

**PAGES  
MISSING**

FEATURING—CANNED GOODS AND THE RETAILER

# CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, DECEMBER 1st, 1916

No. 48

## Grocers

are finding out that

# STAG

CHEWING TOBACCO

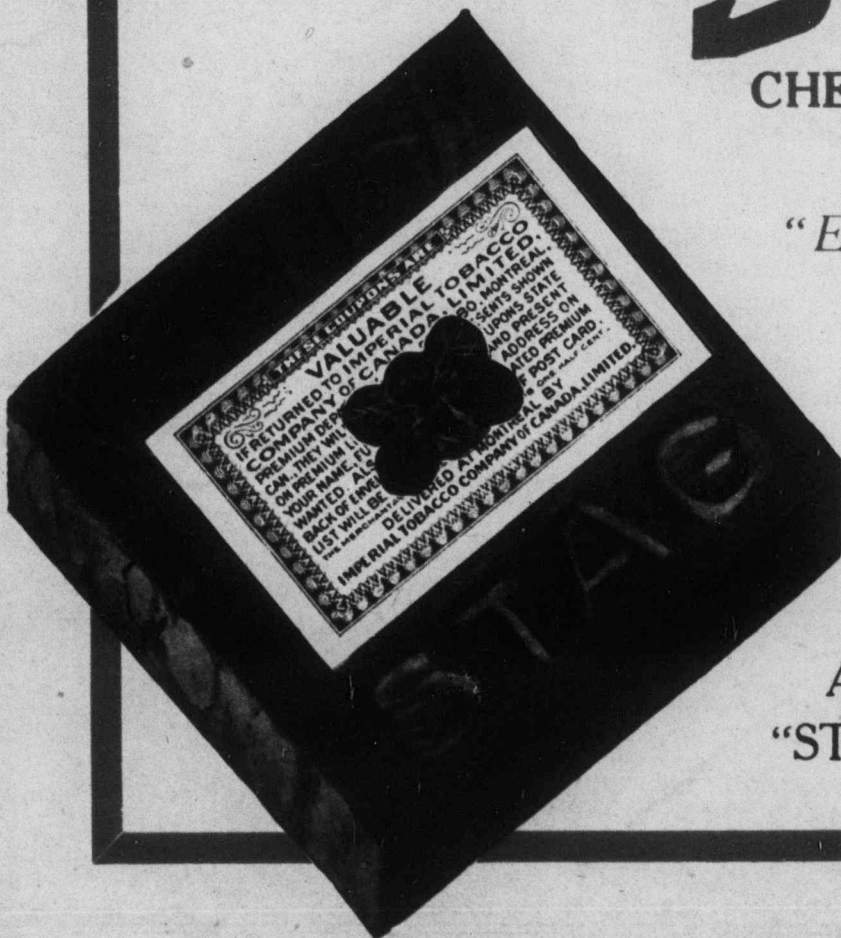
is

*“Ever-lasting-ly Good”*

for their Tobacco Dept.

“STAG” is fresh, clean and juicy—and holds its fine flavor down to the last particle.

All Wholesalers handle  
“STAG”—the Quality Chew



Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations. Copy of report will be sent on request to anyone interested.



# Link Your Store With Our Advertising

Do you realize the value of advertising your goods by attractive store displays? Do you realize that your customers need to be continually reminded that you carry certain lines to get their orders? By having this handsome display fixture on your counter, your sales of

## O-Cedar Polish

Reg'd Can. Pat. App'd

(MADE IN CANADA)

will show a handsome increase.

THIS DISPLAY STAND IS GIVEN FREE WITH DISPLAY DEALS NO. 61 AND 62.

Display Deal No. 61—	Sells for	Display Deal No. 62—	Sells for
7½ doz. 4 oz. O-Cedar Polish	...\$22.50	2½ doz. 4 oz. O-Cedar Polish	...\$ 7.50
3 doz. 12 oz. O-Cedar Polish	.... 18.00	5½ doz. 12 oz. O-Cedar Polish	... 33.00
1 only, Counter Display Stand.		1 only, Counter Display Stand.	
	\$40.50		\$40.50

(The above prices subject to usual discount.)

**Our Supply is Limited in the Above Deals.**

ORDER FROM YOUR JOBBER.

CHANNELL CHEMICAL COMPANY, LIMITED, TORONTO, CANADA



# LARGEST MAKERS IN THE WORLD

*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



# Winter Profits

that  
**YOU**  
should  
share in

*Borden Products  
are Made-in-Canada*

Grocers in every part of the country are adding to their profits during these days of soaring prices by stocking the well known Borden lines and by emphasizing their splendid economy and convenience to every housewife.

You cannot feature a more dependable winter selling line than **ST. CHARLES (EVAPORATED)** and **EAGLE BRAND (CONDENSED)** two of the popular Borden Milk Products. Their delicious purity, added to their undoubted economy, will meet with the unstinted approval of the prudent housewife.

But apart altogether from this unusual opportunity to increase your winter profits, selling Borden's now will lay a firm foundation of year-round sales of these satisfaction-giving lines. For Borden's have all the qualities that make repeat sales, and their many advantages popularize them throughout the entire year.

Your wholesaler will supply you.

## BORDEN MILK COMPANY, LTD.

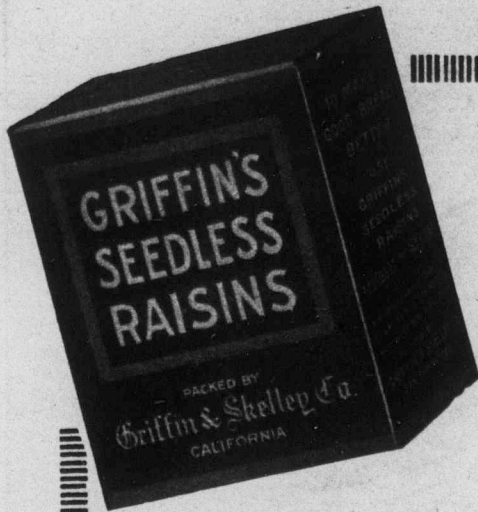
*Leaders of Quality*

**MONTREAL**

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

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





### Griffin's Seedless Raisins

are established favorites. They can always be relied on. The demand will be good. Have a plentiful supply. There is money in them, and the packages make a good show for counters, shelf, or window.

Order now.

## California to the rescue

Sunny California, with its irrigated orchards, vineyards and truck farms, can be counted on to provide fruits for the peoples of North America and of other lands. This year Canada must depend on the dried and canned fruits and vegetables of California more than usual, and on

### Griffin & Skelley's Peaches, Plums, Apricots, Prunes and Raisins

—because domestic goods are scarce and high-priced. Get your customers in the way of relying more on *you* than on *themselves*—by giving them G. & S. goods. So will you make more money, and at the same time render an appreciated service.



## Get acquainted with this splendid profit- maker

Get your customers acquainted with it and you will quickly realize what worth-while business *BOWES MINCE MEAT* will bring you.

There's a delicious goodness about this superior Bowes Product, a "want moreish" quality that spells continued sales and bigger profits for the dealer stocking it. If you have yet to learn what a seller Bowes Mince Meat is try its selling merits to-day.

A little trial supply neatly displayed on your sales counter will convince you that you cannot afford to omit this seller from your shelves.

Let Bowes Mince Meat prove itself.

**The Bowes Co., Limited, 72, 74, 76 Front St. E., Toronto**

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

# Plan for 1917 now

*Meet rising costs by installing a complete National Cash Register*

It is costing you more to do business to-day than it ever did before. Rents, labor and material are still going up. Merchants everywhere consider the matter serious.

What are you going to do about 1917? Will you meet new conditions with new methods, or will you stick to the old ones that hold you back?

Users of National Cash Registers have told us for years that their registers pay for themselves out of what they save.

But never before has this been so true as now. Never before have the leaks and losses cash registers stop meant so much in dollars and cents.

You cannot estimate what an up-to-date register would save you, with labor and material at prevailing prices.

Think, plan, and decide. Get ready for 1917, and the years to come, by placing your order now.

*FOR FURTHER INFORMATION WRITE*

**The National Cash Register Company  
of Canada, Limited**

**CHRISTIE STREET**

**TORONTO, ONT.**



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



Ask Your Wholesaler for

# PURITY OATS

Made in  
Canada

Made from the finest of Alberta oats — the whitest, lightest, fullest and most delicious of all oats—in attractive, air-tight tube, and a valuable coupon in each large-size package.

That's the irresistible combination that makes Purity Oats such a splendid seller. Write for prices and free window display.

**Western Canada Flour Mills Co., Limited**

*Millers of World Renowned Purity Flour*

Toronto Winnipeg Calgary Goderich Montreal St. John, N.B.

The Purity Kid



## Multiply your turnovers by insisting on Anchor Caps

You can't expect people to buy much bottled goods of whose purity and flavor they are the least doubtful. You wouldn't do it yourself.

And yet you still keep on your shelves those bottled goods whose uncertain caps are keeping back good business and bigger sales.

Insist on having all your bottled goods sealed with the absolute security of Anchor Caps, which retain the goodness, the flavor, the quality the manufacturer first put into them. Get your jobber to supply you goods with Anchor Caps and see what a difference they will make in your turnovers.

Ask him to-day.



**Anchor Cap & Closure Corporation of Canada, Limited**  
Sudbury Street West Toronto, Canada

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

# CLARK'S Mincemeat



We recommend for your consideration the following attributes of

## CLARK'S MINCEMEAT

1. Careful selection of the purest and best materials.
2. Perfect balancing and blending of the various ingredients.
3. Elimination of the necessity for additions or preparation.

Ready for use.

4. The NAME behind the GOODS. AN ABSOLUTE GUARANTEE.

**SELL GOOD GOODS—YOU'LL BRING GOOD TRADE**

**W. CLARK, Limited, Montreal**

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



Every one of your customers knows the Quaker brand as a mark of Quality.

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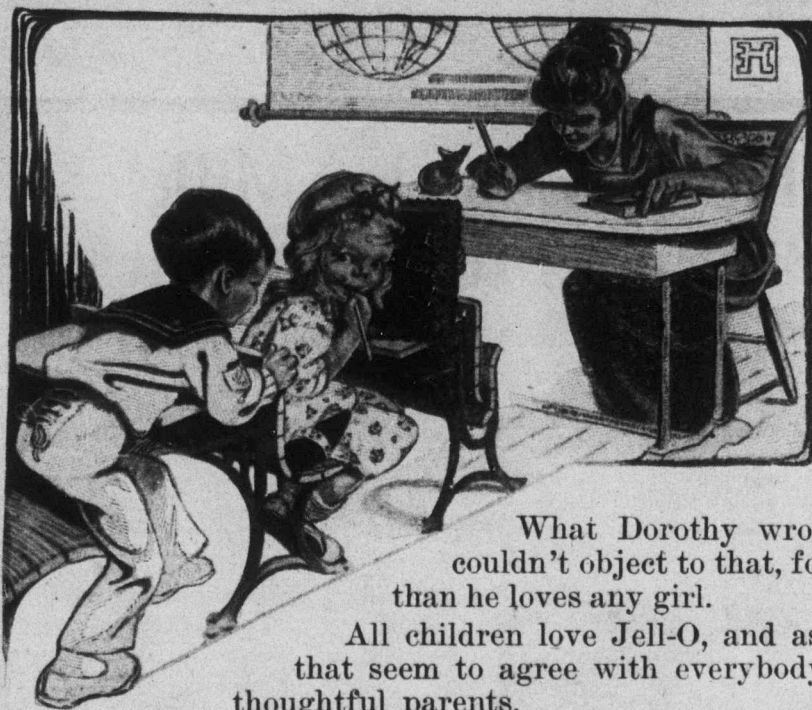
**\*QUAKER OATS**  
**QUAKER MANITOBA PATENT**  
**QUAKER TOASTED CORN**  
**FLAKES**  
**QUAKER CORNMEAL**  
**QUAKER FARINA**  
**QUAKER CRACKED WHEAT**  
**QUAKER HOMINY GRITS**  
**QUAKER PEARL HOMINY**  
**PUFFED RICE**  
**PUFFED WHEAT**  
**QUAKER GRAHAM FLOUR**

\*Our tube package still a 25 cent Seller.

Be it Flour, Cornmeal, Hominy, Farina or Oats—the same splendid Quality throughout is guaranteed by the Quaker Brand.

Add to your Quaker Line to-day.

Prices are not likely to be lower this crop year.



## The Teacher Sees What Dorothy Loves.

"Oh, Goody!" Bobbie says, "She loves— Gee! I wonder who she loves."

He'd know "who" if he could see, as the teacher does, the other side of the slate, where mischievous Dorothy has put, in her best capitals, the word

# JELL-O

What Dorothy wrote was, "I love Jell-O," and Bobbie couldn't object to that, for probably he likes Jell-O himself more than he loves any girl.

All children love Jell-O, and as it is one of those good things to eat that seem to agree with everybody, it is given to them very freely by thoughtful parents.

By the way, did you note that Jell-O received the Grand Prize (the highest award) at both of the California National Expositions last year?

**THE GENESEE PURE FOOD COMPANY OF CANADA, LIMITED, Bridgeburg, Ont.**  
A tightly sealed waxed paper bag, proof against moisture and air, encloses the Jell-O in each package.

Made in Canada



# TEA

The market for teas of all kinds is strong and advancing, and the indications are that advances will be maintained for a long time.

Now is the time for careful Merchants to anticipate their requirements for some time ahead and buy desirable teas. We have at present a large selection of Blacks and Japans which at to-day's market prices are a purchase.

*Write us and samples will be cheerfully submitted*

**John Duncan & Co., Limited**  
Established 1866 MONTREAL

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





## Keep Malcolm Milk Products to the front

Don't be content to stock them. Get them in the limelight by displaying and pushing them as Canada's Original Milk Products.

And when you push the Malcolm line you not only add to your own profits, but you are helping Canada's Finances by supporting Canadian Industry and Enterprise.

Let Malcolm Milk Products dominate your Made-in-Canada displays. A better filled cash drawer will result.

5-case lots delivered to any point in Ontario, Quebec, and Maritime Provinces. Freight paid up to 50c per 100 lbs.

**PRICE LIST**  
 St. George Evaporated Milk, (family size) 4 doz. to case.....\$4.30  
 St. George Evaporated Milk (hotel size) 2 doz. to case .....\$5.00  
 Banner Condensed Coffee, 4 doz. to case.....\$6.50  
 Princess Condensed Milk, 4 doz. to case.....\$5.60  
 St. George Condensed Coffee, 2 doz. to case \$5.20

**The Malcolm Condensing Co., Limited, St. George, Ont.**

**WHEN  
 BUYING  
 MINCE MEAT  
 INSIST  
 ON**

**WETHEY'S**



**A True  
 Canadian Salt**

—and true to the trade—because it puts every dealer on the same plane.

Windsor Salt is sold only through wholesalers and jobbers—and all retailers pay the same prices. There are no special discounts or secret rebates.

**Windsor  
 Table  
 Salt**  
Made in Canada  
 THE CANADIAN SALT CO., LIMITED

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

**In your Locality  
are many  
Dogs and Cage Birds**

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

**SPRATT'S  
DOG CAKES,  
Puppy Biscuits  
and  
Packet BIRD SEEDS.**

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

*SPRATT'S Depôts in CANADA are:—*  
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.  
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.  
*Direct Correspondence invited:—*  
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

**GIPSY  
Stove Gloss**

is distinctive—and desired. No other pack is so convenient for the user. No other stove polish gives such an intensely black and brilliantly easy polish. GIPSY does the work in half the time and with half the labour required by ordinary stove polishes. Immediately you have read this

Order "GIPSY" from your  
Wholesaler.

HARGREAVES (CANADA) LIMITED,  
The Gray Building, 24 & 26, Wellington St., W.,  
Toronto. Western Agents: For Manitoba: O. F. Lightcap.  
Winnipeg. For Saskatchewan and Alberta: W. L.  
Mackenzie & Co., Ltd., Regina, Saskatoon, Calgary and  
Edmonton. For British Columbia and Yukon: Creeden  
& Avory, Rooms 5 and 6, Jones Block, 407 Hastings  
Street West Vancouver, B.C.

*A Reminder from the Old  
Country*

**Rich Xmas  
Plum Puddings**

The Best on the Market.

**ORDER EARLY  
to ensure prompt delivery.**

In Hermetically Sealed Tins, or Basins if required.

Sizes - 1, 2, 3, 4, 5, 6 and 8 lbs. each.  
11/6, 21/6, 32/6, 42/6, 52/6, 63/6, 81/6 per doz.  
Carriage paid to English Docks.

Cases Extra at Cost.

**Tuxford & Nephews**  
Melton Mowbray, - - - England



**This big 10 cent  
seller should be  
prominent in  
your displays**

Though the popular price of H.G. SAUCE has done much to popularize it with the prudent housewife, yet its biggest appeal lies in its unexcelled dietetic qualities.

H.G. is a purely Canadian-made sauce, prepared to meet Canadian requirements, prepared to equal and surpass all similar imported sauces.

There's a good profit for you on this line. May we send you samples?

The  
**Canada Sauce & Vinegar Co.**  
519 King St. W., Toronto

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



# Mr. Manufacturer—the West needs your product

AND we can sell it to the Western jobbers under conditions that make it a success. We know the West, our splendid organization covers it from the Great Lakes to the shores of the Pacific. Add to this our reputation for handling goods and you will see how favorable the conditions are for giving your product the necessary boost towards success on the markets of Western Canada.

*Let us hear from you to-day.*

## Donald H. Bain Company

*(Successors to Nicholson and Bain)*

**Manufacturers' Agents and Commission Merchants  
WINNIPEG, MAN.**

# BEST PEANUT VALUE ON THE MARKET



Our Handsome Counter Carton  
—a big selling help.

—that's the "Xmas brand" of course. Ready sellers everywhere.

These delicious peanuts are shelled, skinned, roasted and salted by us, and are just as clean, crisp and delicious as the most discriminating can wish for.

Put up in neat package, packed in attractive carton for counter display. They're big sellers.

Also packed in 10-lb. display tins.

Try them.

## WALTER CHRISTMAS CO., Limited MONTREAL

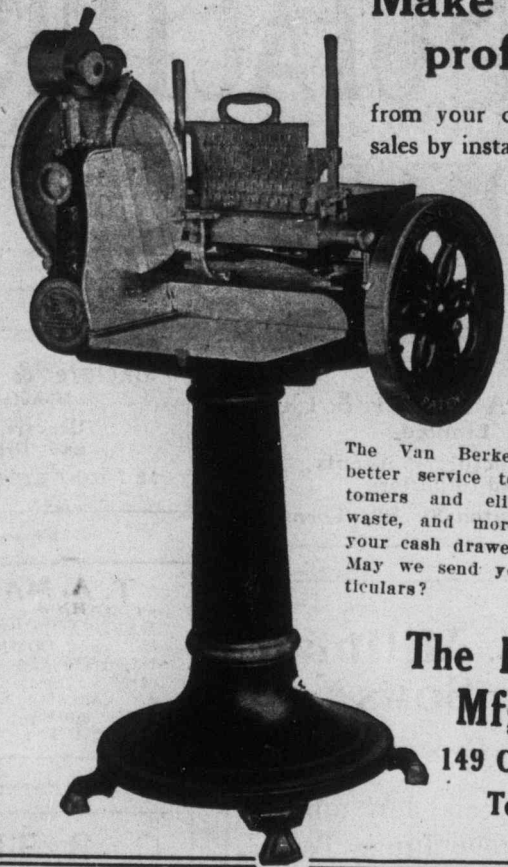
*If any advertisement interests you, tear it out now and place with letters to be answered.*



## Recommend Cow Brand Soda to your customers

Recommend Cow Brand Soda to your customers for its absolute purity and reliability. Cow Brand Soda, put up in its attractively labeled package, is more convenient for you and the housewife—easier to find on the cupboard or pantry shelf, always clean and pure.

**Church & Dwight, Limited**  
Manufacturers - - MONTREAL



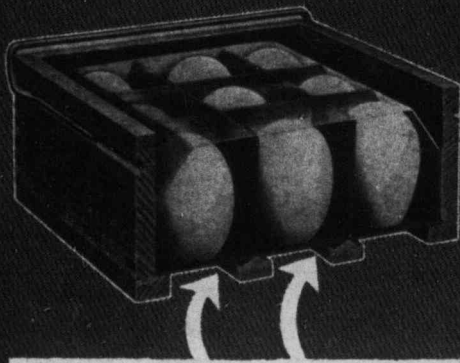
## Make more profits

from your cured meat sales by installing

**The Van Berkel Patent Slicing Machine.**

The Van Berkel means a better service to your customers and elimination of waste, and more money in your cash drawer. May we send you free particulars?

