, Hotel, each, 2 doz. 4 25
 Peerless Brand, Hotel, each, 2 doz. 4 25
 Jersey Brand, Hotel, each, 2 doz. 4 25
 St. Charles Brand, gallons, each, 1/2 doz. 4 75
 "Reindeer" Coffee and Milk, "large," each, 2 doz. 4 80
 "Reindeer" Coffee and Milk, "small," each, 4 doz. 5 50
 "Regal" Coffee and Milk, each, 2 doz. 4 50
 "Reindeer" Cocoa and Milk, each, 2 doz. 4 80

COFFEE
WHITE SWAN SPICES AND CEREALS, LTD.
 1 lb. tins, 4 doz. to case, weight 80 lbs. 0 36
 1 lb. tins, 2 doz. to case, weight 35 lbs.

Add one-half cent per pound to the above.

ENGLISH BREAKFAST COFFEE
 1/2 lb. tins, 2 doz. to case, weight 22 lbs. 0 22
 1 lb. tins, 2 doz. to case, weight 40 lbs. 0 20

MOJA
 1/2 lb. tins, 2 doz. to case, weight 22 lbs. 0 32
 1 lb. tins, 2 doz. to case, weight 40 lbs. 0 36
 2 lb. tins, 1 doz. to case, weight 40 lbs. 0 36

PRESENTATION COFFEE
 A Handsome Tumbler in Each Tin
 1 lb. tins, 2 doz. to case, per lb. 0 27
 Shipping weight, 50 lbs. per case

MINTO BROS. MELAGAMA COFFEE
 Ret. Whol.
 30c 1s, 1/2s, B. or G. 0 25
 40c 1s, 1/2s, B. or G. 0 32
 45c 1s, 1/2s, B. or G. 0 34
 50c 1s, 1/2s, B. or G. 0 37
 Tumbler coffee 0 25
 Teas packed in 30, 60, 100 lb. caddles. Coffees packed in 30, 50 lb. caddles. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.

MINTO COFFEE (Bulk.)
 M Bean or Gr. 0 88
 I Bean or Gr. 0 35
 N Bean or Gr. 0 32
 T Bean or Gr. 0 30
 O Bean or Gr. 0 28
 Spec. Grd. Compound 0 25
 Packed in 25 and 50 lb. tins.

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

CRESCENT MFG. CO. CRESCENT MAPLEINE
 Special Delivered Price for Canada
 Per doz.
 1/2 oz. (4 doz. case), weight 9 lbs., retail each 15c ... \$1 35
 1 oz. (4 doz. case), weight 14 lbs., retail each 30c ... 2 50
 2 oz. (3 doz. case), weight 15 lbs., retail each 50c ... 4 25
 4 oz. (2 doz. case), weight 17 lbs., retail each 90c ... 7 50
 8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60 ... 13 25
 Pint (1 doz. case), weight 29 lbs., retail each \$3 ... 24 50
 Quart (1 doz. case), weight 53 lbs., retail each \$5.50 ... 45 00
 Half gallons, each, retail each, \$10 7 50
 Gallons, each, retail each \$18 14 50

GELATINE
 Knox Plain Sparkling Gelatins (2-qt. size), per doz. 1 30
 Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz. 1 30
 Cox's Instant Powdered Gelatine (2-qt. size), per doz. 1 10

W. CLARK, LIMITED, MONTREAL.
 Compressed Corned Beef, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18; 14s, \$37.
 Roast Beef, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18.
 Balled Beef, 1s, \$2.90; 2s, \$5.50; 6s, \$18.
 Jellied Veals, 1/4s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.
 Corned Beef Hash, 1/4s, \$1.50; 1s, \$2.30; 2s, \$4.25.
 Beefsteak and Onions, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.

Brooms of Quality

may always be had by ordering our brands. We have them at \$3.00, \$3.25, \$3.50, \$3.75, \$4.00, \$4.25, \$4.50, \$4.75, \$5.00, \$5.50, \$5.75, \$6.00 per dozen.

FACTORY and MILL Brooms \$3.75, \$4.25, \$4.75 per dozen.

Walter Woods & Co.

Hamilton - Winnipeg

NEW FIGS

Just the thing for December selling: 10 lb. Boxes, 3 Rows.