**The Hobart Mfg. Co.**  
149 Church St.  
Toronto



## See Those Edges!

That's what the perforated bottom board in *Star Egg Carriers* rests on. (We have cut a Carrier in two cross-wise so that you could have a better view.) It's this patented *Star* construction that allows for the necessary "spring" or "give" which protects eggs in filling as well as delivery in

### STAR EGG CARRIERS

If you are not now using *Stars* write for our booklet No. 210. *Today.*

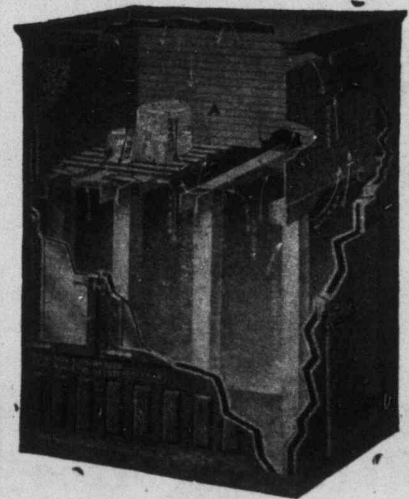
STAR EGG CARRIER & TRAY MFG. CO.  
1620 Jay Street Rochester, N. Y.

## Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

### This Interior View

shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.



Price list and catalogue free and mailed to any address.

Representatives:—James Rutledge, Phone St. Louis 876, 2008 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by  
**The W. A. Freeman Co., Limited**  
HAMILTON CANADA

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



# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

## ONTARIO

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

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

**W. H. Escott Co.**  
Limited

Manufacturers'  
Agents  
Wholesale  
Grocery  
Brokers

Winnipeg  
MANITOBA

### BRANCHES:

Regina                      Saskatoon  
Calgary                     Edmonton

ESTABLISHED 1907

**W. H. Millman  
& Sons**

Wholesale Grocery Brokers

Some special low offer-  
ings in new Japan Teas  
now in transit.

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

## NEWFOUNDLAND

## WESTERN PROVINCES

**G. B. THOMPSON**  
Wholesale Commission Broker  
and Manufacturers' Agent.  
We can handle a few more good lines.  
Storage Warehouse and Transfer Truck.  
140 Notre Dame Ave. E., WINNIPEG  
Established 1898

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

**THE H. L. PERRY CO.**  
214-216 Princess Street, Winnipeg  
We can make a success of your Agency.  
Our STORAGE, DISTRIBUTING and  
FORWARDING facilities are unexcel-  
led.  
Correspondence solicited.  
"Always on the Job."

What have you to offer in  
**BEANS, HONEY**

Quote best prices, particulars,  
quantity.

*Send me Samples of Beans.*

**FRED J. WHITE**  
BROKER  
TORONTO                      CANADA

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

**McKelvie & Stirrett Co., Limited**  
Wholesale Grocery Brokers  
and Manufacturers' Agents.  
CALGARY                      ALBERTA  
We solicit agencies for staple lines.

## FEATURE FOR THE TRENCHES

**G. Washington's  
Refined Coffee**

### Canadian Sales Agents:

Edmund Littler,  
189 William St., Montreal, P.Q.  
W. Geo. Varty,  
29 Melinda St., Toronto, Ont.  
W. G. Kyle,  
261 Stanley St., Winnipeg, Man.  
E. J. Roberts,  
215 10th Ave. West, Calgary, Alta.

**C. S. Turner Co.**  
147 Bannatyne Ave. East  
WINNIPEG  
Manufacturers Agents  
Excellent Storage, Forwarding and  
Distributing Facilities

**F. D. COCKBURN**  
Grocery Broker & Manufacturers' Agent  
We represent Pugsley, Dingman & Co., Ltd.;  
John Taylor & Co., Ltd., Toronto, and many  
other large British, American and Canadian  
firms. We can give the same time and service  
to your product.  
149 Notre Dame Avenue. East. Winnipeg

## MARITIME PROVINCES.

**C.H. GRANT CO.**  
Wholesale Commission Brokers  
and Manufacturers' Agents  
509 Merchants Bank, Winnipeg  
We have several good accounts, but can  
give you results on yours.

**J. N. COCHRAN**  
Manufacturers' Agent and Grocery  
Broker  
FREDERICTON, N.B.  
I have a connection with both wholesale  
and retail trade throughout the entire  
Maritime Provinces.

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC.

**ROSE & LAFLAMME  
LIMITED**  
Commission Merchants  
Grocers' Specialties.  
**MONTREAL TORONTO**

**To The Trade**  
Buyers and sellers of  
**All Kinds of Grains  
and Seeds**

**Denault Grain and Provision  
Co., Limited**  
SHERBROOKE, P.Q.

**QUEBEC'S RESPONSIBLE BROKERS**  
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. **BEANS AND CORN A SPECIALTY.**  
**ALFRED T. TANGUAY & COMPANY,**  
Commission Merchants and Brokers,  
91 DALHOUSIE ST. - QUEBEC CITY

**OATS, PEAS, BEANS, ETC.**  
handled in any quantities to best advantage by  
**ELZEBERT TURGEON**  
Grain and Provision Broker  
MONTREAL, P.Q. QUEBEC, P.Q.  
Selling Agent for  
The Maple Leaf Milling Co., Ltd., Toronto

**G. Gagne** Grocery Broker  
and Manufacturers' Agent  
We have a connection in Quebec City  
and throughout the province.  
111 Mountain Hill Quebec City

## Why You Should Feature

# KING GEORGE'S NAVY

### A mild, yet flavory tobacco

The "chewer" is a hard-to-please customer usually, and this fact accounts largely for his unmistakable preference for **King George's Navy**—the chew that is mild and yet flavory.

Chewers of this popular tobacco never change their allegiance to any other brand—their custom is assured the King George Dealer.

Cash in on this big seller by trying out a sample order. Begin now. You'll be pleased with the profits.



Handled by  
the Wholesale  
Trade

**Rock City Tobacco Co., Ltd.**

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



# Tartan BRAND

THE SIGN OF PURITY  
Phone Orders at our Expense  
Phone Nos. 3595, 3596, 3597, 3598, 4656

## Profit Plus Satisfaction

The purity and delicious goodness of **TARTAN BRAND PRODUCTS** will put many dollars of extra profit in your cash drawer. The customer satisfaction produced by the Tartan Brand line is a tremendous factor in building permanent patronage.

Tartan Brand Canned Vegetables, Fruits, Salmon, Tea, Coffee, Extracts, Spices, Jelly Powder, etc., are all reliable—every one is a repeater.

We specialize in Fancy Groceries, Foreign and Domestic. Mail orders promptly attended to.

**BALFOUR, SMYE & COMPANY**  
HAMILTON, ONTARIO

## The Oversea Export Co., Limited NORWAY NORWEGIAN SARDINES, in Pure Olive Oil



The "*Norse Crown*" Sardine, packed by the Oversea Export Co., Ltd., is as choice a sardine as the world knows. It differs from ordinary sardines in being slightly smoked; giving to the fish an added palate quality of peculiar appeal. Every single fish in a "*Norse Crown*" tin is literally hand-picked and represents a perfect fish as to size and condition.

*Special Brands* to suit Individual Buyers.

Shipments have now arrived. Ask your jobber for the Oversea Export Company's brands. Full particulars and prices from the Sole Agents.

**Stewart Menzies & Co. - 70 Lombard Street, Toronto**

# Furnivall's

FINE  
FRUIT  
PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto.  
Montreal—W. S. Silcock. St. John, N.B.—MacLaren Imperial Cheese Co.  
Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard.  
Hamilton—R. M. Griffin. Winnipeg, Man.—W. L. MacKenzie & Co., Ltd.  
Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—Mowat & McGeachy.

LET Furnivall's Fine Fruit Pure Jam prove its splendid selling qualities to your own satisfaction. Order a trial supply and display it well. Then listen to the register ring. Furnivall's Jam is quality—and then some. Customer satisfaction and bigger profits are the natural result of featuring Furnivall's. Why not begin to-day?

**FURNIVALL-NEW, Limited**  
Hamilton Canada

**FOR 22 Years** the demand for **RED ROSE TEA** has been growing greater and greater—a sure proof of its uniform high quality and good value.



## An Extra \$5 or \$10 Every Week

Quite a bit extra, isn't it? Would you like to have that much coming to you regularly every week, entirely in addition to your weekly pay envelope? Of course you would.

Well now, write us and we will be glad to send you full particulars of our plan—the very same proposition that has proven so successful with hundreds of our representatives. You can read it and apply it right in your own home district. Your spare time is all that's needed. Write us to-day,—next week you'll be earning more money.

**The MacLean Publishing Co.,**  
LIMITED  
143-153 University Ave.  
TORONTO - CANADA

*A money-making  
hint—*

### Get a Eureka Refrigerator

The money-making possibilities that the Eureka offers you are not equalled by any other refrigerator. Combined with unusual display facilities are many new and unique features which mark the Eureka Refrigerator with the hall-mark of superiority.

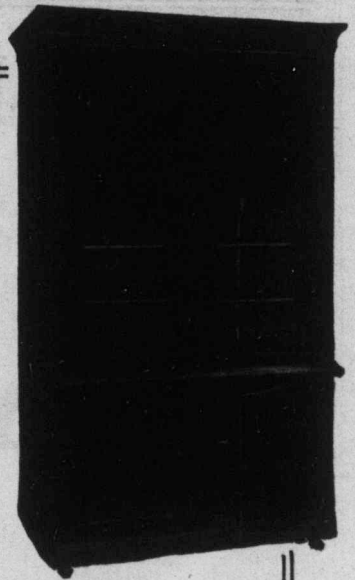
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isn't a man's work or even a boy's. It is work for a machine. Visitors to the Atlantic Refineries like to watch the great weighing machines filling the packages swiftly and accurately; one machine doing the work of an army of men and doing it better.

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



# CANADIAN GROCER

Vol. XXX.

TORONTO, DECEMBER 1, 1916

No. 48

## The Story of Margarine

The First of a Series of Articles Presenting Complete and Authoritative Information  
With Reference to the Manufacture of the Product and Legislation  
Covering the Sale of Same.

Compiled by John C. Kirkwood.

FOR more than thirty years in America, and for a longer time in Great Britain, oleomargarine, or margarine as the English call it, has been a food of the people. In the United States its annual consumption exceeds half a billion pounds, and in Great Britain a billion pounds and more are consumed every year. Yet in Canada its manufacture and sale is forbidden, due to the opposition of the dairy interests.

In Great Britain margarine (pronounce the "g" hard) established its right to be made and sold many years ago, but only after many a battle royal with the dairymen of that country. In the United States, the dairy interests have been able to impose burdensome taxes and other restrictions of a vexatious nature on the makers and distributors of oleomargarine, but have been quite unable to check its production. Now the attitude of the butter men there is changing, swerving from a front of open antagonism to one of tolerance, if not of friendliness; they recognize that their policies and methods to thwart the makers of oleomargarine and check the sale of it have been ill-conceived, and have had results quite the opposite of those intended and desired. In Canada of recent years the subject of the manufacture and sale of margarine has been in a state of almost complete quiescence, until the last month or so, when an agitation, and even demand, for the removal of the ban on its manufacture and sale are finding voice in many large industrial centres, and in the public press—this because the price of butter has become so high that many families have had to reduce their usual consumption of this fat food, to their hurt and displeasure. Also, those commercial interests that will profit if oleomargarine be permitted to be made and sold in this country are silently at work to have the law of the land changed.

The dairy interests—and they have power at Ottawa — are decidedly and



*EDITOR'S NOTE.—The accompanying article is the first of a series prepared by Mr. Kirkwood for CANADIAN GROCER. It was felt that the situation was such that the question of permitting the sale of margarine was bound to come before the country and that in the meantime as much light as possible should be thrown upon it. The articles are the result of an extensive investigation and present complete and authoritative information on the points of manufacturing margarine and the course of legislation in Great Britain, United States and Canada, with reference to its sale.*

openly unfriendly to the movement to have the law changed; and though there has been little call so far for the dairymen to be active, it can be taken for granted that when demand and agitation assume formidable proportions, the dairy interests of Canada will organize to defeat any proposals to have present laws altered in any way.

### I.

IN itself margarine, or oleomargarine, is an innocent thing. It is not a fraud, nor bad, but on the other hand a legitimate, wholesome, palatable, cleanly and nutritious article of food; and even its honest enemies are compelled to admit that in itself it is the practical equal of butter as a fat food, equally palatable, and that it can be made and sold for about half the price of butter. What, then, is the quarrel with this commodity?

Briefly the quarrel is and has been that margarine has been sold as but-

ter, under the name of butter, and so a fraud has been perpetrated on both the dairy interests and the public. This fraud has been possible because of the likeness of margarine to butter in taste, smell, flavor, and color, and because the average individual cannot distinguish good margarine from butter. Hence it has been exceedingly easy to substitute margarine for butter, fraudulently; and this has been done on a gigantic scale, particularly in the United States where the laws actually incite to the practice of fraud. In Great Britain, the fraudulent sale of margarine has quite ceased, thanks to more enlightened legislators and legislation.

The quarrel of the dairymen over margarine is not with the product, nor with the way in which it is made, nor with the materials of which it is made; but with the selling and sellers of it. The sinner is not the article, but the man who sells it—jobber and retailer—this in the United States. Margarine has been the victim of its own excellence and likeness to butter.

### II.

THE story of margarine cannot be understood or appreciated until one knows just what it is, and how it is made. But before telling this it is worth while to know how it came into existence in the first place.

Margarine was born, so to speak, in war times—during the Franco-German War, in 1869. Because fat foods were scarce and high priced, a prize was offered at the instance of Napoleon III., for the best substitute for butter. This prize was won by a French chemist, named Hippolyte Mege (or Mege-Moures), with a product substantially the same as that now known as oleomargarine. He surmised that the formation of butter contained in milk was due to the absorption of fat contained in animal tissues. From this he was led to experiment on the splitting up of



animal fat; and from this experimentation resulted his butter substitute.

The modern way of making oleomargarine (as practiced in the United States) is herewith described:—

The caul or inner fat (the best fat) of freshly killed beeves is taken; and after a thorough washing in tepid water, and then in iced water, the fat is allowed to stand in a cold room until thoroughly cold.

Then the fat is cut up finely by machinery and melted in steam-heated cauldrons at about 160 deg. F.; after which it is allowed to settle. Salt is scattered over the surface of the fat to accelerate the settling of fibre or membrane. After settling, the clear oil is siphoned to a second series of cauldrons when more salt is added, and the temperature controlled, until the second settling is completed. The oil is then siphoned into vats in which it is allowed to stand from three to five days at a temperature favorable to the crystallization of the stearin (the main component of solid fat). The mass is then thoroughly mixed, wrapped in cloths, and submitted to powerful pressure which separates the oil from the stearin. This oil, quite free from membrane or tissue, flows out into a tank of cold water where it solidifies into a granular mass, which is known to the trade as "oleo oil," or simply "oleo."

Another constituent of oleomargarine is neutral lard (lard in which the acid of the original fat has been eliminated by the rendering processes). This lard is prepared from the leaf and the back fat of the hog, which fat is treated in substantially the same way as the beef fat, yielding the "neutral lard," or "neutral" of the trade.

The objects of this treatment of fats are twofold: First, to produce a fat as free as possible from taste or odor; and, second, to remove some of the difficultly fusible stearin and palmitin in order that the finished product may melt readily in the mouth.

Cottonseed oil is largely and commonly (but not necessarily) used in the manufacture of oleomargarine in the United States.

Having secured the fats in the proper condition, the manufacturer proceeds to mix "oleo" and "neutral" in melted state, the proportions varying according to the destination of the product, a warm climate calling for more "oleo," a cold climate for more "neutral." Also, if cottonseed oil be used, it is added at this stage.

So much depends on the handling of the oils and on the regulation of the temperature at each successive stage that different manufacturers using the same grades of oil in similar combinations will secure quite different results.

The mixed fats (and the cottonseed oil, if used) are piped to a churn when

the milk, or cream, or both (and sometimes butter) is added. The object of the milk, or cream, or butter, is to give flavor, and to impart a butter character to the finished product. (If an artificial coloring is used to give the butter color, it is added at this stage). Forty-eight gallons of milk to two thousand pounds of product are stated to be a common proportion. (Milk is used much more commonly than butter or cream.)

The mixture, after having been thoroughly churned, is run into a vat of ice water, which chills and hardens the mass before it can crystallize. As it cools, the mass is broken up by paddles, mechanically operated, in order to granulate it. After being thoroughly washed, the mass is softened by standing it in a temperature room. It is then "worked" in a machine butter-worker, exactly as butter is worked, and salted; and becomes the oleomargarine of commerce. The product is then packed in tubs, pails and in the form of 1-lb. bricks, which are wrapped in parchment paper and put into pasteboard cartons and sealed.

When butter has been used in the manufacture of oleomargarine (added in the churning process), what is known as "butterine" is produced, two grades of which are commonly sold: "Creamery butterine," containing more, and "dairy butterine," containing less butter. The term "butterine," however, is frequently used by makers and sellers, instead of "oleomargarine," without other significance.

The physical properties of oleomargarine are so similar to those of butter that it is very difficult to distinguish between them by any superficial test. On this subject of the physical properties or construction of the two substances, a word here is in place. Butter is put together in a peculiar way. It is formed of little globules of fat enclosed in a tiny sack. It gets into this peculiar condition in the process of churning, and it is because of this physical arrangement that it spreads so well. In the case of oleomargarine, the formation is the same and for the same reason, but the walls of the sacks are a little thicker than in the case of butter.

The analytical chemist is able to detect oleomargarine by making use of the fact that it contains a large percentage of fatty acids, not soluble in water and a lower percentage of those volatile with water vapor than butter does. There are other tests, and some simple domestic tests; and the expert may be able by the senses of taste and smell to distinguish between margarine and butter, but even professed experts have been frequently deceived, and the laboratory test is generally the only sure method of determining whether the product is butter or oleomargarine.

Anyone who eats the fat of the hog or beef fat, either in the meat or in any of its products, or eats oils or salads, is practically eating the same materials as are found in the greater part of the oleomargarine of commerce in the United States.

Statements have often been made that oleomargarine is less digestible and less nutritious than butter, but such assertions do not rest upon any solid scientific knowledge. Oleomargarine digests a little more slowly than does butter, but this is of little significance, and its nutritious value in comparison with that of butter is as 100 to 102—practically identical. Any prejudice concerning the use of margarine as a butter equivalent is generally due to sentiment, or to suspicion due to lack of knowledge; it is not due to the taste, appearance, or smell of margarine, since, in regard to these things margarine and butter are practically identical and cannot readily be distinguished one from the other.

An analysis of oleomargarine as made to-day by the principal makers in the United States shows on an average composition as follows:—

Oleo oil .....	34.26%
The constituents of milk .....	28.09%
Neutral lard .....	16.27%
Cottonseed oil .....	14.26%
Salt .....	7.12%
	100.00%

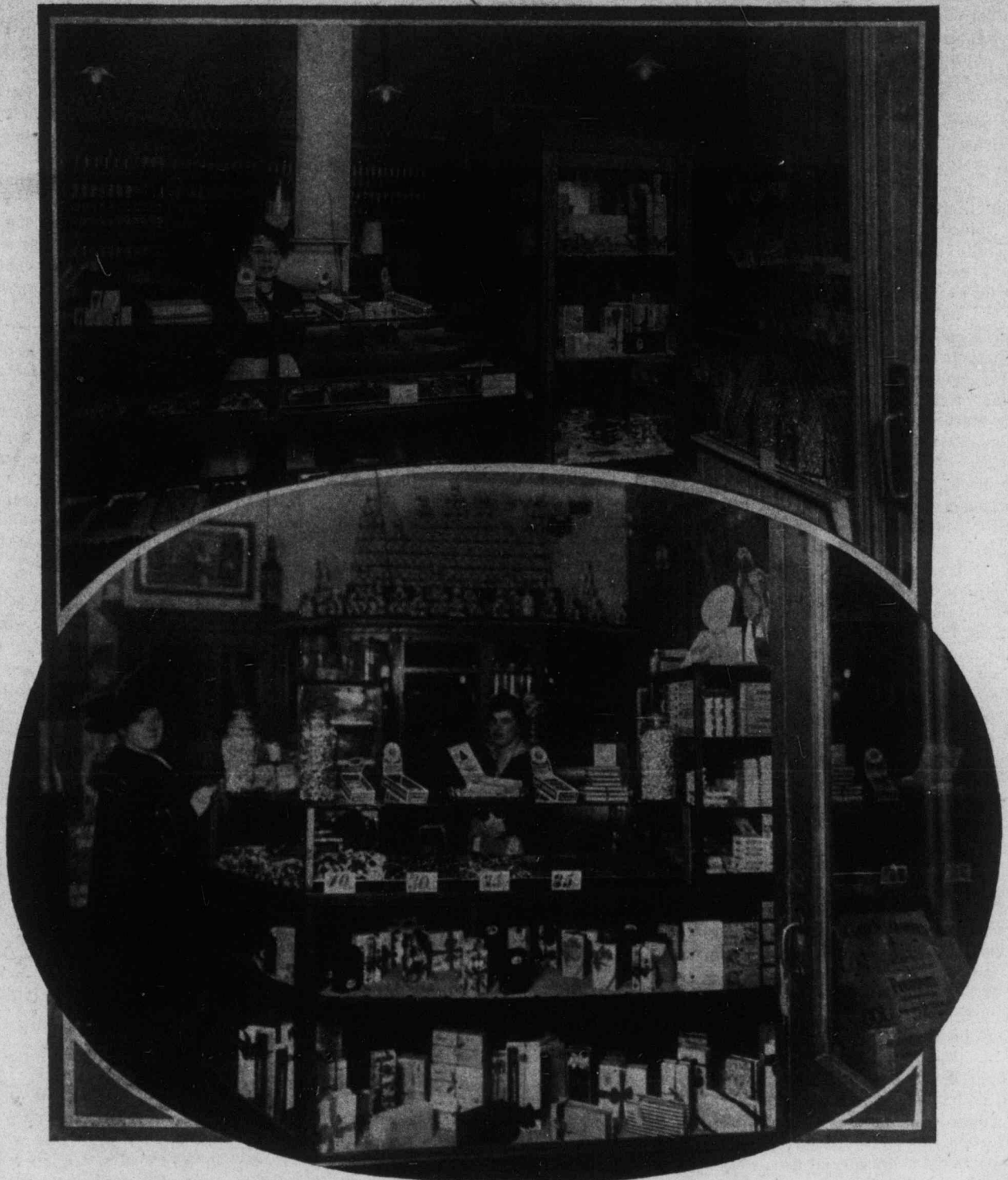
Until recently the natural color of oleomargarine was lightish—a creamy white; and to give it the golden color of butter, coloring matter was added. But now makers are achieving the desired butter color without the use of an added coloring substance.

Thus it will be seen that oleomargarine is a fat food whose ingredients in other forms every family consumes more or less abundantly—in the form of roast beef, or pork, or bacon, or pastry, in which shortening enters; and in the form of milk, butter, cream, or cheese; also that it is the practical equivalent of butter, closely resembling it in all particulars.

(To be continued.)

**TESTIMONIAL**

Sidney King, Edmonton, Alta.—"The amount of solid information in THE CANADIAN GROCER, particularly as applying to the prices of general groceries, is really marvelous. How any retail dealer can get along without your paper I don't know. Through following your market reports, I have saved quite a lot, and when prices begin to fall I feel sure the paper will be more necessary than it has been, and still is, on a general rising market."



Views of the candy departments in two successful Montreal stores.

## Making Good in the Candy Line

The Example of Two Particularly Attractive Candy Departments in the Grocery and Provision World of Residential Montreal, May be Profitably Followed in Many Another City.

**C**ANDY is a most important item in the grocery business which caters to the average household trade, and is becoming more so. In suburban districts, especially, the candy department of an up-to-date grocery store may easily become the feature of the store.

To make the candy department attractive ought to be easy enough, but to make "a mess of it" in the business, as well as in the literal sense, is also possible. Running a successful candy department requires knowledge, carefulness, and cleanliness. Running a suc-

cessful candy department also requires keen business instincts, and close watching of the work of competitors, which may be stores with no groceries, but candy alone to sell.

This means that the all round campaigner in the battle line of business is



up against the specialist, perhaps, in this particular avenue of attack on purchasing power, and indicates that to make the candy department a winner, every gun in the business battery of the whole grocery store must be brought to bear and used to advantage. This much CANADIAN GROCER gathered in a very few moments' conversation with Mr. Boutellier, the successful manager of two splendid provision stores with two splendid candy departments in the important residential district of Montreal which centres around Park Avenue North.

To meet competition most effectively is the first principle in establishing a successful candy department, and Mr. Boutellier meets competition brilliantly in every sense of the word. Brightness, appetizing attractiveness, color, and the fascination of cleanliness and clearly marked prices, are all characteristic of the candy department of The Park Provision Store, St. Viateur, and The Royal George Grocery, Bernard Ave., which are the stores referred to, and illustrated in this article.

The candy departments of these stores are distinct from the other departments (and these other departments are in themselves notably attractive). In each case, the candy department occupies a central front position in the store, and is a radiant spot of color, and cleanliness with an endless array of dainties most appetizingly displayed, and most temptingly priced. The sweets are not left open to the air, but are displayed under glass in many spacious compartments on and under the counter space. The actual sales counter is quite small, white, and scrupulously clean. Centrally in the department are placed the computing scales visible to the customer. Each store's candy department is so arranged that it has window space of its own, and the very most is made of the window space in displaying attractive lines of goods, and tempting price tickets boldly figured.

While a very large variety of the average priced lines of candies occupies the greater proportion of the display space, each department has special space devoted to the higher class boxed chocolates, and Mr. Boutellier finds a very good proportion of business is done in these boxed chocolates although there is no theatre or picture theatre in the immediate vicinity. (It may be that a great many charming young ladies with chocolate bestowing beaux reside in this district.)

As regards the general lines of candies, Mr. Boutellier has no special favorites as sellers beyond the inevitable chocolates, of which he stocks a splendid variety. "We do a considerable business in the cheaper lines of candies also," he added.

Asked if he made any special effort to

encourage the business of children with pennies to spend, Mr. Boutellier said, "No." He pointed out that this business is not necessarily the most profitable in a grocery store running a candy department, though not by any means to be discouraged. But in the main, the candy business done by Mr. Boutellier's two candy departments is the steady household demand business, the business built up and kept running profitably on the regular candy orders of the stores' regular customers.

That this is a very substantial matter, indeed, may be gathered from Mr. Boutellier's estimate of its value in the light of competition existing or arriving.

"Suppose a new candy store, a store selling nothing but candies, came and established right opposite, or right next door, would you feel inclined to drop your candy department?" asked CANADIAN GROCER.

"Drop it? No!" exclaimed Mr. Boutellier. "I'd go right after them, and meet them every possible way, and show the people a better value candy department right here in our store."

Evidently from his enthusiastic emphasis Mr. Boutellier has no doubt whatever of the business value to a grocery and provision store, or of the candy department.

Here is further food for reflection from his personal experience:

"How many grocery orders out of every hundred would you say contain a candy order?" asked CANADIAN GROCER. "Would you put the percentage as high as fifty or as low as ten?"

"Not 50 per cent., and not 10 per

cent," replied Mr. Boutellier, "but 25 per cent. on an average, and on Fridays and Saturdays 35 per cent., and possibly more."

"What proportion of a five-dollar grocery and provision order would you say does the candy order amount to?" pressed CANADIAN GROCER.

"Well, you can easily figure that," replied the manager cheerfully. "You see the candy order is usually for one pound or half a pound at least. Our candies run from 25 cents, 35 cents, 45 cents, and up to about 40 or 60 cents a pound. The orders average on those prices. I should say about 35 or 40 cents would be the proportion to a five-dollar Friday or Saturday order, and with smaller orders about 25 cents for candies."

In addition to the candies sold by Mr. Boutellier's busy departments, cakes and sweet goods from the bakeries are very effectively displayed, and very successfully disposed of, especially on Fridays and Saturdays. Mr. Boutellier finds that with the usual order for these bakery goods goes an order for candies. It is the trail of the sweet-tooth!

Both departments are served by young ladies, and Mr. Boutellier is quite convinced that on the principle of sweets from the sweet, young ladies are better equipped naturally for the retailing of candies than male assistants. This, however, need not compel any retailer to employ girls especially for his candy department. Ladies are the best buyers of candies as a rule, and many ladies prefer to be served by a brisk and business-like young man. The profits of a well run candy department should quite justify the wages of male help.

## A Bumper Crop of Oranges

Estimated American Crop Nearly Three Million Boxes More Than Last Year—A Train-load That Would Stretch Nine Hundred Miles—Boxes Enough

THE prospects for the American orange crop exceeded even the early sanguine statements. The State Department at Washington estimates an increase of 2,635,000 boxes over last year. The total crop this year, according to the most recent figures, will total 23,835,000. Did you ever stop to think how many oranges were represented in these cold figures. If the crop were loaded in ears and hauled in one train, the engine would be pulling into Toronto just as the conductor on the caboose was giving a farewell wave of the hand to friends in Winnipeg. Suppose those familiar boxes were set end to end, there would be a row stretching from San Francisco to China, with enough oranges over to give every one of the millions of solemn-eyed Chinese babies an orange apiece.

Nearly 24,000,000 boxes of oranges! 17,500,000 from California, being an increase of 2,450,000 over last year, 6,235,000 from Florida, an increase of 185,000 over last year!

It is hard to realize that this enormous amount of fruit can be actually consumed on this continent. It means approximately four dozen oranges per person for everyone on the North American continent. And it is to be remembered that unlike other lines of fruit, there is practically no exportation. Moreover, enormous quantities of oranges are imported from Mexico, Jamaica, Porto Rico, Spain, and Italy. It looks as though the American continent would have to spend a good deal of time eating oranges this year.

The new season's crop of navels is  
(Continued on page 29.)



# Retailers and Canned Goods Question

Opinions From Many Sources—Favorable and Unfavorable to the Canning Interests  
—The Propositions Presented to the Retailer—Does the Contract System  
Work to the Advantage of Both Parties—This Question is raised  
by Many Retailers

**H**OW did the retailer fare in the face of the unusual conditions prevailing in canned goods this year? Both manufacturer and wholesaler have found a way out of the difficulty, as was outlined in previous articles. How did the retailer fare in the general shake up?

With the idea of getting some sort of insight into this matter, a series of questions were sent to a large number of retailers, asking if they had contracted; if the contract conditions had been met, and if not what alternative proposition had been made by the wholesaler?

Replies were plentiful, and generally showed a tendency to realize that conditions were not normal, and a willingness to accept any reasonable compromise.

## The Proposition Outlined

One merchant gives a very full statement of the alternative proposition offered by the wholesaler to the retailer.

The opening price on Aylmer peas were \$1.25, Delhi, \$1.22½ f.o.b. warehouse, or \$1.20 and \$1.17½, f.o.b. factory. Regarding tomatoes and corn, the wholesaler advised that they could fill only 25 per cent. of the former and 50 per cent. of the latter. The opening price of the canners, the wholesaler explained, was for those who demanded a full 100 per cent. of their order. These prices were \$2.50 for Aylmer and \$2.47½ for Delhi. On the other hand, those who accepted the compromise and demanded only 25 per cent. of their order, were able to buy at \$2.02½ for Aylmer and \$2.00 for Delhi. On corn the same conditions prevailed, where the full contract was demanded the price was to be \$1.70 for Aylmer and \$1.67½ for Delhi, to those who accepted the 50 per cent. compromise, however, the price was to be \$1.50 for Aylmer and \$1.47½ for Delhi.

The wholesaler advised that they had accepted the canners' offer, as it was possible to buy American packed goods and independent stock at a better figure than the canners' price for the full contract. American tomatoes, 3's, were quoted \$2.40 per dozen, and Canadian 2½'s at \$2.50 per doz.

A Dunnville, Ontario, merchant states that his contract was filled, though not at the prices expected. Under the existing conditions, however, he considered that the contract had been lived up to and he found it perfectly satisfactory.

## Stocked Last Year's Goods

A number of merchants very fortunately stocked heavily of last year's goods at a very favorable figure early in the spring. In this way they were not influenced by the high prices.

One Regina merchant reports:—"Through the information I got from reading the CANADIAN GROCER, and other sources, I decided to buy last year's corn and tomatoes, and am now very glad I did. I bought tomatoes 2½'s, delivered in store for \$2.55 per case, and corn for \$1.90 per case. The saving in these two lines will be sufficient to pay my subscription to CANADIAN GROCER for a long time to come."

A Parkhill merchant writes: "Early in the spring when we saw the crop prospects were likely to be poor, with enhanced values for 1916 pack, we canceled our orders and took immediate delivery of 1915 pack sufficient to put us over the year, consequently are not now worrying."

Quite a large number of retailers were in the happy position of not having to worry owing to the same foresight.

It is evident, too, by the replies that some wholesalers must have delivered their full contracts irrespective of what the canners had delivered to them.

A Cobden, Ont., merchant states that he contracted a short while ago and adds, laconically, that he got the goods.

A merchant in Ayr, Ont., states that he never buys for the future without knowing the price. That his system is satisfactory is vouched for by the fact that he was able to buy tomatoes after it was rumored that the price of tomatoes would be over \$2, at \$1.45 per dozen.

## This Was My Year

"I contracted three months ago," states a Kingston, Ont., grocer, "at the old prices. This contract has been filled in full. I made a cast iron contract for the goods and got them. This was my year."

A Preston merchant thinks that the present conditions are a good argument against the contract system. He had contracted and his jobber offered to fill 25 per cent. tomatoes and 50 per cent. corn, or 70 per cent. if he accepted American pack. "What is the advantage of contracting?" he asks. "I think grocers should get together and refuse to do so."

A Cornwall, Ont., grocer states that one jobber filled all his order, while another filled only part.

## Has the Retailer Had a Square Deal?

From Kitchener, one dealer reports that he got a 25 per cent. delivery of tomatoes at \$2.02½, 50 per cent. of corn at \$1.47½, 90 per cent. of peas at \$1.22½. Another jobber, he states, filled 70 per cent. of his corn and peas order, but has shipped no tomatoes to date. This merchant thinks that the retailer has not been given a square deal in the matter.

A Windsor, Ont., merchant also questions whether the deal was strictly above board. "Last summer," he states, "I calculated that the tomato crop would be short, so I ordered what I thought I could use this winter. But I thought, and still think, that a lot of corn was put up. I believe a lot of this high cost depends on the manufacturer giving the war as an excuse to send the prices up."

A number of wholesalers, according to the information gleaned from letters, have volunteered to fill orders as taken provided they were allowed to supply American goods. In most instances this offer was readily accepted.

Still other letters seem to suggest that some jobbers have acted in a rather high handed manner, merely notifying that they would fill 25 per cent. of orders, without offering to explain, or meet the retailer half way.

A Port Elgin merchant has been so treated—no explanation has been made to him, nor has he been notified that his goods will be delivered.

An independent canner volunteered to fill a New Glasgow, N.B., order up to 50 per cent. In Oakville a dealer was delivered 20 per cent. tomato and 100 per cent. corn by the Dominion Canners, and 100 per cent. of his order throughout by an independent canner.

An Embro, Ont., merchant states that no notice has been given him of the fulfillment of his contract, though he was given the opportunity to cancel if he saw fit. He has not received any tomatoes or corn to date.

A Toronto merchant has been promised a full delivery at a slightly advanced price. That they would get as much as possible was the promise made to a Wallaceburg firm. They are actually getting 50 per cent. corn and 25

(Continued on page 29.)



# CANADIAN GROCER

ESTABLISHED 1886

*The Only Weekly Grocery Paper Published in Canada.*

**THE MACLEAN PUBLISHING COMPANY  
LIMITED.**

JOHN BAYNE MACLEAN, *President.*

H. T. HUNTER, *Vice-President.*

H. V. TYRRELL, *General Manager.*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXX

TORONTO, DECEMBER 1, 1916

No. 48

A READY smile wins more friends than years of self-denial under a sour manner.

\* \* \*

PUNCH, psychology, individuality and other high-sounding, three-ply words are merely names for what our fathers called "Hoss-sense."

\* \* \*

WHO wants to be a Cuban? According to the *Trade and Commerce Bulletin* potatoes are selling there at \$6.50 per barrel or about \$4.00 per bag, and no complaint noted—

\* \* \*

THERE were 90,000 acres less land set out in potatoes this year in Ireland than in former years, and the crop is suffering from blight. The Scotch crop is running to a close and the English crop is much below the average. The prospects for cheaper potatoes seem to be getting poorer daily.

\* \* \*

THE Great Eastern Railway of England has gone in for higher education. They will run an egg and poultry demonstration train through the rural counties. Model poultry houses, hatching and rearing methods, egg production, testing, grading and packing will be the main features of the demonstration train. Surely even the most frivolous hen will be spurred to greater efforts, by this display of interest on her behalf.

\* \* \*

THE CANADIAN GROCER is offering another series of prizes for the best Christmas window decoration. You'll be decorating your window anyway, put a little extra effort into it and enter a photo in this contest. It will give you an added incentive and will probably mean a better window display than you have ever had before. That's something worth considering for your windows are your best advertisement.

OFFICES:

CANADA—

Montreal — Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—142-153 University Ave.; Telephone Main 7324. Winnipeg—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe 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 129600. Cable Address; Atabek, London, England.

Subscription: Canada, \$3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, \$3.50 a year; other countries, \$4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

## RATHER RUBBING IT IN

A WINNIPEG department store had the following in its advertisement last week:—"Creamery Butter, formerly 26c per lb. Tuesday Special, 40c." That's rubbing the H. C. of L. talk into the consumer with a vengeance. It's all very well to make a leader of butter at 40c, but to tell the dealer that the same butter used to sell at 26c is to call forth the wrath of the housewife. As a parting stab, the advertisement reads: "Not more than 5 lbs. to one customer." The average woman would be hard to convince that the above is a typographical error.

## BRITAIN'S FOOD DICTATOR

ON November 16 King George signed a proclamation that in effect placed the nation's food supply under one man control. The rapidly increasing price of food in Great Britain has made such a move not only expedient but practically a necessity.

Whether the measure will fail to meet the high expectation of its sponsors, will now be largely a matter of the administration of the large powers delegated to one man.

There are three men suggested for the post, Walter Runciman, the President of the Board of Trade, has been suggested for the office, on the ground that he was in a large measure responsible for the scheme. It is generally believed however that he will prefer to keep his present office. If this supposition is correct, it narrows down the probable candidates to Lord Milner and Lord Davenport.

Lord Milner is a trained diplomatist. Possibly the office will require some diplomacy. Lord Davenport, however, is a trained business man and when the food handling of a nation is to be placed in one man's hands it would seem that the latter qualification is the more imperative. Lord Davenport is unrivalled in his knowledge of the shipping problems so greatly involved in the operations of the new office. His



knowledge of business conditions is no less far-reaching. He is the owner of a network of retail stores that cover the country under the name of the International Tea Company.

It would certainly seem that Lord Davenport is the man pre-eminently suited to the post. The man who could use its almost autocratic powers with the deepest knowledge and the minimum of danger to the established systems of trade is surely to be desired at this juncture.

The popular choice, too, seems to point in his direction. But the political element favors Lord Milner.

It will be interesting to note where the choice falls, whether a life long training in the ways of business and an unquestioned suitability for just such a post, will weigh in the balance against the demands of the professional politician.

#### THE POWER OF THE PRINTED WORD

IN a recent issue of the Philadelphia *Saturday Evening Post*, appears an article by Moude Radford Warren on "A Nation Run by an Advertising Man." It is a vivid account of the greatest advertising campaign that the world has ever known, conducted in a country where to all intents and purpose advertising, at least as we understand it, was almost unknown.

Sir Hedley le Bas—not only inaugurated a great advertising system, but he put it across. He proved to a conclusion his own contention that "you can get anything you want by advertising." He not only was largely responsible for raising an army of 4,000,000 men in a year, but he was behind the first English war loans—now he is preaching economy—preaching it in the newspapers in flaring full pages in the magazines, in bill boards that scream across the erstwhile quiet English landscape. Yes, and the Englishman believes them. He walks instead of taking his car. He eats simpler foods, he lives altogether a simpler life, because Sir Hedley has told him, and told him in letters that he who runs may read that "when you spend on things you do not need you help the Germans."—"Because every shilling saved helps twice; first when you don't spend it; and again, when you lend it to the nation."

Here are a few advertising propositions outlined by Sir Hedley, while head of a great publishing house, and before the dark shadow of war, had made him the guardian of a nation's conduct.

"You must state in your advertisement nothing but the truth; not as it appears to the manufacturer, but as it can be demonstrated to the prospective buyer.

"You must have the courage to take a sufficiently large space; for the larger the space, the greater the chance of success.

"You must have the courage to give advertising a fair trial.

"You must have judgment in selecting the right media through which to appeal to the public.

"You must remember, in massing your advertisement, that the theory of successful warfare is an overwhelming attack at a given point."

Is there weight in this advice?

Think of the man who holds a great nation in the hollow of his hand, because he knew the power of the printed word.

#### IT PAYS TO ADVERTISE

YES, but do you believe it? Of course everyone believes it theoretically. Do you put your theory into practice, or do you figure you can get along without it. Maybe you can pull through without it. Yet consider this little item from Bradstreet's report of 1915. Out of 100 failures in business 92 firms or 92 per cent. had not advertised and 8 firms or 8 per cent. had advertised spasmodically or sparingly. Ninety-two firms decided that they could pull through without advertising. Be it noted that in this number there were 92 mistakes. Why range yourself with a proposition where the proportion of mistakes is so high.