Also small Briquettes in 8-oz. and 12-oz. lots.

The quality is excellent and price reasonable.

New Navel and Florida Oranges

Headquarters for

Fish and Oysters

Combine your Fruit and Fish orders and save express.

QUALITY FIRST ALWAYS

White & Co., Limited

Wholesale Importers

TORONTO

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto.

The Apple Crop

in the famous Georgian Bay District is very short this year. Write us before placing your winter order.

FISH

Salt Trout and
Herring

Fresh Frozen Trout
and Herring

Lemon Bros.

OWEN SOUND, ONT.

As Usual

The Finest Lemons
on the market.

“St. Nicholas”
“Queen City”
“Kicking”

J. J. McCabe

Agent

TORONTO

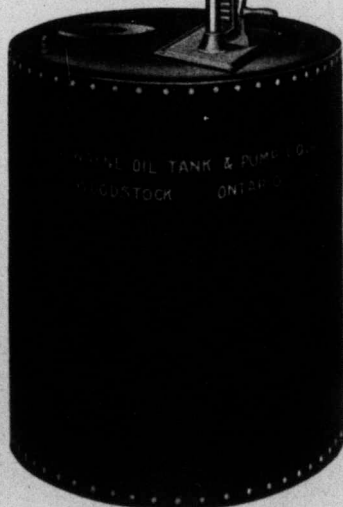


QUALITY PAYS HANDSOMELY—it is the best and only lever to raise prices and increase profits. The customer you hold by the slender thread of low price is here to-day and gone to-morrow; the customer you hold by service and quality is bound to you—a permanent asset of your business.

White Swan Spices and Cereals, Limited
TORONTO

Accurate, clean and profitable Oil Sales

Model F
Cut 80



You, doubtless, are quite familiar with the slopping, muss and serious loss entailed by the use of the old, obsolete methods of measuring oil. The

WAYNE Oil Tank

does away with all this. It measures accurately without any wastage, through dripping, or slopping over.

The Wayne system eliminates objectionable oil odors, and risk of fire. Thus it may be kept on the store floor right near your other stock without any risk whatever.

Don't worry along with that old profit-leaking Oil barrel. Install the Wayne—the only sensible way of selling coal oil.

Eastern Agents: C. F. Hohlstein, Montreal, Que. Distributors for Canada: National Equipment Co., Ltd., Toronto. Western Agents: D. J. Austin, Winnipeg, Man.; A. H. N. Kennedy, Medicine Hat, Alta.

The Wayne Oil Tank and Pump Co., Limited
WOODSTOCK, ONT.

Cambridge Sausage, 1s, \$2.40; 2s, \$4.
Boneless Pigs' Feet, 1/2s, \$1.50; Lambs' Tongues, 1/2s, \$1.00.
Sliced Smoked Beef, tins, 1/2s, \$1.65; 1s, \$2.65; 4s, \$13.50.
Sliced Smoked Beef, glass, 1/4s, \$1.25; 1/2s, \$1.90; 1s, \$2.75.
Tongue, Ham and Veal Pate, 1/4s, \$1.20.
Ham and Veal, 1/2s, \$1.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/4s, 50c; 1/2s, \$1.
Potted Meats, Glass—Chicken, Ham, Tongue, 1/4s, \$1.25.
Ox Tongues, tins, 1/2s, \$2.40; 1s, \$5.00; 1 1/2s, \$8; 2s, \$10.
Ox Tongues, Glass, 1 1/2s, \$9.75; 2s, \$12.
Mincedmeat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.40; 4s, \$4.30; 5s, \$5.40.
In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., 7 1/2c lb.
In Glass, 1s, \$2.25.
Plum Pudding, 1s, \$2.30; 2s, \$2.60.
Clark's Peanut Butter—Glass Jars, 1/4, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 15c.
Clark's Peanut Butter—Pails 24 lbs., 15c per lb.
Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40; 1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.
Pork & Beans, Plain Talls, 1. 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Individuals, 50c doz.
Pork & Beans, Tomato Sc. Talls, 1. 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Individuals, 50c doz.
Pork & Beans, Chili Flat, 1. 60c; 2, \$1; 3, \$1.15.
Individuals, 50c doz.
Pork & Beans, Tomato Flats, 1. 60c; 2, \$1; 3, \$1.15.
Pork & Beans, Plain Flats, 1. 60c; 2, \$1; 3, \$1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1. Assorted, 95c.
Spaghetti with Tomato and Cheese, 1s, \$1.30 doz.
Fluid Beef Cordials, 20 oz. btls., \$10 per doz.
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$2.80 doz.

LAPORTE, MARTIN, LIMITED Montreal. Agencies.

BASIN DE VICHY WATERS

L'Admirable, 50 btles, litre, 5 50
Neptune 7 00
San Rival 8 00

VICHY LEMONADE

La Savoureuse, 50 btles., 8 00
cs. 8 00

NATURAL MINERAL WATER

Evian, Source Cachat, 50 btles, cs. \$9 00

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs. 6 doz. pts., doz. 1 15
Ginger Ale, Trayders, cs. 6 doz. splits, doz. 0 95
Club Soda, Trayders, cs., 6 doz. pts., doz. 1 05
Club Soda, Trayders, cs., 6 doz. splits, doz. 0 95

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb. 0 38
Princess Blend, 50 and 30-lb. tins, lb. 0 35

JAPAN TEAS

H. L., ch. 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb. 0 30

COFFEES

Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34 1/2
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22

MALT EXTRACT

Miller of Milwaukee, cs. 2 doz., cs. 4 25
Miller of Milwaukee, brl. 8 doz. brl. 16 20

BOAR'S HEAD LARD COMPOUND

N. K. FAIRBANK CO., LTD.
Tierces 0 10 1/4
Tubs, 60 lbs. 0 10 1/2
Pails, 20 lbs. 0 10 1/4
Tins, 20 lbs. 0 10 1/4
Cases, 5 lbs., 12 to case .. 0 11 1/2
Cases, 3 lbs., 20 to case .. 0 11 1/2
Cases, 10 lbs., 6 to case .. 0 11
F.o.b. Montreal.

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins
D. S. F., 1/4-lb. \$ 1 60
D. S. F., 1/2-lb. 2 90
D. S. F., 1-lb. 5 70
F. D., 1/4-lb. 0 95

Per jar
Durham, 4-lb. jar 0 98
Durham, 1-lb. jar 0 31

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

Raspberry 0 14
Strawberry 0 14
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO.

	Dredge	Canister	4 oz. Round Pkgs.
Allspice	\$0.90	\$0.90
Arrowroot, 4 oz. tins, 85c		
Cayenne	0.90	0.90
Celery Salt		
Celery Pepper		
Cinnamon, 1 oz., Fagots, 45c	0.90	0.90
Cloves	0.90	0.90
Curry Powder		
Ginger	0.90	0.90
Mace		
Nutmegs	0.90	
" Whole, 5c. Pkgs., 45c		
Paprika	0.90	
Pepper, Black	0.90	0.90
Pepper, White	1.10	1.10
Pastry Spice	0.90	0.90
Fickling Spice (Window front)		0.75
Dozens to case	4	4
Shipping weight, per case	10 lbs.	17 lbs.

WHITE SWAN LYE

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

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

BRANTFORD BRANDS

Laundry Starches—
Boxes
40 lbs., Canada Laundry .. .06 1/4
40 lbs., boxes Canada white gloss, 1 lb. pkg.06 1/4
48 lbs. No. 1 white or blue, 4 lb. cartons07 1/4
48 lbs. No. 1 white or blue, 3 lb. cartons07 1/4
100 lbs., kegs, No. 1 white .06 1/4
200 lbs., bbls., No. 1 white .06 1/4
80 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs. .07 1/4
48 lbs., silver gloss, in 6-lb. tin canisters08 1/4
36 lbs., silver gloss, 6-lb. draw lid boxes08 1/4
100 lbs., kegs, silver gloss, large crystals07 1/4
28 lbs., Benson's Satin, 1-lb. cartons, chrome label .. .07 1/4
40 lbs., Benson's Enamel (cold water), per case... 3 00
20 lbs., Benson's Enamel (cold water), per case .. 1 50
Celluloid—boxes containing 45 cartons, per case ... 3 60
Culinary Starch
40 lbs. W. T. Benson & Co.'s prepared corn07 1/4
40 lbs. Canada pure corn starch06 1/4
(120-lb. boxes 1/4c higher.)
Casco Potato Flour, 20-lb. boxes, per lb.10

CANADIAN GROCER

ROYAL BAKING POWDER

Absolutely Pure

A liberal stock of "ROYAL BAKING POWDER" on the grocer's shelves is as staple as gold. This value lies in the knowledge of consumers everywhere that "Royal Baking Powder is Absolutely Pure."