W. L. Douglas, owned a small shoe making plant. He made good shoes, but as few people knew few people bought them. This idea struck Douglas and he started to advertise. That was many years ago, but he is pounding away yet. Did it pay? Douglas is a millionaire many times over, and his shoes are sold wherever shoes are worn.

The men who didn't and the man who did. Do you believe in advertising?

Your condition renders advertising unnecessary. Here is the most popular fallacy of all. Even practical monopolies have found this out.

Whenever you spend a night on a train, you travel in a Pullman. Speaking generally, you have to do it. The Pullman Company is practically a monopoly. You have to patronize them—and for forty or more years they have sat back satisfied that advertising didn't pay; for them. Did it, or did it not? The Pullman Company to-day is spending hundreds of thousands of dollars in advertising. You can see it in many periodicals. What do they gain by it? Who knows? Some tangible good evidently, their actions are eloquent of that.

Advertising unnecessary? The New York telephone company controls New York. To compete with it would cost another company untold millions of outlay; and in the very nature of its business a telephone company must be a monopoly. No need to advertise said the company in 1914, but a broader policy was inaugurated the next year. Did it succeed? The year's business showed an increase of \$1,027,000 over the last non-advertising year.

Why add illustrations. You can't open your eyes without seeing, activities or fortunes or men, made by advertising.



# Cardwriting Made Easy

by R.T.D. Edwards

## Lesson No. 23.

A SERIES of articles on show card writing have been appearing in this paper for about two years, and those who have followed them faithfully have learned many of the letter formations and the various devices used by cardwriters in order to get the desired effect. These have been explained and illustrated to such an extent that, if the student has been diligent with brush and pen, and mastered each lesson, or the majority of them, he should be able to accomplish much in the art of show card writing.

However, there is something more to be learned. Something that has heretofore been avoided for a good reason. In the present day retail business, everything must move fast in order to keep up with competition. Every member of the staff feels the strain of speed. The window trimmer must get his window trimmed quickly and his blinds up as soon as, or sooner than, his competitor, the

ad. man is called upon to write larger and brainier advertisements, and the card writer must write more and better showcards. It is to aid the cardwriter to have better speed, so he may meet the demand of modern retail merchandising that this lesson is written.

It is an old adage in card writing that a person can do just so many cards and no more, in a certain length of time. This is true if you use a finished letter, but in the rush season the more particular styles can be avoided, and a much quicker and simpler form of lettering used. If the card is neat and well balanced, that is all that is required. It should always be remembered that it is far better to have a plainly lettered card on the merchandise doing its silent selling than a perfectly lettered card on your desk half finished. The former is getting the business, while the latter will likely be too late to do any effective work. So it is advisable that all cardwriters possess the knowledge of

a quickly formed alphabet and numerals and to have these at his fingertips ready to be used at a moment's notice.

Between Christmas and the New Year there is always a rush time for the cardwriter. Christmas cards must come down and be replaced by others. January sale cards must be written and all this within the short space of a week. So now is a good time to get this fast type of lettering "down pat."

The styles that are most advisable for this fast form of lettering are shown in the chart of this lesson. It will be noticed the first alphabet is almost a slant block letter. It can be made very quickly and completed with the brush stroke method. The ends of the strokes are unfinished. It might be well to state here, that all quickly formed alphabets are made with strokes, the ends of which do not need retouching, as that is where the speed comes in. The second alphabet is one of the speediest types that can be made. Such an easy swing of the

1. *Take One*

2. *Heavy English Worsted*  
\$22.00

3. *Special Today*  
\$5.00

4. *Fresh from the Farm*

5. \$125.00

6. 3 for 25¢





Chart 22.

R. Edwards

brush is obtained with practice that it may be formed almost as quickly as ordinary writing. In this alphabet there will be noticed more curved lines than in the former. These give more of a swing to the brush and this develops greater speed.

The size of the brush used for this work depends entirely upon the size of the cards required. All brushes do not make the same width of a stroke, even if they are the same number. The width of the stroke depends largely upon the thickness and quantity of the ink car-

ried in the brush. A brush making about a three-sixteenth of an inch stroke can be used for nearly all large card purposes. Another thing of importance is to have the ink slightly thinner than when used for slower work. The faster one works the faster the ink has to flow, therefore the necessity.

But, after all is said and done, practice is the main thing, and one must keep on practising if they wish to accomplish, with any degree of success, the desired result.

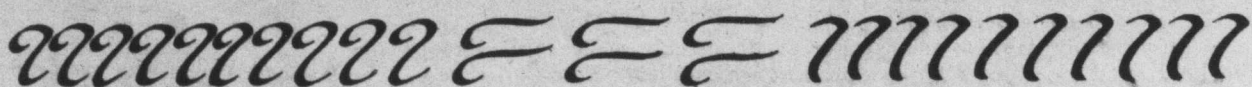
**The Chart  
First Alphabet**

Take particular note that while the formation of these letters and numerals resembles the square faced brush stroke block published some time ago in this paper, it differs in the method of handling the brush. It is necessary to allow the brush to roll in the fingers a very little bit for making the straight horizontal lines, but for all other strokes hold the brush tightly.

The second alphabet is one that can be formed very rapidly. The greater



Stroke 1, Upper Case 'A' (First Alphabet)    Stroke 3, Lower Case 'g' (First Alphabet)    Strokes 1. and 2. Upper Case 'L' (Second Alphabet)



Strokes 1 and 2, Upper Case 'V' and 'W' (Second Alphabet)    Strokes 2. and 3. Upper Case 'T' (Second Alphabet)    Stroke 4. Upper Case 'M' (Second Alphabet)

Practice Exercises  
Fig. 2.



speed is attributed to the curved nature of the lines, which gives a writing swing to the brush. All upper case letters of this alphabet should not be used to form words. Use a combination of the upper and lower.

A detailed explanation of the first alphabet is unnecessary on account of the sameness of the formation. But the second requires explanation.

"A" is formed with three strokes. Nos. 1 and 2 combination should be practised often, "B" is a five-stroke letter. See that the lower section of this letter is larger than the top. Much practice is required for this letter. Stroke one appears many times throughout the alphabet. "C" can be quickly formed. Note how graceful this letter is.

It takes three strokes to complete "D." Practice stroke two often.

"E" is another graceful letter. Note the swing of the three bottom strokes. Stroke 2 of "F" needs much practice.

This "G" makes a good capital let-

*Don't forget  
we have a  
large variety of*

## *Canned Fruits*

*They have that  
delicious home-  
made flavor—*

ter, but must be practised often to get it perfectly formed.

Strokes 2 and 3 of "H" should have the same swing to them. Stroke 1 follows the upper guide line.

Strokes 1 and 2 of "J" are the same as those of "I." Strokes 3 and 4 appear many times throughout the alphabet and need much practice.

Strokes 1 and 2 of "K" are also the same as those of "I" and "J." Note the curve on stroke 4. Combination stroke 1 and 2 of "L" are good ones to practice.

Stroke 3 and 4 of "M" show something new. Both these strokes start at the top to the left and come across to the right and turn sharply down to the lower guide line.

Stroke 3 of "N" is the same.

"O" is made with three strokes. Note the slant that the entire letter is at. Practice well the stroke of the letter "P."

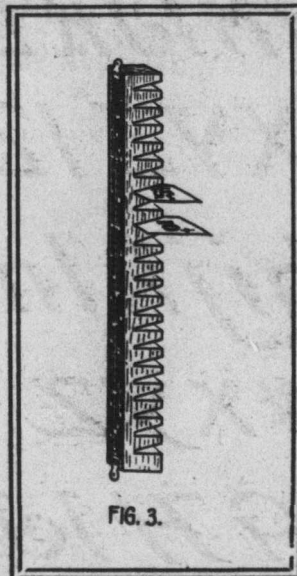


FIG. 3.

"Q" is the same formation as that of "O," with stroke 4 added.

"R." Note how the lower end of stroke 3 and the loop above correspond.

The curved lines of the "S" make it a good one for practice work. This letter is used frequently and should be given special attention. Practise strokes 2 and 3 together. This will help you in the formation of other letters.

Stroke 2 of "U" is also a good one to practice on account of its different curves. Stroke 3 is one of the few straight line strokes of this alphabet and even this has a curved finish.

You should not neglect to practice "V." Note the angle strokes 2 and 3 are at.

"W" is also a letter that you will have to practice well before you can make it perfectly. Note the swing of stroke 4.

You do not have to use "X" often, but it is as well to memorize its formation.

Strokes 3 and 4 of "Y" are good food for practice. Note where stroke 2 joins stroke 3.

It takes 4 strokes to complete "Z." Note that they are all slightly curved. Practise often.

#### Lower Case

The lower case is one of the best for fast lettering. All the letters, when formed, fit into one another gracefully and can be very quickly executed. The small alphabet at the bottom of the chart shows a good speedy type made with a No. 2 round writing pen.

#### Small Cards

For small, quickly made cards these alphabets are excellent. Note the collection of cards shown in Fig. 1. In size Nos. 1, 2, 3 and 4 are 7 in. x 5½ in. The remaining two are 5½ x 3½ in. They are very plain cards, being white card, lettered in black. They are of the

quickest kind of work. The time taken for the execution being, No. 1, 9 seconds; No. 2, 16 seconds; No. 3, 13 seconds; No. 4, 16 seconds, and each of the remaining two 6 seconds apiece. This time does not include cutting the cardboard or the ruling of the borders. This is just an instance to show what speed can be developed with this form of lettering.

#### Practice Work

It will be noticed that we continually emphasize the need of continual practice, and that is the only way to obtain success. The "practice exercise" shows a few of the important strokes of the chart. These should be practised many times more than is here illustrated.

#### Time Saving Device

Many little time saving devices are used by card writers. Fig. 3 shows a good idea for a drying rack for cards after they are written. This can be made from a piece of wood two and a half inches square and about two and a half feet long. The slots are first cut in the width with a saw to two-thirds the depth of the wood. Then the slot

*An Excellent Variety  
of  
New and  
Old Cheese*

is widened at the mouth by another cut in at an angle as shown in the illustration. These slots can be made about an inch apart. Use a wood that will not split. It is best to get a carpenter to make them who has a circular or band saw at his disposal. Brass mirror plates are fastened top and bottom, so that it can be fastened to the wall. Three or four of these within easy reach of the card writer's desk are a great aid to getting out work quickly.

The finished cards shown are not intended for masterpieces, but quickly lettered quarter sheet cards.

It is a good idea to have a lot of the different size cards ready ruled with narrow borders such as these are ruled. It is a great time saver when you are busy.

C. Wilmont Webb, who has conducted a general grocery business at Saidis for some time, has sold out to Cliff Pearson, who has been associated with the Eden Bank Creamery store at Saidis, for the past few years.



# Manufacturer or Jobber Again

Further Interesting Letters Dealing With Live Subject—Some Concrete Instances Given—Western Buyers Favor Manufacturer, But From Other Sources Comes Strong Support of the Wholesaler.

**S**O much interest has been aroused in the discussion of the special advantages to be derived by the retailer in dealing either with the manufacturer direct or with the jobber, and so many interesting letters have been received since the first article was published that we have decided to discuss the matter still further.

A Millboro, N.B., correspondent deals with the matter at some length in a very interesting letter, which we quote herewith:—

"The subject at the present time, is very pertinent. Many manufacturers are now sending out special travelers who canvas the retailer for orders. These orders are filled direct from the factory, usually freight paid, but the wholesaler now steps in, sends out an invoice and collects his profit on the transaction. I claim he has no right to a profit or rake-off on business of this kind, for the simple reason that he has not earned it.

"What makes me sore is that these travelers usually sell some highly advertised line, on which the retail price is set at either 5c or 10c, and the wholesale price to the retailer is 4c and 8c. The retailer to-day cannot do a successful business on this profit, which is 20 per cent..

"This is only one angle of the question you have taken up. There are many more, and there are also many sound reasons why a middle man is necessary. I believe the solution is this: That goods manufactured within a reasonable radius should be marketed direct to the retailer, while the middleman or broker should confine his business to lines from foreign countries.

"Here is another point. The presence of so many so-called wholesalers. Too many for the business obtainable. So that they (or their travelers) are bound to overlap legitimate business and infringe on the retailers' rights; and, further, this scramble for business encourages the starting of small stores all over the country and the consequent lowering of the business tone."

## An Argument for the Jobber

A Neustadt, Ont., correspondent takes a different viewpoint. Seventy-five per cent. of this correspondent's goods are bought through a jobber. He outlines his reasons in a number of apt points:

1. In buying through the jobber, the merchant does not have to buy heavy quantities of goods at one time, but can

keep buying from hand to mouth as the goods move from the shelves.

2. This system does not necessitate the tying up of as much capital in reserve stock.

3. By buying in small lots the stock can be kept fresher and cleaner with practically none of the wastage that is associated with a heavy stock.

4. The merchant loses little by purchasing through the jobber. Manufacturers' price lists differ very little from those of the jobber—the only actual difference being that the manufacturer usually prepays shipment while the jobber sends goods f.o.b. shipping point.

5. Keeping buying confined to one or two firms makes bookkeeping easy and saves a lot of time in checking up invoices.

## Instance of Advantage in Buying Through Manufacturer

A firm of grocers who operate three stores in the mining section near Sudbury and who consequently are able to buy in fairly large quantities, usually prefer to buy from the manufacturer. By this means they save a discount of 10 per cent. or more. A number of instances are given: Cheese was bought from a factory at 2c per lb. less than asked by the provision houses. On biscuits at least 3 per cent. was saved. Some tea houses were offering 5 per cent. discount on their goods; this discount was not obtainable through the jobbers.

On soap this firm noticed no difference. On flour there was a 1 per cent. discount from the manufacturer and the manufacturer always protected them for one car of flour for 30 days. On cigars there was generally 5 per cent. off. On patent medicines the firm were sure of 5 per cent. discount and had in addition longer terms and plenty of advertising matter.

## Western Opinions

In the far West the general opinion seemed to favor the manufacturer. A Dodsland, Sask., merchant gives as his chief reason the saving of the jobber's discounts which were an extra profit on the goods.

From Cranbrook, B.C., comes the opinion that it is possible to get a better deal from the manufacturer.

"To secure extra discount and to get a wider range of goods to select from," is the reason a Consort, Alta., grocer gives for his preference for the manufacturer. "Often, too," he thinks, "it is possible to buy to better advantage,

as the manufacturer devotes all his time to the one line and is able to give concessions to the merchants who are his advertising mediums."

To meet the mail order menace is the reason suggested from Bellevue, Alta. Goods must be obtained from the same sources as the mail order houses draw from if their competition is to be successfully met, and consequently, the manufacturer is the favored party.

A Fort William, Ont., grocer favors the manufacturer because he is always sure of getting goods fresh and in good shape. It is to the manufacturer's interest, he thinks, to ship goods always in first class condition. The jobber who has many lines to handle cannot of necessity give the same care to any one line.

A Vancouver merchant, on the other hand, urges that the close proximity of the jobber makes him a better man to deal with. If goods are unsatisfactory it is easier to get them remedied with the jobber than with the manufacturer, who is a great distance away.

From Benton, N.B., comes a definite statement that no advantage has ever been noticed in dealing with the manufacturer.

An Earl Grey, Sask., merchant has a kindly feeling for the jobber, because he helps to carry the small dealer.

## Service Given by the Jobber

The chief argument for the jobber, the one that is most generally mentioned, is built up around the actual service he can give, "Because I can buy from the jobber more in accordance with the requirements of a country store," says a Granton, Ont., merchant.

"Because we cannot do without the jobber and therefore should give him all the patronage possible, and because we can buy from him larger or smaller quantities as our needs require." This suggestion comes from Stratford, Ont.

"Because the jobbers' deliveries are more prompt."

"Because you can get many articles needed at the same time and so save cartage and incidental expenses."

"Because buying from the manufacturer tends to make the small dealer buy more than he is able."

These are some of the arguments urged on both sides of the question. There seems to be little to choose between either side, so everyone will have to decide for himself, just which agency best suits the peculiar needs of his business.





## CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



### Maritime Provinces

H. J. Leaman, Moncton, New Brunswick, has sold his grocery store.

Isaac Garber, Marble Mountain, Nova Scotia, has sold his general store to Gittleson Bros.

S. P. Edgett, Gunningsville, New Brunswick, suffered loss by fire to his grocery business. The loss was partly covered by insurance.

### Quebec

Alphonse Guy, Montreal, is offering his grocery business for sale.

Vegina & Dionne, grocers, Montreal, have dissolved partnership.

J. McGowan & Son, Ste. Martine, has sold the stock of his general store.

G. Thouin has bought the business of his brother Artois, situated in Lachine, near Montreal.

Mrs. A. Pelletier has purchased the business of C. Allard, 283 Adam St., Maisonneuve, Montreal.

J. A. Roi has bought out R. Derome, 122 St. Viateur Street, Montreal, and is continuing this business.

C. E. Church has recently taken over the business formerly operated by C. McAllister, Waterville, Quebec.

M. Guertin of Hebert et Guertin, St. Madeleine Quebec, was a business visitor in Montreal this week.

Henri Lapointe, of Ottawa, paid a business visit to Montreal this week, calling on his friends in the fish business.

J. A. Padgett, of the Robin Hood Milling Co.'s staff in Montreal, paid a business visit to Whitby and Lindsay, Ont., last week.

A meeting of the executive committee of the Canadian Fisheries Association is expected to take place in Montreal early this month.

E. Smythe, formerly with the Walter Paul Co., Montreal, has taken over the business of J. A. Bon Enfant, 509 La Salle Road Verdun, Que.

On his way back from New York this week G. N. McIntosh, dealer, of Ottawa, paid a business visit to Montreal, and renewed acquaintance with friends in the city.

Some of the prominent men in the fish business in Montreal contemplate visiting Toronto next week to attend the meeting there of the Board of Railway Commissioners, to try and secure a settlement of some express company difficulties.

Montreal Housewives' League has actually declared the threatened boycott on potatoes. Notices have been sent out requesting housewives to refuse to use potatoes until prices came down. Macaroni and rice are recommended as substitutes.

Mayor Martin, of Montreal, has enunciated a plan by which with a capital of \$250,000 the City of Montreal may go into the retail provision business, selling eggs, butter, cheese, meat and



D. J. Dyson, president of The Dyson Co., pickle and vinegar manufacturers, Winnipeg, may be opposed at the forthcoming municipal elections for Mayor of Winnipeg. It had been hoped that he would be elected by acclamation, as there was a disposition on the part of the business men of the city to avoid the cost of a mayoralty election if a good man came forward.

potatoes. Mayor Martin proposes to use the city markets for the purpose, and even the fire halls and police stations. Enabling legislature would be necessary. The Mayor believes a \$1,000,000 turnover per month would result.

### Ontario

W. J. Will, Hamilton, has sold his grocery store.

Jas. Ross, grocer, Toronto, has sold to Jos. S. Barron.

Kate Reed, grocer, Hamilton, has sold out to W. T. Morrison & Co.

Gertrude R. Beacock, grocer and confectioner, Toronto, has been succeeded by F. M. Fraser.

The warehouse of the Georgian Fruit Farm, about five miles west of Colling-

wood, with its contents, was totally destroyed by fire on November 22.

The firm of Fenwick & Hendry, Kingston, wholesale grocers, has passed into new hands. H. E. Richardson, manager of the Standard Bank, has purchased control of the business from the estate.

Kingston has passed a new milk by-law. The new regulations as to inspection and tests of milk and the cleanliness of cows, cow tyres and milkers are most stringent. It is required that all milk be sold in bottles. The new license fee is two dollars.

When the Hamilton grocers recently raised the price of bread from 8c to 9c a loaf they made no provision for cutting the profit with the grocers. The result was that the Hamilton Retail Grocers' Association have decided unanimously that hereafter bread would not be handled in grocery stores.

### Western Provinces

S. Korman, Haskett, Manitoba, has removed to Morden.

Tommason Bros., general merchants, Hecla, Manitoba, have dissolved.

Wm. St. Germain & Co., Summercove, Sask., has sold his general store.

F. P. Chamberlain, Edmonton, Alta., is discontinuing his grocery business.

Jackson & Allett, Cremona, Alta., have dissolved, Mr. Jackson continuing.

The Victoria Grocery, Regina, Sask., are advertising their stock, fixtures, etc., for sale.

Wittman & Wangness, general merchant, Viking, has sold to Owens & Johnston.

Dealmark & Trofanenko, Hardieville, grocers, have dissolved, Trofanenko continuing.

Sigmar Bros., Winnipeg, Man., have been succeeded in their grocery business by L. Arnold.

The Western Canada Flour Mills Co. have moved into new offices near their mills at Calgary.