**Fully
Guaranteed**



It is easy to sell an article which is in constant demand. Royal Baking Powder is known all over the world and will pay you more and surer profit than any other baking powder.

Contains No Alum

ROYAL BAKING POWDER CO.
NEW YORK



WETHEY'S CONDENSED MINCE MEAT

Quality—better than ever, if such is possible.

Price unchanged.

Order from your jobber.

Fresh Arrivals

Florida Grape-Fruit
California Emperor Grapes
Late Howe Cranberries

New Dates New Table Raisins
Hot-House Tomatoes Head Lettuce
Leaf Lettuce Cucumbers
Oysters Haddies Fillets

"THE HOUSE OF QUALITY"

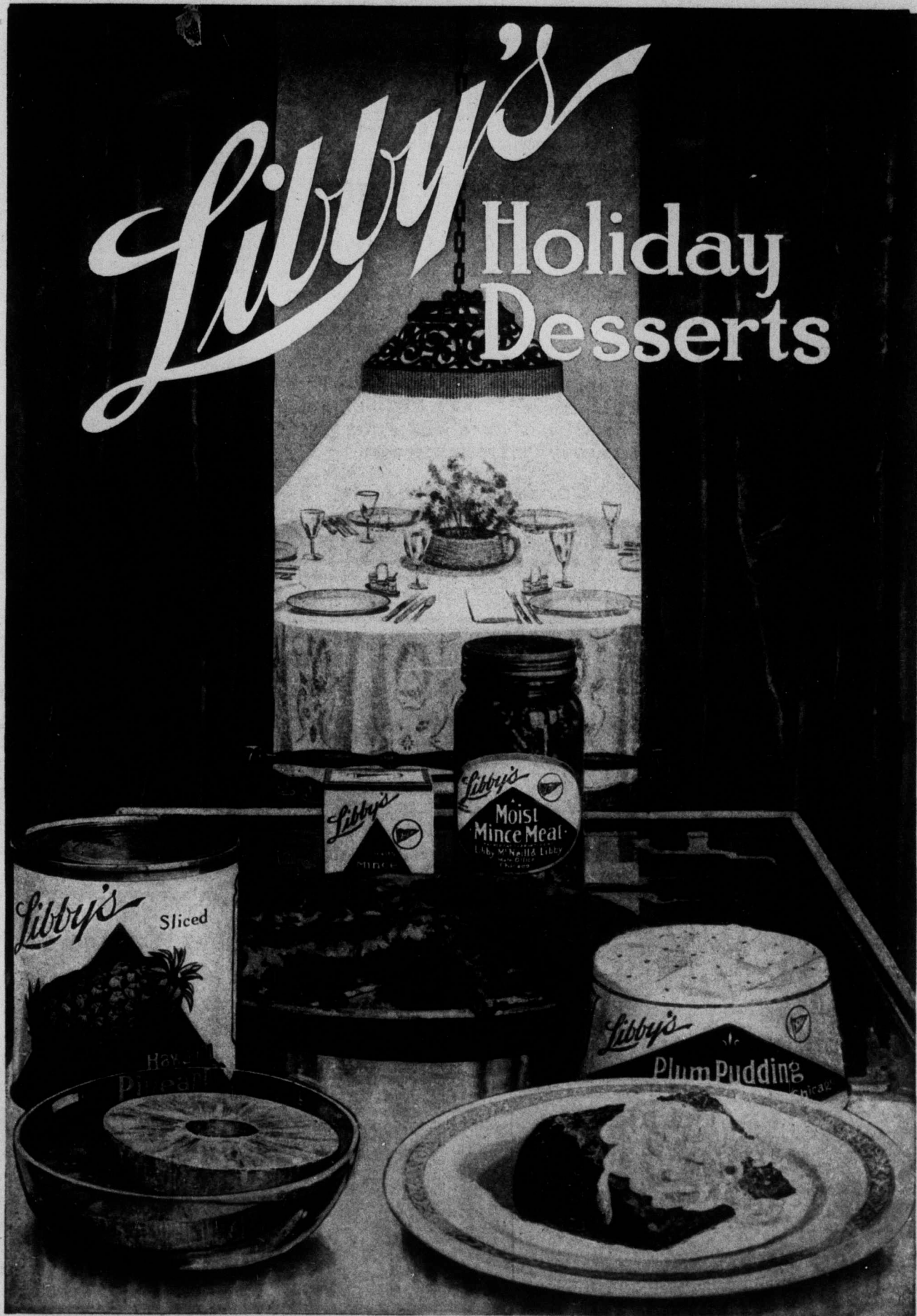
HUGH WALKER & SON

ESTABLISHED 1861

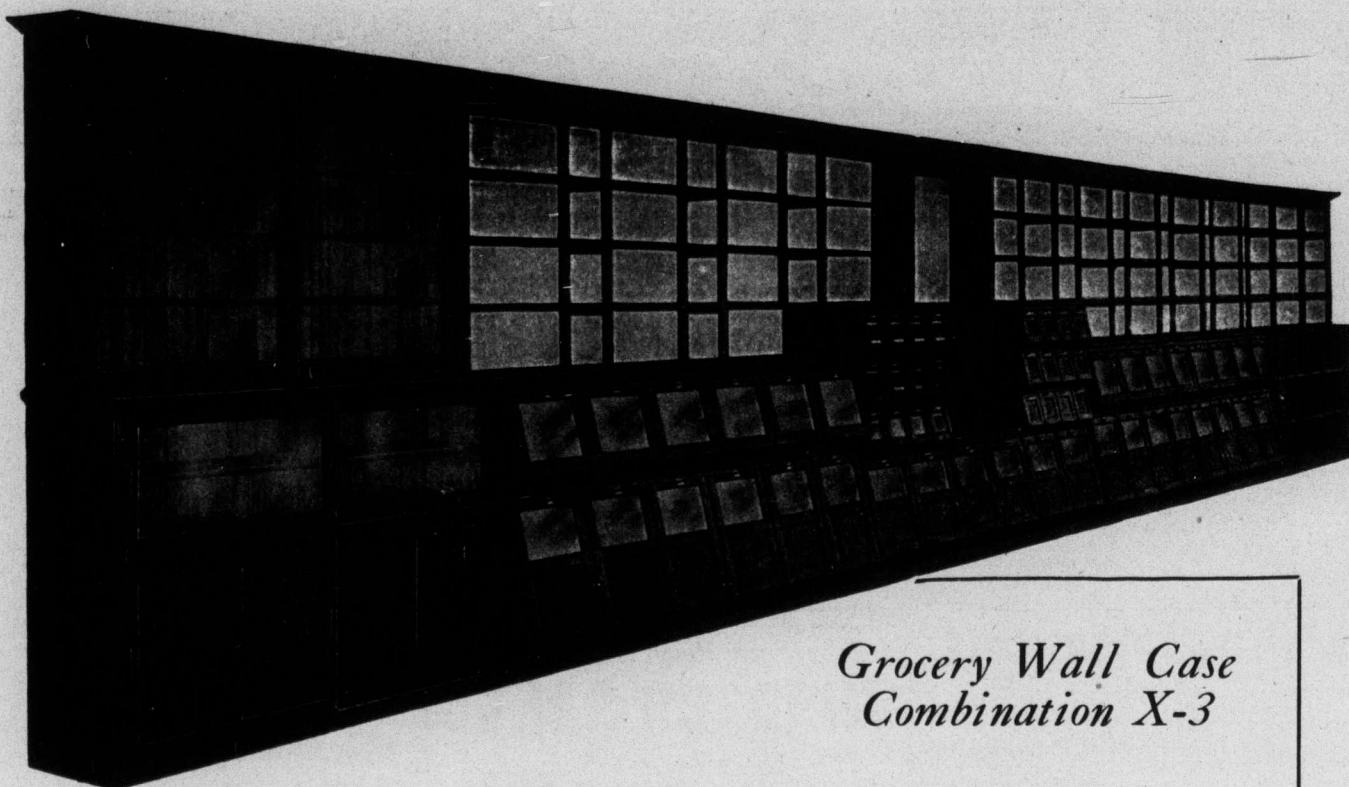
GUELPH, ONTARIO

Libby's

Holiday Desserts



Libby, McNeill & Libby, Ltd., of Canada, Guelph, Ontario.



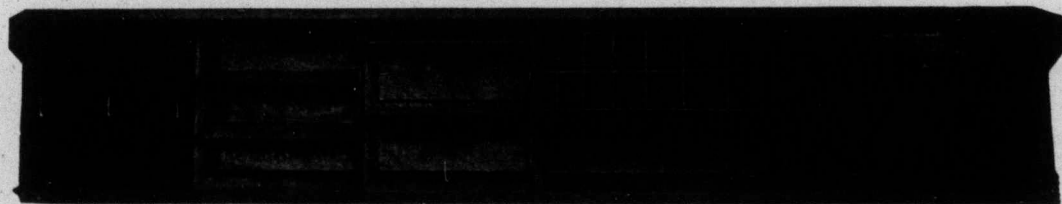
*Grocery Wall Case
Combination X-3*

Everything for Xmas right at your hand for the rush

and you can easily see how essential this is when every minute of a salesman's time means money. Let your service drag and you will notice customers who become tired waiting quietly slip out and go down the street to your competitor.

A customer lost this way is hard to get back.

Walker Bin Fixtures—Combination Wall Case and Counter, will enable you to handle more business with less effort. Wire us for prices of the fixtures illustrated. **Figure on them for immediate installation to take care of your Christmas rush and to be prepared for 1916 business.**



Rear of Standard Grocery Counter

The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO

Buyers' Guide

CHIVER'S
JAMS—JELLIES—MARMALADE
 Are guaranteed absolutely pure and of the highest quality.
 Send us your orders.
 Agents:
Frank L. Benedict & Co., Montreal

2500 to 3000
 Bushels of Potatoes for sale at 40 cents per bushel, sacked, F.O.B. Edmonton. Rates to all parts in Ontario, 60 cents per 100 pounds. Smallest car, 45,000 pounds.
A. M. TARRABAIN & BRO.,
 9943-5 Whyte Ave. E., Edmonton, Alta.

CLASSIFIED ADVERTISING

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

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

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

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

FOR SALE

GENERAL STORE FOR SALE—AN OLD-established business, in a small village, about 40 miles from Ottawa. Good farming community. Close to railway station. Easy terms to a reliable party. Apply to Box 118, Canadian Grocer. (Nov. 26—Dec. 3)

FOR SALE—GENERAL STORE IN NEW town 20 miles from nearest opposition. Stock, fixtures and building \$5,000.00. Annual turnover \$40,000.00. A1 buy for a live wire. Closing out branch store, reason for selling. Apply Box 152, Castor, Alta.

WANTED

SALESMAN WITH FIRST-CLASS CONNECTION in three provinces desires high-class line on commission basis for January 1st, 1916. Apply Box 117, Canadian Grocer. (tf)

YOUNG MAN WITH NINE YEARS' EXPERIENCE as grocery salesman wishes to hear of opening for traveller for some grocery line. Apply to Box 120, Canadian Grocer, Toronto. (Dec. 3-10)

MISCELLANEOUS

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

CASH FOR WASTE PAPER — YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars. Climax Baler Co., Hamilton, Ont.

EGG FILLERS

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

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO
COLLECTIONS ASSIGNMENTS

Book-debts are monies in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 919.

Write us for New Price List of WINDSOR SALT

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

"The Utmost in Lemons"
Placido Costa & Co.
 MESSINA BRANCH AT CATANIA
 Agents for Canada Wanted

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

**KINDLY MENTION
 THIS PAPER WHEN
 WRITING ADVERTISERS**

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 \$2.00

MacLean Publishing Co.
 143-153 University Ave., Toronto

ADVERTISING.