H. Cooper has disposed of his store at Reid Hill, near Vulcan, Alta., to S. Hopkins, of Calgary.

The Great Northern Salmon Cannery was burned Saturday, Nov. 18, at West Vancouver; loss \$20,000.

Stanley Windle, the genial credit man of the Brandon Grocery Co., was married recently at Winnipeg.

W. H. Escott Co., Ltd., have been appointed representatives in the West for Roach, Tisdale Co., Minneapolis.



Alex. Chalmers, Regina manager of W. L. Mackenzie & Co., manufacturers' agents, Winnipeg, called at the head office last week.

W. S. Wilson, formerly associated with Col. A. D. Rankin, as partner in the firm of Wilson and Rankin, Brandon, died at Elmsley, Ont., on Nov. 9.

The Robt. Gillespie Co., manufacturers' agents, have moved from 123 Bannatyne Avenue E., Winnipeg, into the Maltese Cross Building. They are now taking the total output of the Canada Candy Co., Winnipeg.

H. Gosling, of Brown & Gosling, manufacturers' agents, Ryan Commercial Building, Winnipeg, had a narrow escape recently, when he fell down the elevator shaft in the above building. He is improving rapidly.

Damage amounting to over \$200,000 was done by fire to the department store of the MacLeod Co., Prince Albert, Sask., on November 23. The owner is M. J. MacLeod, 107 Devon Court, Winnipeg.

W. H. Escott Co., Ltd., Winnipeg, were appointed representatives in Manitoba for Thomas J. Lipton a year ago. They recently received instructions to represent the above firm in Manitoba, Saskatchewan and Alberta.

The Telephone Grocery House, who do business only by phone, and deliver no order under \$3, have opened offices at 512 McIntyre Block, Winnipeg. M. Mellis is manager. They claim to be able to cut cost to consumer on staples 10 to 20 per cent.

Edwin B. Reynolds, sales manager of the Dyson Co., manufacturers of pickles and vinegar, Winnipeg, has gone West, and will call on the trade. Mr. Reynolds started out two weeks ago, but was recalled on account of an accident to Mr. Dyson.

C. S. Turner Co. have opened offices at 147 Bannatyne Avenue East, Winnipeg, as manufacturers' agents. Mr. Turner was formerly connected with the firm of Turner & Walker, who did a large storage and forwarding business in Winnipeg. This business, including the agencies handled, was taken over by Mr. Turner when the partnership of Turner & Walker was dissolved. Among other lines, the C. S. Turner Co. will handle Ridgway's tea for the three Western provinces. Besides doing a brokerage business, they have a very central track-age warehouse for storage purposes.

### *Milk Will Advance to 10 Cents in N.B.*

St. John, N.B.—The price of milk will be advanced from eight to ten cents a quart in St. John on December 1, according to an announcement by the St. John's Dairymen's Association, which

claims to control 95 per cent. of the supply.

A big demand is being made by the newspapers of St. John for investigation by the City Council into the high price of necessities.

The St. John Board of Trade has received a communication from the Commercial Chambers of Amsterdam, inviting Canadians to assist in supplying many products of which Holland is in need. Among the articles for which they say there are good trade openings, are fish, flour, fruit, grain, hay, and many other lines of goods.

An effort to secure the co-operation of the leading Boards of Trade throughout the Dominion in securing Federal legislation for the introduction of the daylight saving plan next summer is being made by the St. John board. Both retail and wholesale grocers were enthusiastic supporters of the plan which proved highly successful in St. John this summer although operating only locally.

Through the intervention of the Minister of Trade and Commerce, the merchants of St. John have been promised a 1,500-barrel capacity steamer for the St. John-Yarmouth route next summer.

The million dollar sardine packing plant at Chamcook, N.B., has closed for the season on account of the scarcity of herring.

At a meeting of the creditors of James Macaulay, retail grocer, St. John, N.B., A. P. Patterson and George Slocum were appointed inspectors, with power to dispose of the stock.

### HONOR ROLL

Captain H. S. (Hal) Parsons, son of Charles Parsons, of Parsons, Brown & Co., Toronto, has been invalided home on three months' leave and reached the city Sunday night last.

Captain Parsons was employed with his father previous to leaving for the war. He enlisted as Captain with the 38th Battalion, but was later transferred to the 58th Battalion. After the battle of Courcellette, with the exception of the Colonel, every officer had been wounded. Captain Parsons suffered from a shrapnel wound in the hip. Fortunately, however, the wound was not of a very serious nature and it is expected that no ill results will follow. Captain Parsons is at present staying with his father and mother at 23 Admiral Road.

### A BUMBER CROP OF ORANGES

(Continued from page 20.)

already appearing on the market. It is in this variety that the immense crop will be noticed. The present arrivals are northern navels, coming from north-

ern California, not the large orange producing centre of the state; consequently there is little likelihood of any particular drop in price for some time to come. It will be January before the southern California navel crop is on to any extent. This will relieve the situation considerably as the northern California and Florida oranges will be fairly well off the market. Once the southern California crop begins to arrive, however, there will unquestionably be a great slump in prices. It is more than likely that in place of the present \$6 figure they will be selling around \$2.

Grapefruit is evidently to be fairly high. The Florida crop is lighter than usual. The Jamaica crop has felt the effect of the recent hurricane, and there is no indication of anything more than an average output from Cuba, Isle of Pines, Porto Rico, or Mexico. Not that the present prevailing high prices will maintain, as once all these points begin shipping, they will considerably ease the situation. At present the supply is coming mainly from Florida and Jamaica, and neither of these sources have yet reached their maximum rate of output, so that by Christmas there ought to be a considerable decrease in the cost of grapefruit, and while it is not likely to go quite as low as in former years, it will be low enough to find a ready sale in any locality.

### RETAILERS AND CANNED GOODS

(Continued from page 21.)

per cent. tomatoes. "We had no price contract," they state, "but we were prepared for the shortage, and are satisfied with the result."

A correspondent from Bracebridge, Ont., remarks that he got 100 per cent. of his order.

A west end Toronto merchant states cheerfully that his order was filled in full.

In individual instances it would seem a few jobbers have acted rather arbitrarily, but, in the main, the retailer seems to have been satisfied to take their point of view. One telling point is raised in the discussion. It is not the thought of one man alone, but is voiced by a great many merchants in different parts of the country. The question is whether the present method of contract does not favor the manufacturer unduly. He may make his contract. But in the event of the contract being difficult of fulfillment, he can make the opening price so high that the other contracting parties will be glad to abrogate the contract. For this reason, many correspondents urge that the contract is not in reality as binding on the manufacturer as on the jobber and retailer.



## Tea Supply Shows Marked Decreases

Supply Will Fall Far Below Last Year's Enormous Output  
—Russia's Increased Demand Complicates Situation  
—Indications Point to Higher Prices.

**T**HOUGH tea receipts are showing a marked increase over those of 1914, they are falling far behind the enormously increased output of last year. Shipments of India tea to the United Kingdom to the end of October totalled 136,000,000 lbs., this being 10,000,000 lbs. short of the output of last year. Ceylon, too, shows a marked falling off, receipts in the United Kingdom to October 31 being 96,750,000 lbs., or 9,000,000 lbs. short of last year's crop. Shipments from Java, though never heavy, have fallen off about a half.

The receipts from China are noted as fair, and no figures are available for Japan.

The reason given for the falling off is mainly lack of tonnage.

Whatever the cause, every indication points to the fact that tea must go higher.

There was an enormous increase in the supply of tea last year, approximately 100,000,000 lbs. In this connection it might be noted that this enormous increase was in a recent number of CANADIAN GROCER credited to this year.

This was an error; last year was the banner-year for tea supply, and seems likely to remain so.

Rough estimates of this year's crop place it at least 25,000,000 lbs. lower than last year. True this is a considerable increase over the output of 1914, but conditions have changed.

### Russia's Increased Demand

The Government prohibition against Vodka in Russia has enormously increased the demand for tea in that direction; 50,000,000 lbs., or one-half of increased output of last year, was taken up by Russia. This was over and above her regular consumption, and must stand as an increased demand.

How can this increased market demand be supplied? That is the question that is facing tea merchants. Last year's enormous surplus was assimilated without the slightest depression of the market. It is a reasonable supposition, then, that with a lesser supply and no indication of a lessened demand, that tea will be another of the commodities to show some spectacular advances during the coming year.

this may eventually result in bringing the old crop down to the price level of the new. On the other hand the new crop is delayed and may not appear until the middle of January but as the country cannot refrain from using or buying sugar indefinitely it is possible that the American refiners may be forced to enter the market in order to supply such a demand from their own customers. This would have the effect of forcing the price up both in Canada and the States. The situation is identical with the one that existed in the States on Thanksgiving of last year when the prices made a spectacular advance as a result of scarcity. At that time the price was even lower than at present owing to the fact that a higher level has ruled throughout this year. The advance last year amounted to 7-16c for raw in the New York and was reflected here by a 25c advance in the refined.

According to present estimates the new crop in sight will exceed last years which held the record for size up to that time by from 300,000 to 400,000 tons. The weather has been unusually good for growing but bad for ripening so that this crop has been delayed as well as reduced in size.

For this reason Cuban officials have not yet made their final estimates so that it is possible that these figures may suffer a material reduction.

In connection with the sugar consumption in Canada which of course constitutes the basis of the condition of the industry here, it is interesting to note that it is much lower than in the United States. No figures are available for later than 1910 but in that year the per capita consumption in the States was 79.9 lb. as against 70 lb. in Canada. It is presumed that it has dropped below this level as a result of curtailment due to high prices at the present time.

## Sugar Market in Unstable Condition

Light Demand for Refined Sugar Curtails Demand for Raw—Reported Late Crop May Change Situation—Possibility of Increased Demand for Raw Forcing Refined Prices Up.

**T**HE market for raw sugar, which has been noticeably weak for some time past is now approaching its climax according to officials of the sugar companies. The condition referred to arises from the fact that at this time of the year there usually occurs the break between the old and the new crop and it is questionable as to whether there is enough raw sugar available to keep refiners supplied until the new supplies materialize. This at least is the statistical position, depending upon the amount of refined that is sold in the near future. At the present time the refiners business is said to be very dull. Considerable supplies of old crop raws are available but the demand for refined is so slow that the refiners are not interested with the consequence that sellers of raw are doubly anxious in view of the fact that the new crop is hanging over their head. A heavy increase in demand, accompanied by corresponding price advances is said to be within the bounds of probability al-

though the actual trend of the market has been in the other direction for some time past.

The declines on the New York market however do not affect the Canadian situation to a great degree owing to the existence of a preferential tariff which adds features that tend to complicate the matter. Such changes as do occur on this market represent a sympathetic reflection rather than changes based on the actual price of the raw, which would be more likely to maintain the Canadian price or advance it. The refiners' price in New York last week at \$7.50 less a 2 per cent. discount which made it \$7.35 compared to the Montreal price of \$7.85 less, the 30c discount to wholesalers, making it \$7.55 or 20c higher than New York. This however does not cover the added freight cost, let alone the added duties on sugar into Canada.

The sellers of raw have been reducing the price daily for some time now in the hope of stimulating sales and

### THE GOVERNMENT WARRANTY

Several times in these columns it has been suggested that as a protection for himself, any dealer who buys goods that are open to question from a firm with whom he is not familiar, should demand a Government warranty as a protection for himself in any action due to adulteration of goods.

Herewith is the recognized form of Government warranty:—

"I hereby warrant that the undermentioned articles manufactured by myself, or by persons known to me, and sold by me to ..... on the dates opposite thereto are pure and unadulterated within the meaning of the Adulteration Act."

Date \_\_\_\_\_ Article \_\_\_\_\_  
Signature of manufacturer or Vendor.

Such a warranty may prove a very grateful safeguard to you.





## THROUGH OTHER SPECTACLES



### HOW HE'D COLLECT

From *The Modern Grocer*.

The dealer is frequently sorely tempted to resort to high-handed methods of extracting money due him from delinquent debtors. Without placing our stamp of approval upon the scheme, we give the following plan that one man says he would adopt if he were badly troubled in this regard. He says:

"I would pick up an old sway-backed, flea-bitten sorrel horse, very lame in one front foot, the most disreputable harness that could be found, for traces and reins perhaps a ragged rope, hook him to an old spring wagon with about a 12-foot reach, a canvas top, on the order of a prairie schooner, in large letters printed on the sides, 'WE COLLECT FROM SLOW PAY CUSTOMERS,' hang a bunch of cowbells across the horse's withers, secure a flock of yellow dogs, train them to follow, and hire a brawny Irishman to drive the outfit. Write the slow-pay customer asking him if he preferred to call and pay the account or have the wagon call, and send him a picture of the wagon. If I did not get the money I would have the wagon call as frequently as possible until he came across."

### THE STORE BULLETIN

From *New England Grocer and Tradesman*.

This is an outdoor age.

An age of great highway travel and people are on the road somewhere all the time.

To the dealer located on one of the big thoroughfares in the big city, the moving streams of living humanity are seemingly endless.

They represent a modern people who have acquired the habit of observation and all are seeking something to look at. A try-out bulletin on the window pane of your store front will prove this. All that is needed is a saleable commodity, knowledge of the goods and the printed offer to sell at a special price to the passing public. The materials are simple and inexpensive, a glass of whiting and water, mixed with a teaspoonful of muilage. A yardstick, a piece of chalk and a soft half-inch brush will complete the outfit.

The window front bulletin idea is not a new one, yet in some market districts the custom is becoming quite general.

It is an age of push and hard work and if a dealer hesitates in an attempt to push his wares to the front, such hesitancy is but an opportunity for his competitor.

A number of unsightly window bulletins on the main street of one of New England's best cities prompted a line of thought and suggestion for store bulletin betterment.

In many cases the lettering was not only poor but showed illiterate use of capitals and small letters. The small mischievous boy had come across with his fingers in some cases making a cancellation of the major part of the bulletins, which, had they been printed with whiting and muilage would have resisted effacement and remained intact.

Bulletins are indispensable in the business world.

People nowadays are watching the merchants' windows. Why not have them look at a good store bulletin? Have one that is neat, interesting and attractive, one that talks.

Everybody that passes your store is a customer somewhere; they buy meats and they buy groceries. The store bulletin will stop them, interest them and influence them to buy your goods.

Whichever bulletin is used, the blackboard

at the door, or the window pane, the lettering should be neatly and correctly executed, and changed often.

The successful merchant of to-day will be numbered among those who recognize the trend of modern storekeeping, who embrace the progressive lines of distinctive advertising.

A night trip on the water toward any of our large cities on either coast gives us a fine idea of electric lighted bulletins, or large advertising, at night. A night trip through the main streets of Boston, New York, San Francisco or Seattle gives an impression of business not easy to forget. The monster day time bulletins located on high buildings and flanking the sides of all lines of railroads convince us that these bulletins were put up for people to look at.

If somewhat weary of walking and, we take the cross town car, we will find ourselves still confronted with some familiar "ad." Even the transfer slip in our hand, as we turn it over, tells us where we can do best in some line of merchandising. All this is simply a matter of hammering home bulletins. The constant viewing daily of a firm's name will increase its trade. These things being true, let us bring our store bulletin into the lime light—confident that people will see it, that it will talk loud and long, and with a decided business punch.

### MISLEADING ADVERTISING

From *Grocers' Magazine*.

A Scranton, Pa., dry goods merchant was lately arraigned in court by the American Fair Trade League, the charge being false and misleading advertising in a local daily newspaper.

The advertising was of certain dress goods, which were described as "all wool." An analysis of the goods showed them to be less than 51 per cent wool.

The merchant was held in \$300 bonds for the higher court.

In prosecuting parties using fraudulent advertisements the Fair Trade League is doing a good work. Advertising as a whole is benefited by such efforts and the public is benefited.

The advertising of department stores in the daily papers is said to be far less successful than in former years, because the public has become wise to the fact that much of the advertising is misleading, consisting, for instance, of a \$5 article priced at \$4.98, "regular value \$7.50," etc.

The better managed department stores are getting away from this type of advertising and not claiming that \$5 articles sold at \$4.98 are such extraordinary bargains.

### A NOTABLE EXCEPTION

From *Grocers' Magazine*.

What is the world coming to when a newspaper wishing to get some information on the grocery business goes direct to a grocer instead of going to an economist, public official, or president of a woman's club, none of whom know anything about the grocery business except in a theoretical way.

But this is not the case with the New York Herald which in order to secure facts on the increase in cost of many food articles, and the reasons for this increase, interviewed many grocers in New York City and published their statements. Many newspapers, when it comes to the grocery business, would be qualified to establish a department which

might be termed the Bureau of Misinformation, and it is a pleasure to record this notable exception.

### MISTAKE IN STATE ANTI-STAMP LAWS

From *The Modern Grocer*.

Following the passage in several states of laws virtually prohibiting the use of trading stamps and coupons, there has been great activity among the retail merchants associations of other states to push through their own legislatures laws with provisions eliminating coupons and premiums of all kinds. Most of these merchants, we understand, are of the belief that such laws would also strike a big blow at premium mail order houses and tea and coffee peddling concerns, such as the Larkin Soap Company and the Jewel Tea Company, who give coupons or premiums with their goods.

In their enthusiasm and desire to eliminate the trading stamp and premium coupon, most merchants have overlooked the fact that state laws do not govern such concerns as those mentioned above, inasmuch as they conduct an interstate business and deal directly with the consumer. Their business comes under the jurisdiction of the Federal Government. Therefore, these competitors of the retailers, instead of being crippled by state anti-trading stamp and coupon legislation, would not be injured in the least.

There are, however, many food manufacturers and jobbers who have established a large demand for their goods through packing with those goods coupons which are redeemable in premiums of various sorts and who would be affected by such laws.

The products of these manufacturers and jobbers reach the consumer through the retailer. If state anti-trading stamp and coupon laws were passed, these manufacturers and jobbers of course would be compelled to discontinue the packing of coupons with their products and the premium mail order houses and tea and coffee concerns instead of being hurt, would immediately be given a tremendous opportunity to grab business, through the use of coupons and premiums, which has been going over the retailer's counters.

In other words, the passage of such legislation would render the retailer unable to supply to his trade manufacturers' products containing coupons and upon which he now has a large established business, while such concerns as Larkin and Jewel could continue to distribute goods containing premium coupons.

In short, by supporting, he would be playing into the hands of those concerns who deal directly with the consumer and who use premiums as one of their chief trade winning weapons.

National legislation is the only legislation that will compel the large premium mail order and tea and coffee peddling concerns to discontinue the giving of coupons and premiums with their merchandise and until such national legislation is passed the greatest care must be taken in the matter of state anti-trading stamp and coupon laws.

### THINGS THAT PAY

From *The Modern Grocer*.

Do not nibble crackers or other things while waiting upon a customer. It looks bad, and it is bad form. Not only that, but you should not eat your employer's goods. Get away from the nibbling habit. Eating should be done at the table.



# WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

## THE MARKETS AT A GLANCE

**T**HE week in the wholesale grocery trade has been unsettled. Flour advanced to \$10.50 per barrel in car lots, but dropped down to \$10.20 on Tuesday, when the wheat market continued in a sagging condition. There is uncertainty as to what the future holds in store. Millers feel there is underlying strength in wheat but that speculative interests have perhaps succeeded in sending the price down. Sugar dropped 10c per hundred pounds during the week. Demand for this commodity is quiet at present.

Butter, cheese and eggs are recorded advances during the week. Lard and compound are also firm. Stocks of dried fruits in wholesalers hands are becoming smaller without a chance to replenish in certain instances. Currants from Greece are on the way, but will hardly reach this country in time for the Christmas trade. Teas are firm. Package tea men in certain instances have advanced their goods 5c per pound on all grades. Beans have been in strong market with advances recorded. Business has been fairly good during the week in the face of shortages in many lines.

## QUEBEC MARKETS

**M**ONTREAL, Nov. 28.—Canned goods continue to be the problem of the market. Difficulty and differences of opinion have arisen over the prices asked by wholesalers to retail customers, some "open price" contract customers having been able by closing their contracts betimes to secure tomatoes from this season's new pack delivered from large wholesale houses as low as \$1 a dozen. Those who bought at open price, and neglected to close and confirm their contracts in good time, have had to face the higher market. Dried fruit and nuts are in firm market, and there is great congestion at the New York end of delivery for imported goods in these lines from Europe. Sugar has shaded down a little, the holders of raws having been beaten by the refiners in the battle for price against the approach of the new crop. Flour is firm again. Butter, eggs, and cheese are all higher-priced, eggs especially so. Lard shows an increase also. Fish prices are higher. Fruit and vegetables show some upward shadings. In dried vegetables, beans and barley are scarce and very high-priced. In miscellaneous lines, Canadian chicory shows a 2c rise per pound, and is now 14c, and sal soda is up 10c per 100 lbs. The general condition of the market for all classes of provisions and groceries in Montreal is considered exceedingly good.

### Canned Goods in a "Mixed" Market

**CANNED GOODS.**—With the average and understood selling price from

wholesale to retail of tomatoes at \$2.15 to \$2.25 per dozen, retailers in Montreal were troubled by an idea that some rival retailers were securing tomatoes in the can at as low as \$1.35 per doz., though these had been ordered at "open price" earlier in the season. Three of the leading wholesalers interviewed by CANADIAN GROCER were emphatic on the point that no retailer can secure tomatoes as low as \$1.35 per doz. if ordered on "open price" contract and not confirmed before the higher prices became effective. One important firm stated that retailers had been allowed till as late as October 15th this year to confirm contracts on open price at the \$1.35 figure, and this may have led to the idea in some retailers' minds on the point. Another large firm stated that they made no hard-and-fast rule as regards the filling of contract orders at "open price," that is to say, they were bound in general by market conditions, but would not bind themselves to make no very rare and occasional exception to special customers or for special reasons where to sell at a loss might suit their business purpose. In the main, however, the market price for canned goods holds evenly, though undoubtedly the "mixed" state of affairs mentioned last week still prevails to some extent. Importations of canned goods of all kinds to fill orders left unfilled by Canadian shortage are still being made, and all merchants handling canned goods are wide awake to chances of getting deliveries of suitable lines at reasonable prices.

## Sugar Takes a Downward Trend

Montreal

**SUGAR.**—The refiners appear to have won the battle of the sugar market. The holding of stocks of raw at prices just ahead of what refiners were ready to offer has ceased to delight the holders, and raw Cubas came down in price in New York. Refined sugar had not moved downwards over the border at the time of writing, but the market was weak, and in Montreal refined sugars were all reduced by 10c per 100 lbs. The new crop (which is known to be a big one) is coming forward rapidly, and this had its effect in causing holders of raws to release by lowering prices. Futures were as a matter of fact cheaper than spot raws, but this condition is evening down now. Demand for refined is reported quiet, the retailer buying from hand to mouth mostly, but the reversion of the market to firmness following renewed demand may be sharp.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 80
Acadia Sugar Refinery, extra granulated	7 70
Yellow, No. 1	7 40
Special icing, barrels	8 15
Powdered, barrels	7 85
Paris lumps, barrels	8 40
Crystal Diamonds, barrels	8 40
Assorted tea cubes, boxes	8 40

In 50-lb. bags and 20-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. bags, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

## Delivery Vexing in Dried Fruit Trade

Montreal

**DRIED FRUITS.**—Delivery is the main difficulty as regards dried fruit shipments of new crop from Europe, and even also from California. Currants are exceedingly scarce, and at very high prices. Raisins also are in short supply on account of very late delivery from California. The same conditions affect shipments of figs. As regards European shipments, the lack of vessels to carry the freights becomes more and more of a drawback. Even when crops can be secured and cargoes made ready for shipment, steamers cannot be obtained. Then there is a really serious congestion in New York. It is impossible to get shipments forward fast from there. Goods ordered through on November 6th are still either held up in New York or only just on the way. This affects dried fruit consignments materially as well as other lines shipped.



EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes.....	0 12	0 12
Apples, choice winter, 50-lb. boxes.....	0 15	0 15
Apricots.....	0 17	0 17
New.....	0 19	0 20
Slabs.....	0 14	0 15
Choice, 25's, faced, new crop.....	0 20	0 20
Nectarines, choice.....	0 11 1/4	0 11 1/4
Peaches, choice.....	0 10	0 12
Pears, choice.....	0 13 1/2	0 13 1/2
DRIED FRUITS.		
Candied Peels—		
Citron.....	0 27	0 27
Lemon.....	0 28	0 28
Orange.....	0 25	0 25
Currants—		
Filiatras, fine, loose, new.....	0 18	0 20
Filiatras, packages, new.....	0 17	0 18
Dates—		
Dromedary, package stock, old, 1-lb. pkg.....	0 10	0 10
Fards, choicest.....	0 12 1/2	0 12 1/2
Hallowee, 1-lb. pkgs.....	0 10	0 10
Khadrawee.....	0 09	0 09 1/2
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.....	0 12	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.....	0 12	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.....	0 11 1/4	0 11 1/4
1 lb. glove boxes, each.....	0 12	0 12
Cal. bricks, 10 oz.....	0 09 1/2	0 09 1/2
Cal. bricks, 16 oz.....	0 10	0 11
Cal. layers.....	0 10	0 11
Cal. fancy, table, 10 lbs.....	1 80	1 80
Prunes, California New Crop—		
30 to 40, in 25-lb. boxes, faced.....	0 13	0 13 1/2
40 to 50, in 25-lb. boxes, faced.....	0 12	0 13
50 to 70, in 25-lb. boxes, faced.....	0 11 1/2	0 12 1/2
70 to 90, in 25-lb. boxes, faced.....	0 10 1/2	0 11 1/2
90 to 100, in 25-lb. boxes, faced.....	0 10	0 11
Figs—		
Spanish (new), mats, per mat.....	2 40	2 40
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.50; 4-crown cluster.....	3 75	3 75
Muscatais, loose, 3-crown, lb.....	0 10 1/2	0 10 1/2
Muscatais, 4-crown, lb.....	0 09 1/2	0 09 1/2
Cal. seedless, 16 oz.....	0 12 1/2	0 12 1/2
Fancy seeded, 16 oz. pkgs.....	0 11 1/4	0 11 1/4
Choice seeded, 16 oz. pkgs.....	0 10 1/2	0 11
Valencias, selected.....	0 11	0 11
Valencias, 4-crown layers.....	0 11 1/2	0 11 1/2

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

### Molasses Shortage Declared Imminent

**Montreal**  
**MOLASSES AND SYRUPS.**—No change is recorded in molasses prices this week, but stocks are undoubtedly running very low, and one of the principal wholesalers in this line in Montreal is practically assured that there will be a big shortage of molasses before the new supplies come in. It required last year from 3,000 to 5,000 puncheons of molasses to carry the requirements of Montreal and district over the winter. There is certainly far less molasses in stock now than the amount named, and winter is only beginning. As regards corn syrups, demand is still brisker than before at unchanged prices, and manufacturers are rushed to produce the syrups rapidly enough for requirements.

Prices for		Fancy.	Choice.
		Island of Montreal.	
<b>Barbadoes Molasses—</b>			
Puncheons.....	0 65	0 60	0 60
Barrels.....	0 68	0 63	0 63
Half barrels.....	0 70	0 65	0 65
For outside territories prices range about 3c lower.			
Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.			
<b>Corn Syrups—</b>			
Perfect seal jars, 3 lbs., 1 doz. in case, case.....	3 25		
2 lb. tins, 2 doz. in case, case.....	3 25		
5 lb. tins, 1 doz. in case, case.....	3 65		
10 lb. tins, 1/2 doz. in case, case.....	3 55		
20 lb. tins, 1/4 doz. in case, case.....	3 50		
Barrels, about 700 lbs.....	0 04 1/2		
Half barrels, about 350 lbs.....	0 04 1/2		
Quarter barrels, about 175 lbs.....	0 06		
3 gallon wooden pails, 25 lbs. each, per pail.....	1 70		
3 gallon wooden pails, 25 1/2 lbs. each, per pail.....	2 40		
5 gallon wooden pails, 65 lbs. each, per pail.....	3 70		
<b>Lily White—</b>			
2 lb. tins, 2 doz. in case, per case.....	3 75		
5 lb. tins, 1 doz. in case, per case.....	4 15		
10 lb. tins, 1/2 doz. in case, per case.....	4 05		
20 lb. tins, 1/4 doz. in case, per case.....	4 00		

### Tapioca is in Firming Market

**Montreal**  
**RICE AND TAPIOCA.**—While prices for rice and tapioca will be found in the main unchanged from wholesale to retail this week as compared with last week, the market is firmer for tapioca, and may yet be found firmer for rice. Prices on tapioca to the wholesale trade have appreciably firmed lately. Supplies are distinctly short, and freights more and more uncertain. The decision of the Montreal Housewives' League to prefer rice to potatoes in view of the favorable advantage to the housewives in the prices asked for rice will increase demand to some extent in Montreal.

Rangoon rice, per 100 lbs.....	4 30
"Texas" Carolina, per 100 lbs.....	7 00
Real Carolina, per 100 lbs.....	7 50
Patna (fancy).....	7 50
Patna (good).....	6 50
Tapioca, per lb.....	0 09 1/4

### Beans, Peas and Barley All Scarce

**Montreal.**  
**DRIED VEGETABLES.**—Beans are something of a bugbear to the markets at present. They are hard to obtain, and the Canadian product is having to

**SPECIAL BY WIRE**

Montreal, Nov. 29.—A last minute report advises that another heavy purchase of flour has been made by the British Government. The order which calls for one million barrels of flour has been placed among the largest millers of the country. This is the largest order of flour yet on record. It is understood that the price quoted is about \$9.00 per barrel.

stand a lot of criticism largely because of its price. Imported beans are in demand, but to secure delivery is another question, especially as regards the California beans offering. Some slightly rain-damaged California small white beans have been sampled, and are well thought of, but it is probable that the growers will make the mistake of holding off too long for higher prices for their product, as they seem rather inclined to do at present. For undamaged white California beans prices have increased as much as three dollars per 100 lbs. to the jobber since September, and the damaged are priced nearly a couple of dollars higher than the undamaged were in the early fall. New crop split peas are priced higher by a dollar a bag (98 lbs.) now than they were within the past few weeks. The price is now \$7.50

per bag. Barley is very scarce, and pot barley is now at \$5.75 per bag of 98 lbs., as against the \$5 of a week ago.

Beans—	
Canadian 3-lb. pickers, per bushel.....	7 20
Canadian hand-picked.....	7 50
Canadian 5-lb. pickers.....	6 60
Yellow Eyes.....	6 20
Lima, per lb.....	0 08 1/4
Peas, white soup, per bushel.....	3 50
Peas, split, new crop, per bag 98 lbs.....	7 50
Barley (pot), per bag 98 lbs.....	5 75
Barley, pearl, per bag 98 lbs.....	6 50

### Nut Market Firm: Delivery Trouble

**Montreal**  
**NUTS.**—Shelled walnuts are up again this week, the increase noted being 2c per lb., and the present prices from wholesale to retail trade 44c to 46c per pound. The whole market for nuts is subject at present to great firmness, especially in prospect for the future as well as in the matter of present purchases. Shipments are exceedingly difficult to secure from the primary markets. So many merchant steamers have been sunk or commandeered for war purposes, that cables are reaching Montreal from European shipping ports for nut cargoes, saying "Impossible to ship. No steamer available." Great congestion at New York is also responsible for apparently dilatory deliveries on this continent.

Almonds (Tara), per lb.....	0 19 1/4	0 20
Almonds (shelled).....	0 38	0 40
Brazil nuts (1916 crop), per lb.....	0 22	0 23
Hickory nuts (large and small), per lb.....	0 18 1/2	0 19
Peanuts (coon), per lb.....	0 09	0 09
Peanuts (Jumbo), per lb.....	0 09	0 10
Pecans (new Jumbo), per lb.....	0 13	0 13
Pecans, New Orleans, No. 2.....	0 21	0 24
Pecans, "paper shell," extra large Jumbo.....	0 40	0 40
Walnuts (Greenoble).....	0 18 1/4	0 19
Walnuts (shelled).....	0 44	0 46

### Firmness in Tea is Maintained

**Montreal**  
**TEA.**—Conditions as regards tea maintain as last week's report indicated, with a still further tendency to firmness. In fact it is no longer possible to buy Pekoe Souchongs as low as they were available a couple of weeks or even a week ago. The prices quoted as under cover the average grades fairly closely with room for shadings here and there. It is likely that familiar lines will be found at least two cents a pound higher this week than formerly. To obtain good teas at the cheaper prices of earlier in the season is no longer possible.

Pekoe Souchongs, per lb.....	0 23	0 25
Pekoes, per lb.....	0 25	0 28
Orange Pekoes.....	0 26	0 31

### Nothing Disturbs The Calm of Coffee

**Montreal—**  
**COFFEE.**—In spite of rumors to the contrary, and hopes for the best, coffee continues in quiet and uneventful market. Speculative stimulus is lacking, and though reports from all quarters show that consumption of coffee is steadily on



the increase, the element of rapid increase in price is quite absent from this commodity at present. This makes coffee almost unique as a foodstuff in this age of tall prices for everything on the table, and coffee merchants consider that a change is about due considering the cost of containers for the canned coffees sold so widely nowadays. Prices as quoted under have remained unchanged for many a day, but represent the market still quite accurately.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 38
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 18½	0 21
Santos, Bourbon, lb.	0 23	0 24
Santos, lb.	0 22	0 23

### Winter Demand for Cocoa is Noticed

**COCOA AND CHOCOLATE.**—In these days of high priced foods the advantage of combining food with warming and invigorating beverages no doubt leads to the increasing winter demand for cocoa which the market notices. Cocoa and chocolate are not seriously affected as regards prices by the general trend of the markets. There is some hint of coming firmness as regards chocolate, both the sweetened (due to firmness in sugar) and the unsweetened. Soluble cocoas range in price from 16 to 24 cents a pound, subject to the usual trade discounts. Prices for general lines of tinned cocoas usually in demand are quoted as under.

Cocoa—		
1 lb. tins, per doz.	4 60	
½ lb. tins, per doz.	2 40	
¼ lb. tins, per doz.	1 25	
"10-cent" tins, per doz.	0 90	

### Still Firmer is the Spice Market

**Montreal**  
**SPICES.**—Short crops at the primary markets, the difficulty and uncertainty regarding freights, and dwindling spot stocks of spices all tend to firm the market for this line considerably, and it is not outside the bounds of probability that spices may be found more expensive in the markets of Montreal. For the present, however, prices maintain as quoted last week. Peppers are distinctly firmer, and there has been an active demand for them. Coriander is up considerably, and caraway, affected by the embargo, is also very firm. A certain Montreal firm which left off trading in spices some years ago but had a small shipment of forgotten caraway seed still in storage was suddenly reminded of the existence of this hidden treasure which brought a profitable price. Nutmegs are moving towards marked firmness, due to sharp increase in price at the primary markets. African and Cochin gingers are being quoted at very high prices for spring crop. Japan ginger is slightly firmer. Cloves are unchanged. Generally the outlook in the spice market is for greater demand,

shorter supplies, and higher prices. Business in Canada is quite brisk in spices.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	0 16	0 19	0 23
Cassia	0 25	0 27	0 37
Cayenne pepper	0 28	0 28	0 35
Cloves	0 30-0 32	0 30	0 39
Cream tartar—45 to 50c.			
Ginger, Cochin	0 25	0 25	0 31
Ginger, Jamaica	0 25	1 15	0 25
Mace	0 80	0 85	1 00
Nutmegs	0 45-0 45	0 85-0 93	0 80
Peppers, black	0 35	1 15-1 20	0 37
Peppers, white	0 23	0 95-1 20	0 29
Pastry spice	0 18-0 22	0 22	0 22
Pickling spice	0 21-0 23	0 21	0 23
Turmeric	0 21-0 23	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, Dutch	0 41	0 41	
Cinnamon, China, lb.	0 15	0 25	
Mustard seed, bulk	0 19	0 23	
Celery seed, bulk	0 36	0 46	
Shredded coconut, in pails	0 21	0 23	
Cinnamon, per lb., 35c.			
Pimento, whole		12-15	

### Fruits are Firm: Also Vegetables

**FRUITS AND VEGETABLES.**—Fancy No. 1 Green Mountain potatoes are quoted at \$2.10 per 80-lb. bag, and potatoes are in steady market unchanged by the recent excitement in daily press regarding an alleged "combine." Housewives of Montreal have even been threatening to taboo the harmless necessary

#### SPECIAL BY WIRE

Montreal, Nov. 29.—There has been another decline in flour on the Montreal market, all grades showing a decrease of 30c per barrel.

tuber, but husbands' tastes have to be considered still. Some other lines of vegetables have increased a shade or so in price of late. Boston lettuce is dearer at \$1.90 for two dozen. Florida lettuce has appeared at \$1.25 per dozen. Cabbages are up to 75 cents per doz. Cucumbers are at \$2 per doz., and green peppers are on sale at 75 cents per doz. California egg plant has arrived, selling at \$2.50 per dozen. Bananas are unchanged (\$2.75-\$3 bnch.) Oranges range from \$3 for Porto Rico to \$4.50 for navels. Floridas at \$3.50 are going well. Apples are in steady market and at firm prices for all lines. Spys are bringing \$6.50 for No. 1s, and \$6 for No. 2s per barrel. Baldwins are at \$4.50 and \$4; Grennings, \$5.50 and \$5; Wagners, same as Greenings; Kings same prices as Baldwins, and Rus-

sets, No. 1, \$5.50, and No. 2, \$4.75 per barrel. Cape Cod cranberries are at \$13 per barrel.

### Higher Prices Rule for Fish

**Montreal**  
**FISH.**—Fish trade in general is active with Advent season in prospect, and a large volume of business is expected from now on. Owing to rough weather fishing on the Eastern coast has been poor, and for that reason haddock and codfish have been scarce and selling at prices which have advanced a little as compared with the past week's lists. One carload of fresh halibut was offered this week, and prices on halibut ranged from 18 to 20 cents per lb. Fresh lake fish is also on the verge of the season's close, and smaller quantities are being grabbed at high values as fast as they are offered. The salted and pickled fish market is about in the same condition as last week's report. Supplies are limited, and the demand is very brisk. The general tendency of the market is rather on the optimistic side, and still higher prices are looked for. Trade in bulk and shell oysters is very good. With the approach of American Thanksgiving Day this week supplies of fish are expected to show an advance. Owing to lobster fishing having resumed operation in some districts, lobster prices are rather easier.

SMOKED FISH		
Haddies	0 10	0 12
Haddies, fillet	0 12	0 13
Digby herring, per bundle of 5 boxes	0 80	0 80
Smoked boneless herring, 10-lb. box	1 40	1 40
SALTED AND PICKLED FISH		
Herring (Labrador), per bbl.	8 00	8 00
Salmon (Labrador), per bbl.	18 00	18 00
Salmon (R. C. Red)	15 00	15 00
Sea Trout, red and pale per bbl.	15 00	15 00
Green Cod, No. 1, per bbl.	12 00	12 00
Mackerel, No. 1, per bbl.	21 00	21 00
Codfish (Skinless), (100-lb. box)	9 00	9 00
Codfish (Boneless), Blocks "Ivory" Brand per lb.	0 10	0 10
Codfish, Shredded, 12 lb. box.	1 00	1 00
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	0 45	0 45
Prawns, Imperial gal.	2 50	2 50
Shrimps, Imperial gal.	2 00	2 00
Scallops	3 00	3 00
FRESH SEA FISH		
Halibut	18	20
Haddock, fancy, express, lb.	8	8
Mackerel (med.), each	20	20
Mackerel (large), each	25	25
Co'l. steak fancy, express, lb.	10	10
Salmon, Western	16	18
Salmon, Gaspe	18	20
FRESH LAKE FISH		
Pike, lb.	0 12	0 12
Perch	0 10	0 10
Whitefish, lb.	0 15	0 15
Lake trout	0 13	0 13
Eels, lb.	0 10	0 10
Dore	0 12	0 12
Smelts	0 12	0 12
Oysters—		
Selected, gal.	2 00	2 00
Ordinary, gal.	1 50	1 50
Malpeque oysters (choice) per bbl.	13 00	13 00
Malpeque Shell Oysters (ordinary), bbl.	10 00	10 00
Cape Cod shell oysters, per bbl.	12 00	12 00
Clams (med.) per bbl.	8 00	8 00

## ONTARIO MARKETS

**TORONTO, NOV. 30.**—The greatest difficulty experienced by grocers at the present time is the shortage in many lines of supplies. They are substituting as best they can with goods of equal grade and where they are unable to substitute they must let their deliver-

ies go short. Business in the face of conditions has been fairly good. The freight situation continues to be a perplexing one. Importers are unable to get shipments from New York in less than ton lots. In car lots goods will be brought forward by railway companies. There



have been a number of price changes during the week, two of the most notable being a decline of 10c. per 100 pounds in sugar and reduction in the price of flour of 30c. per barrel. The flour market is unsettled at the present time due to the very erratic condition in the wheat market. Butter, cheese and eggs are all up in price. Dried fruits are in firm market, with supplies becoming fewer and harder to get. Teas are in strong market with advances recorded in package teas in certain quarters of 5c. per pound during the week. Package goods continue in firm market with prospects of higher prices for next year.