Advertising in a trade paper is simply stating openly who you are and what your business is. It is pointing out to the readers that you have something of service for them, a commodity of usefulness to profit both you and them. The only men who do not advertise are those who have nothing to offer. They are dead, even if they do not know it.

Write Us for Quotations on Brooms

Don't put it off any longer. Our Brooms are the most serviceable that have ever been offered. None but the Finest American Corn used. Our prices are lower than some inferior lines.

AMERICAN BROOM WORKS

ST. BAZILE de PORTNEUF, P.Q.

AT HOLIDAY TIME

there's a greater demand than ever for

MAPLEINE

the "mapley" flavor for making syrup and flavoring desserts and dainties.

Order from
Frederick E. Robson & Co.
25 Front St. E., Toronto, Ont.

Mason & Hickey
287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.



The firms who advertise are the firms who invite your patronage, and are most deserving of it. A product that is persistently advertised to the critical dealer is a product that can be relied upon to give the satisfaction desired, for the maker behind that product must have confidence that it will earn your approval; otherwise, he would not dream of holding it up for your and your customer's criticism.

OAKLEY'S KNIFE POLISH

20-102-7786

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

Coupon Books

Save Time : Save Money :
Save Labor : Eliminate
Loss : Waste : Errors



Just the thing for the GROCER, BUTCHER and BAKER. No charge accounts, no disputes; insure accuracy; save time in waiting on trade; save labor in bookkeeping.

THEREFORE
SAVE MONEY.

Write Your Jobber or
ALLISON COUPON COMPANY
532 East Market St.
Indianapolis, Indiana, U.S.A.

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

One Inch Space
\$1.00 Per Issue
on Yearly Order.

Christmas Appeal

FOR

The Hospital for Sick Children
COLLEGE ST., TORONTO.

Dear Mr. Editor:—

Thanks for your kindness in allowing me the privilege of appealing at this Christmas time on behalf of the Hospital for Sick Children, Toronto.

In the 40 years of the Hospital's existence there have been treated within its walls 26,108 children as in-patients; 231,768 as out-patients; a grand total of 257,876 in and out-patients.

The Hospital for Sick Children gives a province-wide service, for little patients from every section of Ontario have sought its aid. Last year 499 patients were admitted from 232 places outside the city of Toronto. In 1914 there were 394 from 210 places.

Of the 2,838 in-patients last year 1,771 were medical cases and 1,067 surgical. In the orthopedic department of the 2,838 in-patients, 264 were treated for deformities, 21 Pott's disease of the spine, 10 lateral curvature of the spine, 10 bow-legs, 57 club-feet, 17 dislocations of hip, 42 tubercular disease of knee, hip, ankle, wrist and elbow; 76 infantile paralysis, 8 wry neck, and 21 miscellaneous.

Our battle is never-ending—is one that will continue while the world lasts, for it is the fight between the armies of life and death, to save the child life, the sick little ones, sons and daughters not only of our soldier men, but of the fathers and mothers still in this home-land province.

The Hospital is beating back disease and death, the enemies that assail the lives of little children as the British Empire is beating back Germany, Austria and Turkey, the enemies that assail the life of liberty.

So we appeal to the generous people of Ontario not to forget those so near and dear to us, who lie in the beds and cots of this great charity.

Will the people at large, as of old, respond to our call? Will they remember that every year is a war year for the Hospital, every day a day of battle, and that the Hospital needs money, not for its own sake, but for the children's sake?

The Hospital has waged its war for forty years. The people of Toronto and Ontario have been its friend, and this year of all years it requires help. Surely you will give to a charity that cares for every sick child in Ontario, for only as your money reaches the Hospital can the Hospital's mercy reach the children.

Every dollar is a link of kindness in the chain of mercy that joins the money in your pocket to the miseries of some child's life, some mother's heart.

Remember that Christmas calls you to open the purse of your kindness to the Hospital that the Hospital may open the heart of its help to the children.

Will you send a dollar, or more if you can, to Douglas Davidson, Secretary-Treasurer, or

J. ROSS ROBERTSON,
Chairman of the Board of Trustees,
Toronto.

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Make December a record breaker in your fish department

Lots of your customers will abstain from meat on Wednesdays, Fridays and Saturdays during the Advent weeks. Here is a golden opportunity to feature sea foods of quality and reap the resulting big profits.