### Sugar Declines 10c Per 100 During Week

Toronto

SUGAR.—A decline of 10c. per 100 pounds on all grades of sugar went into effect on November 27. The decline came as somewhat of a surprise to well-informed local sugar men. They assert that statistically the position of sugar is apparently strong with at least four or five weeks to go before the new Cuban crop comes on the market, and with total stocks in all hands down to 58,967 tons on November 22 as compared with 145,235 at the same time last year. Raws in New York were quoted down as low as 5.65c. cost and freight. New crop Cubas are quoted at a discount. There is every indication up to the present that there will be a good crop in Cuba during the coming campaign. Conditions have been excellent for a big production. Receipts of the Louisiana crop have undoubtedly been a factor to send buyers and sellers of raws apart. The crop in Louisiana is heavy this year as compared with last, receipts up to November 17 this year at New Orleans amounting to 49,060 tons as compared with 11,166 tons up to the same time last year. The consumption figures for Canada have recently been published for the fiscal year ending March 31, 1916. The total is 267,389 tons consumed in Canada during the year as compared with 302,450 tons last year, a decrease of 35,061 tons, or 11.59 per cent. Demand for sugars at the present time is very quiet. There is uncertainty in the market with the feeling that refined may hold steady or even decline in the face of the close proximity of the new crop. With the coming of the new crop an easier market is very probable.

### Molasses Holds Firm in Face of Big Demand

Toronto

MOLASSES AND SYRUPS.—Locally there is little activity in molasses, but the commodity holds firm in price owing to the continued big consumption of the article for the purpose of making rum for the troops. There is small prospect of reaction in the near future. Syrups are all holding firm, but a continued good demand for corn syrups.

Corn Syrups—	
Barrels, per lb. ....	0 04½
Cases, 2-lb. tins, 2 doz. in case.....	3 25
Cases, 5-lb. tins, 1 doz. in case.....	3 65
Half barrels, ¼c over bbls.; ¼ bbls., ¼c over bbls.	
Cane Syrups—	
Barrels, lb., 5¼c; ¼ bbla. ....	0 06½
Cases, 2 lb. tins, 2 doz. in case.....	4 80
Molasses—	
Fancy Barbadoes, gal. ....	0 75
West India, gal. ....	0 40

### Canned Goods Firm Consumption Limited

Toronto

CANNED GOODS.—Conditions in the canned goods market have held stationary during the week. Consumption of tomatoes has been curtailed somewhat by the high prices and buyers have lost interest to a certain extent. They are quoted from \$2.25 to \$2.40 per dozen for 2½s with trade limited at those figures. They continue to be a scarce article. In the United States during the past week there was an actual weakening in the price of tomatoes, being quoted down 10c. from the high point of two weeks ago. No. 3s there are now quoted at \$1.35 to \$1.40 per dozen. In that country it is pointed out that retailers and jobbers have stocked up fairly well and that there is no active buying interests in the market at the present time. All other canned goods hold firm, with a fairly good demand for corn and peas.

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

Salmon Sockeye—	
1 lb. talls, cases 4 doz., per doz.....	3 00
¼ flats, cases 8 doz., per doz.....	2 00
Chums, 1-lb. talls .....	1 20
Pinks, 1-lb. talls .....	1 45
Pinks, ½-lb. tins .....	1 65
Cohoos, 1-lb. talls .....	1 00
Red Springs, 1-lb. talls .....	2 50
Canned Vegetables—	
Tomatoes, 2½s .....	2 25
Peas, standards .....	2 40
Corn, 2's, doz. ....	1 35
Red raspberries, 2s .....	1 60
Red cherries, 2s .....	2 65
Strawberries, 2s .....	2 45
Pumpkins, 2½s .....	2 50
	1 70

### Grecian Currants Are Now on Way to Canada

Toronto

DRIED FRUITS.—Advices received in Toronto during the week stated that the Greek steamer "Themistocles" had left that country and that she had on board consignments of currants. This is the first steamer to leave for New York from that country for more than a month. It is expected these currants will arrive in time for the Christmas trade. For a time it was feared they would not get here. The war rate is exceptionally high

on all freights coming from the Mediterranean, now being at 8 per cent. Cable advices from Spain state that the Valencia raisin crop is exhausted and that the crop is lighter than at first thought. Some of these Valencias are arriving now, but most of the orders will not arrive until after the Christmas season. Bookings for Spanish raisins were rather light owing to the dependence on the California crop. Prunes continue to hold at high levels. Dates from Persia of the Hallowee variety are expected to arrive here during next week. Shipments of these dates are small this year and prices will be double those of last year. The market in all dried fruits is firm, with advances recorded in evaporated apples and currants.

Apples, evaporated, per lb. ....	0 10½	0 11½
Apricots, choice, 25's, faced .....	0 19	0 20
Candied Peels—		
Lemon .....	0 22	0 23
Orange .....	0 23	0 24
Citron .....	0 26	0 28
Currants—		
Filiatras, per lb. ....	0 22	
Patras, per lb. ....	0 23	
Vostizzas, choice .....	0 24	
Cleaned, ¼ cent more.		
Dates—		
Packages, 3 doz. in case .....	3 60	3 90
Dromedary dates, 3 doz. in case.....		4 25
Prunes—		
30-40s, per lb., 25's, faced .....	0 15	0 14½
40-50s, per lb., 25's, faced .....	0 12½	0 13½
50-60s, per lb., 25's, faced .....	0 12	0 12½
60-70s, per lb., 25's, faced .....		
Peaches—		
Choice, 50-lb. boxes .....	0 11	
Std's., 50-lb. boxes .....	0 10	
Fancy, 25 lbs., faced .....	0 13	
Raisins—		
Valencia, Cal. ....	0 08½	0 10½
Seeded, fancy, 1-lb. packets .....		0 13
Seedless, 12-oz. packets .....	0 11	0 12
Seedless, 16-oz. packets .....		0 15

### Peppers, Cloves and Ginger in Firm Market

Toronto

SPICES. — In the primary market there has been considerable firmness in white and black peppers, cloves, ginger and cassias during the past week. Locally the prices have not advanced, but there is a firmness in the local market in sympathy with conditions in the primary ones. There has been a 1c. advance in both white and black peppers. Celery seed is also reported in a scarce market and local dealers are looking for higher prices. This commodity comes from France and conditions there are affecting its marketing. The Jamaica ginger crop is short and higher prices are looked for in this commodity. There has been an advance in caraway seed locally, being now quoted from 45c. to 50c. per pound.

	Per lb.
Allspice .....	0 18
Cassia .....	0 32
Cinnamon .....	0 60
Cayenne .....	0 35
Cloves .....	0 35
Ginger .....	0 30
Mace .....	0 90
Nutmegs .....	0 40
Pastry .....	0 30
Pickling spice .....	0 22
Peppers, white .....	0 38
Pepper, black .....	0 39
Nutmeg, select, whole .....	0 40
Mustard seed, whole .....	0 28
Celery seed, whole .....	0 40
Coriander, whole .....	0 15
Caraway seed, whole .....	0 45
Cream of Tartar—	
French, pure .....	0 48
American high test .....	0 51

100 lbs.

Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars .....	7 88
Acadia Sugar Refinery, extra granulated .....	7 78
Yellow, No. 1 .....	7 48
Special icing, barrels .....	5 23
Powdered, barrels .....	8 03
Paris lumps, barrels .....	8 50
Assorted tea cubes, boxes .....	8 50

In 50-lb. bags and 20-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; 15c per 100 lbs. in 10-lb. gunnies, and 30c per 100 lbs. in 5-lb. and 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. Second grade granulated is sold by Atlantic and St. Lawrence at 10c under extra granulated.



### Package Teas Have Advanced 5c Per Lb.

**Toronto**  
TEAS.—Package tea men have found themselves in a position with the advancing prices in teas in the primary market and the increasing cost of lead for packages that they have been forced to increase the price of package teas 5c. per pound on all grades. This move upward has been anticipated for some time. This is the first advance to take place in package teas in a period of eighteen months. Salada teas were the first to go up in price. Lipton's teas are also up in price, but the amount of the advance could not be stated at the time of writing. Red Rose tea had not advanced at the time of writing but notification of an advance was momentarily expected. Teas at the present time are selling in the primary market fully 6c per pound higher than they were a year ago. It has been announced also that the freight charges on Ceylon and Indian teas will be increased from 2½c. to 2¾c. per pound beginning next month. This is a factor that will operate to make prices still firmer in the near future. In bulk teas the market has held steady during the week, with no advances recorded in the London market. Stocks in local dealers' hands are light and importers find it difficult to supply the demand for teas at the present time.

	Per lb.
Pekoe Souchongs	0 25 0 27
Pekoes	0 26
Orange Pekoes	0 28
Broken Pekoes	0 30
Broken Orange Pekoes	0 32

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

### Demand for Coffees Reported Excellent

**Toronto**  
COFFEE.—The market in coffee has held steady during the week. Demand has been excellent. Some firms report they have never had a better business in coffees than during the present season. They are experiencing difficulty in getting forward supplies, however. An embargo has been placed on freight from New York in less than carload lots and this has affected shipments to a certain extent. There has also been great difficulty in getting boxes, bottles, labels and other commodities that are very necessary in selling goods. Prices locally have held at the same figures as last week. There is a bearish feeling in the primary market due to the accumulation of stocks without any prospect of finding an outlet for them in Europe in the near future. The Brazilian Government, however, is coming to the rescue of the coffee growers and is seeing that they do not have to sacrifice their stocks at a loss. This is a steadying influence in the market.

Marañibó, lb.	0 25 0 27
Mexican, lb.	0 27 0 31
Mocha, lb.	0 33 0 34
Rio, lb.	0 30 0 31

Santos, Bourbon, lb.	0 25 0 26
Chicory, lb.	0 13 0 15

### Marbot Walnuts Will Not be in at Christmas

**Toronto**  
NUTS.—There is now small chance of Marbot walnuts in the shell reaching this country from France in time for the Christmas trade. Some are not due to leave France until the week after next and this will put them into the hands of the dealers too late for the Christmas trade. Other importers expect their stocks to arrive barely in time for Christmas. Grenobles, however, will be here and these will have to take the place of the Marbots. Firmness continues in the nut market. Shelled almonds are firmer and up in price, now being quoted as high as 48c. Brazil nuts are firmer and quoted up 1c. per pound.

Tarragonas, lb.	0 20 0 22
Marbots, French, in shell	0 17
Filberts	0 17 0 18
Grenobles, lb.	0 18 0 19
Walnuts, shelled	0 44 0 45
Almonds, shelled	0 42 0 45
Brazil nuts, lb.	0 18 0 22
Chestnuts, per peck	0 15 2 50
Pecans	0 17 0 19
Peanuts, lb.	0 11 0 14

### American Rices Not Coming Forward Freely

**Toronto**  
RICE AND TAPIOCA.—American rices, such as Carolina and Texas Japan, are not moving very freely from the primary markets. Mills assert they are unable to make shipments owing to the car congestion. Export inquiry for Greece and other European countries may develop into a firmness in the rice market. Locally there is a fairly good demand for rice. Tapioca continues in firm market with no prospect of relief in sight as yet.

Rangoon B, per 100 lbs.	4 50 4 75
Packling rice, 100 lbs.	4 50 4 75
Texas Japans, 100 lbs.	6 00 6 50
Carolina rice, 100 lbs.	7 00 7 50
Java	6 50 7 00
Patna, fancy	6 50 7 00
Patna, good	5 00 6 50
Tapioca, per lb.	0 09% 0 10%

### Ontario Beans Are Turning Out Fine

**Toronto**  
BEANS.—Ontario beans are turning out exceptionally fine in quality this year. They are classed for the most part as one to two-pound pickers, in other words, that many culls per bushel, which is considered a high average. There is a firmness in the market and for Ontarios the prices range from \$6 to \$6.50 this week. Rangoons are also firmer in price, being quoted from \$5.50 to \$5.75 per bushel. Limas are in strong market also, the quotations being 9c. to 10½c.

Ontario, 1-lb. to 2-lb. pickers, bush.	6 00 6 50
Rangoon, per bushel	5 50 5 75
Japanese, per bushel	6 00
Limas, per pound	0 09 0 10%

### Firmness in All Package Cereals

**Toronto**  
PACKAGES.—There is a firmness in

the market for all package goods, due to the prospect of much higher prices having to be paid for the boxes. Manufacturers enter into the contracts for this year's supply of boxes around the first of the year and they must meet the possibility of having to pay an advance of fully 100 per cent. in the price of boxes over those paid for the past year. Prices for all package goods have held steady during the week.

Cornflakes, per case	2 95
Rollled oats, round, case	4 00 4 50
Rollled oats, square case	4 50 4 85
Shredded wheat, case	3 60
Cornstarch, No. 1, pound cartons	0 08½
No. 2, pound cartons	0 07½
Starch, 6-lb. packages, per lb.	0 07 0 10
In 1-lb. cartons	0 08½

### Oysters Expected to Advance at Coast Points

**Toronto**  
FISH AND OYSTERS.—Storms on the lakes during the past week interfered with the supplies of whitefish reaching the market. With a fairly good demand the amount reaching the market was barely sufficient for the call for this fish. Salmon trout, however, reached the market in good supply. Frozen halibut and salmon continue to reach the market in fairly good quantities. In the salmon the cohoes and qualla are the varieties reaching the market. The former is a red-fleshed fish and the latter a pink-fleshed. British Columbia crabs continue to reach the market in fairly good quantities and find ready sale. Shrimps are now in the market more plentifully and are finding a fairly good sale. Fancy steakcod is firmer in price by 1c. per pound and Maritime flounders are also up 1c. per pound. Lake trout are easier in price by a half cent. There is a scarcity of oysters in the beds along the New England Coast this year owing to the fact that oysters around Chesapeake Bay have not been propagating this past three years. Four years ago the spawn was fertile but since that time the beds have been mined without prospect of renewal. Much of the negro labor formerly utilized in opening the oysters is now being utilized in munition plants in the north and this has operated to make oysters somewhat higher in price. On Monday of next week an advance of 10c to 15c per gallon is expected to take effect at Atlantic Coast points. This will in all probability affect the local price.

SMOKED FISH.	
Ciscenes, per lb.	0 12
Haddies, per lb., new cured	0 11
Haddies, fillets, per lb.	0 12
High herring, bundle of five boxes	1 25
Smoked boneless herring, 10-lb. box	1 50
FRESH SEA FISH.	
Crabs, per dozen	2 50
Halibut, frozen	0 15 0 15½
Coho salmon (red), frozen	0 14
Qualla salmon (pink), frozen	0 09
Waddock, fancy, express, lb.	0 08
Steak cod, fancy, express, lb.	0 10
Croffing, per lb.	0 08
Flounders, Maritimes	0 09
New York	0 10

FRESH LAKE FISH.	
Pike, lb.	0 08
Whitefish, lb.	0 12 0 13
Herrings, lb.	0 08 0 07
Lake trout	0 10 0 11



Oysters—		
Standards, gal.	1 85	2 00
Selects, gal.	2 40	2 50
Shell, per barrel		8 50
Shrimps—		
Wine gallon cans	1 40	
No. 2	2 70	
No. 3	5 20	

### Porto Rican Pineapples Have Reached Market

Toronto

FRUIT—Porto Rican pineapples, the first of the present season, reached the market during the week. They are of extra fine looking sample and are quoted at \$4.50 to \$5 per case. Cuban grapefruit is now in the market and is selling at \$3 to \$3.50 per case. Although the Porto Rican grapefruit has not yet arrived it is expected in the near future. California navel oranges have been coming in fairly large quantities during the past week and the price is consequently easier by 25c per box. They are now quoted at \$4.50 to \$4.75 per case. Florida oranges are also easier in price, being quoted 50c. per case down, the range running from \$3.25 to \$3.75. California lemons are also lower in price by 75c. from the highest quotation given last week, the range now being \$5 to \$5.50. Messina or Italian lemons are down 25c. per case. There has been a firmness in bananas during the week and the price is quoted 25c. up per bunch on the finest qualities. Apples hold steady in price from \$4 to \$5.50 per barrel. Some fine apples in boxes are being shown from Washington State and British Columbia.

Apples—		
Barrel	4 00	5 50
Boxes, American	2 25	2 50
Boxes, B.C.	2 25	2 50
Avodoca, Cal., doz.	3 25	3 50
Bananas, bunch	2 25	3 00
Cranberries, bbl.	9 00	11 00
Boxes, 28-qt.	3 50	4 00
Oranges—		
Jamaicas, box	3 00	3 50
Oranges, late Valencias, case	4 25	5 50
Floridas, case	3 25	3 50
Cal. Navels	4 25	4 75
Grapes—		
Cal., case	2 50	3 00
Tokays, case	2 50	2 75
California Red Emperor, 33-lb. drums		5 00
Spanish Almeria, small bbl., 40 lbs.	7 50	8 00
Grapefruit, Florida, case	4 00	4 50
Grapefruit, Jamaica, case		3 00
Grapefruit, Cuban, case	3 00	3 50
Lemons, Cal., case	5 00	5 50
Messinas, case	4 50	5 00
Pears—		
California, case		4 00
Pomegranates, case		4 50
Pineapples, Porto Rican	4 50	5 00

### Cabbage in Good Demand; Some Potatoes Frozen

Toronto

VEGETABLES.—Cabbage has been in fairly good demand during the past week and an approach to a scarcity in this commodity is reported. The kind reaching the market is of fairly good quality. Most of the cabbage in the market at the present time is brought in from Quebec province. Some of the British Columbia potatoes have been reaching the market in frozen condition, the recent severe wintry weather having caught them in transit. A great many, however, are being placed on the market in perfectly good condition. New Brunswick potatoes

are holding steady in price around \$2.25 per 90-lb. sack. The New Jersey sweet potatoes are firmer in price and are quoted up as high as \$2 per hamper. Parsnips are easier, being quoted 50c. down. Beets are also quoted 15c. down over the prices named last week. Mushrooms are firmer by 25c. per basket. Vegetables are reaching the market in rather limited supplies.

Artichokes, Cal. French, doz.	1 25
Beans, green string, hamper	5 50 6 00
Beets, bag	1 35 1 50
Brussel sprouts, quart	0 12½ 0 13
Cabbage, barrel	2 00 2 50

Red, 27-lb. crate	1 50
Per pound	0 02¼
Carrots, bag	1 25 1 35
Basket, 11-qt.	0 35 0 40
Celery, Canadian, dozen	0 35 0 40
Case	4 75
Eggplant, each	0 25 0 30
Mushrooms, 6-qt.	2 25 2 50
Onions—	
Spanish, crate 120 lbs.	4 75 5 00
Spanish, small crates	1 65 1 75
American, 100-lb. sack	3 75 4 00
B.C. onions, 100-lb. sack	3 50 3 75
Potatoes—	
New Brunswick, Delaware, 90-lb. sacks	2 25 2 35
Sweet, New Jersey, hamper	1 50 2 00
Ontario, 90-lb. bags	2 15 2 25
B.C., 90-lb.	2 10 2 15
Parsnips, bag	1 50 1 75
Watercress, 11-qt.	0 25 0 30
Parley, 11-qt.	0 25 0 50
Turnips, 11-qt. basket	0 25 0 25
Yellow, bag	0 70 0 75

## MANITOBA MARKETS

WINNIPEG, Nov. 29.—Jobbers have ceased to buy for the season, and it is the retailers' turn. Before many days the consumer will begin in earnest. For most things, prices are as high as, or higher than, a year ago. Prices on confectionery are high, and on imported goods like Christmas stockings, there is a scarcity. Some lines are missing altogether, Greek currants,

\$2.40; blue and Lombard plums, \$2.25 per doz.

Higher prices on Pride of Canada maple syrup are as follows:—Quart tins, \$11.80 case; ½-gal. tins, \$10.75; gallon tins, \$10 case; pint bottles, \$9.50; quart bottles, \$11.30 case. A stiff advance on Crisco is said to be due. First patents are now quoted at \$10.10. Millers predict an advance in bran to \$27, and shorts and middlings to \$29. No. 1 creamery butter was selling last week at 42c, but a 2c advance was expected.

### Sugar Registered a Decline of 10c Per 100

Winnipeg

SUGAR.—The retailer is now paying \$8.40 for standard granulated, a decline of 10c per hundred going into effect during the week. Refiners report little business being done. Various conditions have arisen to cause an easier market, all of which point to the proximity of the new crop.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	8 25
Extra ground or icing, boxes	8 40
Extra ground or icing, bbls.	8 95
Powdered, boxes	9 05
Powdered, bbls.	8 85
Hard lump (109-lb. case)	9 35
Montreal yellow, bags	8 00
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 45
Halves, 90 lbs., per cwt.	8 55
Bales, 20 lbs., per cwt.	8 55
Powdered, 50s	9 35
Powdered, 25s	9 10
Icing, barrels	9 30
Icing, 50s	9 40
Cut loaf, barrels	9 60
Cut loaf, 50s	9 65
Cut loaf, 25s	9 65
Sugar, British Columbia—	
Extra granulated sugar	8 50
Bar sugar, bbls.	8 95
Bar sugar, boxes, 50s	9 15
Icing sugar, bbls.	9 05
Icing sugar, boxes, 50s	9 35
H. P. lumps, 100-lb. cases	9 45
H. P. lumps, 5-lb. boxes	9 70
Yellow, in bags	8 10

### Corn Syrup Holding in Steady Market

Winnipeg

SYRUPS.—All quotations are the same. On account of the corn market being firm, corn syrup is firm, but jobbers look for no advance. There is a scarcity of black strap molasses in 5-gallon wood pails.