Brunswick Brand Sea Foods may be confidently recommended to your most critical customers. Ideal location, splendid equipment and expert workmen combine to make Brunswick Brand the "sure thing" for big Advent sales.

Order your supply now.



CONNORS BROS., LIMITED
BLACK'S HARBOR, N.B.

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A KEY
TO SUCCESS



Benefit to your customers is the only object you should strive for. A satisfied customer and a fair profit go together hand in hand and are never separated for long. Forty-five years in business has proven to us that this rule is a mighty one.

LAPORTE, MARTIN, LIMITÉE

584 St. Paul Street West
MONTREAL



**In Vacuum
Sealed
Tins**



1/2-lb. TINS
1-lb. TINS
2-lb. TINS

This Is the Coffee Season

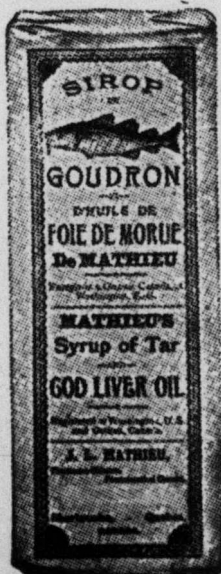
MORE COFFEE IS CONSUMED IN THE WINTER MONTHS THAN AT ANY OTHER TIME OF YEAR. THE PRUDENT MERCHANT KEEPS A GOOD SUPPLY OF

Gold Standard "The Chaffless Coffee"

ITS RICH FRAGRANCE IMPARTS A ZEST TO THE MOST FRUGAL OF BREAKFASTS.

The Codville Company, Limited

WINNIPEG BRANDON MOOSE JAW SASKATOON



Pneumonia Days Coming

Save your customers doctors' bills and a whole heap of trouble by introducing the preventative of colds, coughs, La Grippe, Pneumonia.

MATHIEU'S SYRUP of Tar and Cod Liver Oil

A big doctor's bill is not conducive to prompt payment of a grocery bill. It disorganizes finances. If you have a bottle of Mathieu's Syrup in every one of your customers' homes as a guard against winter's diseases you will ensure yourself better business. Nothing under the sun equals Mathieu's Syrup for the prevention and relief of colds.

STOCK UP NOW

J. L. MATHIEU CO., Proprietors

SHERBROOKE, QUEBEC

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

Can you afford to?



Stock that produces a quick turnover with a good margin of profit is assuredly the only kind worth shelf room in your store. The selling record of our five Made-in-Canada lines is such as to warrant not only your stocking them but featur-



ing them strongly for a bigger and more profitable year-round business. We deliver 5-case lots to any part of Ontario, Quebec or Maritimes, paying freight charges up to 50c per 100 lb.

STUDY OUR PRICES

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



A stock of this Made-in-Canada Condensed Milk and Coffee will open up new and bigger lines of business for you. Can you afford to omit them from your next order?

The Malcolm Condensing Co., Limited

ST. GEORGE, ONTARIO

Ready Acceptance

THAT is what is most required when you offer the consumer a commodity. The mere mention of FIVE ROSES makes the sale, thanks to the tremendous educational work being consistently carried on among consumers of flour. Push the brand the consumer readily accepts, on which the heavy sales work has already been accomplished. The majority of flour buyers are already educated on the amazing value of

Five Roses^{*}

FLOUR *for Breads-Cakes
Puddings-Pastries*

There is no hesitation, no suspicion, no protest, no time or money wasted when you sell FIVE ROSES. The consumer is in the *right* humour for further sales work on other articles. Even the purchaser who merely wants "flour" accepts FIVE ROSES with confidence. It is not an *unknown* brand with its attendant risks. It stands for consumer faith, which means quick, easy, rapid-repeating sales.

Ask Your Jobber or Nearest Office.

Lake of the Woods Milling Co., Limited

"The House of Character"

Toronto	Ottawa	MONTREAL	London	St. John
Sudbury	Winnipeg	Medicine Hat	Calgary	Vancouver

*GUARANTEED NOT BLEACHED—NOT BLENDED.