(Continued on page 39.)



# WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

## Alberta Markets

FROM EDMONTON, BY WIRE.

Edmonton, Nov. 28.—Local retailers looked with favor on two reductions which took place in household necessities since last report. Flour declined thirty cents a barrel making the price now \$10.30. The market still remains very shaky with a tendency to still further declines. The Provincial Minister of Agriculture estimates the value of Alberta wheat crop the year at ninety million dollars. Sugar declined 10 cents on Monday and now stands at \$8.95 with an unsteady market.

Matches increased 50-60c per case. Rolled oats are quoted at \$3.70. Cheese at 26c. Eggs have shown a tendency to advance, No. 1 selling at 45c and storage advancing to \$11.50. Apples are easier \$1.85 being the price. Sockeye salmon has shown quite a marked decline and is now quoted at \$10.50.

EDMONTON:	
Beans, small white, Japan, lb.	6 08 0 10
Flour, No. 1 patents, 98s, barrel	10 30
Molasses, extra fancy, gal.	0 77
Rolled oats, 80s, basis	3 70
Rice, Siam, lb.	0 04 1/2
Sago and Tapioca, lb.	0 09 0 10
Sugar, pure cane, granulated, cwt.	8 95
Cheese, No. 1, Ontario, large	0 26
Butter, creamery, lb.	0 44
Lard, pure, 3s, per case	12 30
Bacon, smoked backs, lb.	0 25
Bacon, smoked sides, lb.	0 25 1/2
Eggs, No. 1	0 45
Eggs, storage, case	11 50
Tomatoes, 3s, standard case	4 80
Corn, 2s, standard case	3 20
Peas, 2s, standard case	2 90
Apples, gala, Ontario, case	1 85
Strawberries, 2s, Ontario, case	5 50
Raspberries, 2s, Ontario, case	6 60
Peaches, 2s, Ontario, case	4 10
Salmon, finest sockeye, tall, case	10 50
Salmon, pink, tall, case	6 00

## Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Nov. 28.—Sugar dropped ten cents rather unexpectedly yesterday. Flour remains the same although a slight drop is looked for. Sides of bacon are quoted at thirty-five cents. Matches are up thirty to sixty cents case. New bulk dates expected soon will probably sell at fourteen cents pound. Standard peas are offered at two ninety-five, corn at three ninety. Cheese keeps gradually climbing higher. It is now quoted at twenty-six and a quarter. Lentils, peanut butter, Crisco,

Bon Ami, and sheet gelatine are some of the lines that have advanced this week. Prunes are also tending upwards, and another advance in canned milk in the near future would not be unexpected. Chinese eggs have been offered lately at \$9.50 per case.

CALGARY:	
Beans, small white Japan, lb.	0 08 1/2 0 10
Flour, No. 1 patents, 98s	5 30
Molasses, extra fancy, gal.	0 77
Rolled oats, 80s	3 55
Rice, Siam, cwt.	4 75
Sago and Tapioca, lb.	0 09
Sugar, pure cane, granulated, cwt.	8 85
Cheese, No. 1 Ontario, large	0 26 1/2
Butter, creamery, lb.	0 44
Lard, pure, 3s, per case	12 00
Bacon, smoked backs, lb.	0 24
Bacon, smoked, sides, lb.	0 25
Eggs, new-laid, doz.	0 45
Eggs, storage, case	11 50 12 00
Tomatoes, 2 1/2s, standard case	4 50 4 75
Corn, 3s, standard case	3 50
Peas, 2s, standard case	2 95
Apples, gala, Ontario, case	2 50
Strawberries, 2s, Ontario, case	5 25
Raspberries, 2s, Ontario, case	5 50
Peaches, 2s, Ontario, case	4 25
Salmon, finest sockeye, tall, case	12 00
Salmon, pink, tall, case	5 00 5 50

## Saskatchewan Markets

FROM REGINA, BY WIRE

Regina, Sask., Nov. 28.—Threshing throughout Saskatchewan is nearing completion and winter is setting in, snow having fallen in many districts. Sugar declined 10c on Nov. 27, being now quoted at \$8.74. Butter advanced sharply, No. 1 creamery now commanding 46 cents. Eggs are 2c higher, 47c being asked for strictly new laid. Lard has jumped from \$12.00 for threes to \$12.70. Crisco also advanced 35c being now quoted at \$7.70 per case. Cottolene is up 1/2 a cent. New prices on St. Charles milk are: family size \$4.90; hotel size \$5.30. Matches are from 40-60c per case, higher prices ranging from \$3.45 to \$6.80 per case. Flour remains firm at \$10.70. An advance is expected to tapioca. Dates are priced 12c per pound bulk.

REGINA:	
Beans, small white Japan, bush.	5 10
Flour, No. 1 patents, 98s, per bbl.	10 70
Molasses, extra fancy, gal.	0 71
Rolled oats, balls	3 95
Rice, Siam, cwt.	4 35
Sago and Tapioca, lb.	0 05 1/2
Sugar, pure cane, granulated, cwt.	8 74
Cheese, No. 1, Ontario, large	0 28
Butter, creamery, lb.	0 46
Lard, pure, 3s, per case	12 70
Bacon, smoked backs, lb.	0 28
Bacon, smoked sides, lb.	0 30
Eggs, new-laid	0 47
Eggs, storage, No. 2	0 40
Tomatoes, 3s, standard case	4 35
Corn, 2s, standard case	3 65
Peas, 2s, standard case	2 85
Apples, gala, Ontario	2 10
Strawberries, 2s, Ontario, case	5 00
Raspberries, 2s, Ontario, case	5 95
Peaches, 2s, Ontario, case	3 95
Salmon, finest sockeye, tall, case	12 00
Salmon, pink, tall, case	6 25

## New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B. Nov. 28.—There are few marked changes on the New Brunswick market, but the general tendency seems to be upwards. Sugar is a notable exception.

It showed first decline in long time on Monday when prices fell off ten cents. Current quotations are:

Standard \$7.75 to \$7.80; No. 1 yellow \$7.55 to \$7.60.

New buckwheat flour made its first appearance on market this week and is quoted \$5.75 to \$6 per 100 pound bag.

There are few other changes this week but all lines preserve steady upward tendency. Lard is firmer with pure at 22 to 22 1/4 and compound at 17 3/4 to 18. Net result of flour changes is increase with Manitoba at \$11.50 and Ontario at \$10.55.

Molasses after remaining steady at high level for considerable time shows another increase to 62 cents. Cream tartar has jumped three cents now 42 to 45. Evaporated apples higher at 11 to 11 1/2.

ST. JOHN, N.B.:	
Flour, No. 1 patents, bbls., Manitoba.	11 50
Ontario	10 55
Commeal, gran. bbls.	7 50
Commeal, ordinary, bags	2 50
Flour, buckwheat, 100-lb. bag	5 75 6 00
Molasses, extra fancy, gal.	0 60 0 62
Rolled oats, bbl.	3 80
Beans, white, bush.	7 00
Beans, yellow-eyed	7 00
Rice, Siam, cwt.	5 00 5 25
Sago and Tapioca, lb.	0 10 0 11
Sugar—	
Standard granulated, cwt.	7 95 8 00
United Empire	7 85 7 90
Bright yellow	7 75 7 80
No. 1 yellow	7 55 7 60
Paris humps	9 25 9 50
Cheese, N.B., twins	0 23 1/2 0 24
Butter, dairy, per lb.	0 38 0 40
Lard, pure, lb.	0 22 0 22 1/2
Lard, compound	0 21 1/2 0 22
Beef, corner, lb.	3 00 3 50
Pork, American clear, per bbl.	40 00 45 00
Bacon, breakfast	0 27 0 29
Bacon, roll	0 23 0 24
Eggs, new-laid	0 40 0 50
Eggs, storage	0 40 0 42
Tomatoes, 3s, standard case	4 70
Corn, 2s, standard case	3 90
Peas, 2s, standard case	2 80
Apples, gala, N.B., doz.	3 10 3 25
Strawberries, 2s, Ontario, case	5 60
Raspberries, 2s, Ontario, case	5 40
Peaches, 2s, Ontario, case	4 60
Salmon, red spring, tall, case	10 00 10 50
Salmon, pink, tall, case	6 00 6 25
Salmon, Colloes, case	4 50 4 75
Salmon, Chume	4 50 4 60
Sardines, domestic, case	4 00
Cream tartar	0 42 0 45
Currants, lb.	0 21 0 21 1/2
Raisins, choice, lb.	0 12 0 13
Raisins, fancy, lb.	0 12 0 15
Raisins, seedless, lb.	0 10 0 10
Prunes, 90-100, lb.	0 25 0 26
Candied peel, citron	0 22 0 23
Candied peel, orange and lemon	0 11 0 11 1/2
Evaporated apples, lb.	0 11 0 11 1/2



Evaporated apricots, lb. ....	0 21
Pork and beans, case .....	4 50* 4 80
Fresh Fruits and Vegetables—	
Apples, bbl. ....	2 00 5 00
Lemons, Messina, box .....	6 00 6 50
Lemons, Cal., box .....	7 50 8 00
Oranges, Cal., box .....	5 00 6 50
Grapes, Malaga, keg .....	7 00 8 00
Grapefruit, each .....	0 05 0 05½
Potatoes, bbl. ....	3 75

**FLOUR AND CEREALS**

(Continued from page 40.)

is the only commodity that is quoted at easier prices during the week, a decline of 2c per bushel being registered there.

Mill Feeds—	Per ton
Bran .....	31 00 32 00
Shorts .....	33 00 35 00
Special middlings .....	36 00 40 00
Feed flour, per ton .....	51 00 53 00
Ontario oats, outside points .....	0 64 0 66

**Flour Market**

*Very Uncertain*

**Winnipeg**

**FLOUR AND CEREALS.**—Following a recovery of the wheat market, first patents advanced to where it was a week ago—\$10.20 per bbl., but later declined 10c to \$10.10. The wheat market has been fluctuating considerably lately. It looks as if the larger buyers are simply hammering the market down occasionally to get in on the breaks. The demand from the retail trade in the West for flour continues good, and Eastern mills also report a good demand. Rolled oats are still selling on a basis of \$3.20 firm, and some millers talk of a further advance owing to the high cost of oats, and the premium they have to pay for good milling oats. Package oats are bringing \$4.10. Cornmeal and oatmeal remain about the same. Feeds continue firm; in fact, some mills have made a slight advance, which is preparatory to a general advance amounting to about two dollars per ton. This will bring the price of bran to \$27, and shorts and middlings \$29.

Flour—	
First patents, 96-lb. sacks, per bbl. ....	10 10
Second patents, 96-lb. sacks, bbl. ....	9 70
Strong bakers, per bbl. ....	9 60
Roller oats, 80 lbs. ....	3 20
Roller oats, packages, case .....	4 10
Bran, per ton .....	27 00
Shorts .....	29 00
Crushed oats and barley, ton .....	47 00

**WEEKLY MARKET REPORTS**

(Continued from page 37.)

**Australian Currants**

*Are of Good Quality*

**Winnipeg**

**DRIED FRUITS.**—All markets very firm, and as far as jobbers are concerned all buying is over for the season. Jobbers have bought at comparatively low prices, and retailers will be able to buy to-day to better advantage than they will be able two months from now. Take the case of raisins; on account of rain in California, the Raisin Association withdrew their prices, and the second prices were considerably higher; these have now been withdrawn, and the association is now only taking orders subject to what they may be able to offer later.

That, however, will not affect the retailer just now, as there will be lots of raisins for Christmas. Cluster raisins from Europe have arrived this week. They are a little late, and are a shade higher than last year. Crystallized cherries are selling as follows:—1-lb. boxes, 86c; ½-lb. boxes, 44c; bulk, 67¼c per lb.; glassy cherries, ½-lb. boxes, 33c per lb. Evaporated loganberries in 8 oz. packages are arriving. This is a new dry fruit, or rather was new last year. It had a good demand for a new line, as it has splendid food value for pies. These are selling from 16c to 17½c per packet. Greek currants being so expensive and hard to get at any price, the trade are being offered Australian currants for the Christmas trade. These are being brought in via Vancouver.

**Dried Fruits—**

Apples, evaporated, 50-lb. boxes, lb. ....	0 09½
Pears, choice, 25's .....	0 11½
Apricots—	
Choice, 25's .....	0 18½
Choice, 10's .....	0 19½
Peaches—	
Choice, 25-lb. boxes .....	0 08½
Choice, 10-lb. boxes .....	0 09½
Currants—	
Fresh cleaned, Australian, lb. ....	0 18½
Dates—	
Hallowee, loose, per lb. ....	0 09
Hallowee, 12-oz. pkgs. ....	0 08
Raisins, California—	
16 oz. fancy, seeded .....	0 11½
16 oz. choice, seeded .....	0 11
12 oz. fancy, seeded .....	0 09½
12 oz. choice, seeded .....	0 08½
Raisins, Muscatels—	
3 crown, loose, 25's .....	0 09½
3 crown, loose, 50's .....	0 09
Raisins, Cal. Valencias—	
3 crown, loose, 25's .....	0 09
3 crown, loose, 50's .....	0 08½
Prunes—	
30 to 100, 25's .....	0 07½
40 to 50, 25's .....	0 10½
Peels—	
Orange, lb. ....	0 20½
Lemon, lb. ....	0 19½
Citron, lb. ....	0 24

**All Cereals Are**

*in Firm Market*

**Winnipeg**

**DRIED VEGETABLES.**—All cereals rule high. The barley market being high, pot and pearl barley are realizing very high figures; pot brings \$4.40 for 98's, and pearl \$6 for 98's. The bean market is still very high, but retailers can still buy at reasonable figures. Japanese hand-picked can be got as low as \$4.75 per bushel, but jobbers could not begin to buy them at that figure to-day. On account of the high price, the demand for beans is not what it was.

**Beans—**

Japanese, white beans, bushel .....	4 75 5 30
Manchurian, bushel .....	4 25 4 60
California Lima Beans—	
80-lb. sacks .....	0 07½ 0 08½
Barley—	
Pot, per sack, 98 lbs. ....	4 40
Pearl, per sack, 98 lbs. ....	6 00
Peas—	
Split peas, stk., 98 lbs. ....	5 50 5 75
Whole peas, bushel .....	3 30

**Big Contract Placed**

*For Rice Recently*

**Winnipeg**

**RICE.**—There was a big contract placed here recently for rice. It is one commodity of excellent food value which is selling at comparatively low price. In the primary markets, tapioca and sago have advanced 25c per cwt.

Rice and Tapioca—	
No. 1 Japan, per lb., 100-lb. bags. ....	0 04½
Siam, per lb., 100-lb. bags .....	0 04
Patna, per lb., 100-lb. bag .....	0 07½
Carolina, per lb., 100-lb. sacks. ....	0 08½
Sago, pearl, sacks, per lb. ....	0 06½ 0 08
Tapioca, pearl .....	0 08 0 09

**High-Priced Canned**

*Goods Stopping Sale*

**CANNED GOODS.**—It is reported that the high prices being quoted for canned goods, and the circulation of reports among consumers that these prices are unusually high, is curtailing consumption. Dealers state that when a line of groceries is advanced quickly, that a reaction takes place; and this is what has taken place with canned goods. On the other hand, many retailers are stocked up with low-priced goods, which helps them to use them as leaders. This has the effect of leading consumers to believe that the price some dealers are asking is exorbitant. Much the same situation exists in the wholesale market; those jobbers who have large stocks of old crop goods are evening things up, and asking a comparatively low price for all canned goods.

**Fish Hold Steady**

*Decline in Fowl*

**Winnipeg**

**FISH AND POULTRY.**—Fish of nearly all kinds is scarce, and it will be a few days before weather is cold enough to bring in frozen fish from the Atlantic in large quantities. Halibut especially is very scarce. There is no fresh salmon here, and frozen is being offered at 15c. Fresh cod has gone, and frozen cod is bringing 10c. Kippers, which were up to \$2.25 per box, are now \$2. Receipts of chickens and fowl have been exceedingly heavy, resulting in a marked decline in prices. Wholesalers are paying 15c for chickens and 11c to 13c for fowl. Dressed chickens are selling to the city trade at 22c, fowl 20c, and ducks 24c. Turkeys are very firm, and are bringing 30c.

**California Lines**

*Coming in Freely*

**Winnipeg**

**FRUIT AND VEGETABLES.**—In vegetables there does not seem any indication of a decline just now. California lines are coming in freely, but are holding firm. California cauliflower is rather scarce, and is bringing \$2 to \$2.25 a doz. Head lettuce from the same State is worth \$1.25 per doz., or \$4.50 per crate. California celery is arriving in large sizes just now, and worth \$1.25 per doz. Sweet potatoes, if anything, are a little dearer, selling from \$5 to \$5.50 per bbl. Dealers do not see signs of oranges or lemons going any higher just now. Grapefruit is down to \$5 per case. Malaga grapes range from \$7.50 to \$10.50 per keg. Casaba melons are in from California at \$2.50 per doz.





# FLOUR AND CEREALS



## Continued Firmness In Flour Expected

Feeds Are Particularly Firm, and in Very Strong Demand With Deliveries Difficult.

**Montreal**

**FLOUR AND FEEDS.**—As indicated by last week's report, flour in response to the wheat market, firmed up in price, and at the time of writing prices are thirty cents higher per barrel than they were quoted last week. This firmness in all practical market opinion is here to stay. There may be fluctuations in flour prices, but they will be fleeting. The world is waking up to a grim realization of the fact that wheat is woefully short this year, and that higher flour prices must simply be faced. Short of something unusual affecting conditions which are themselves unprecedented, wheat will still soar towards the time of the new crop, and flour will emulate the flight of wheat. Feeds are firmer than ever, and to-day's prices may all be subject to variation upwards if demand keeps as it seems to be trending now. Millers are limiting supplies for it is impossible to deliver the goods fast enough to meet the demand, or in the quantities desired. Some purchasers are willing to pay, and are paying higher prices for feeds than are here quoted, but that is for exceptional delivery where this can be secured. Winter wheat prices remain as quoted last week, the movement in this line having been quieter.

	Car lots	Small lots
<b>Manitoba Wheat Flour—</b>		
First patents	10 30	.....
Second patents	9 90	.....
Strong bakers	9 90	.....
<b>Winter Wheat Flour—</b>		
Fancy patents	9 75	10 00
90 per cent, in wood	9 00	9 50
90 per cent, in bags	4 25	4 50
Bran, per ton	30 00	31 00
Shorts	33 00	35 00
Special middlings	37 00	40 00
Feed flour	45 00	50 00
Fed oats, per bushel	.....	4 75

## CEREALS STEADY, BUT BARLEY IS SCARCER

**Montreal**

**CEREALS.**—Demand for all kinds of cereals is exceedingly good at present, and prices of those quoted which depend on the wheat market will be found higher this week in response to the general firmness of wheat. Barley also is scarce and higher in price than last

week's quotations showed. For pot barley \$5.75 was being asked for 98 lbs. and one large firm of wholesalers were out of stock as regards pearl barley. Oatmeal and the oat produced cereal breakfast foods were all in brisk demand and firm at prices recently quoted.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	.....	5 75
Buckwheat grits, 98 lbs.	.....	4 50
Corn flour, 98 lbs.	.....	3 30
Corameal, yellow, 98 lbs.	.....	3 05
Graham flour, 98 lbs.	.....	5 05
Hominy, granulated, 98 lbs.	4 50	4 75
Hominy, pearl, 98 lbs.	4 50	4 75
Oatmeal, standard, 98 lbs.	.....	4 10
Oatmeal, granulated, 98 lbs.	.....	4 10
Peas, Canadian, boiling, bush.	.....	3 75
Rolled oats, 90-lb. bags	.....	3 75
Rolled wheat, 100-lb. bbls.	.....	4 10
Rye flour, 98 lbs.	.....	3 70
Whole wheat flour, 98 lbs.	.....	5 05
Wheatlets, 98 lbs.	.....	5 30

## Flour Went Up 10c. Dropped Back 30c.

**Weakness in Wheat Market During Week Sent Flour Down After Having Reached High Level—Wheat Erratic**

**Toronto**

**FLOUR.**—Flour has been in an uncertain market during the past week, due to the vagaries of the wheat market. On November 22, cash wheat at Winnipeg was sold at \$2.05 per bushel and the following day flour was advanced to \$10.50 in car lots. With some of the mills an advance of 20c had been made at the close of the market on the previous day when cash wheat sold for \$2.01. On Thursday of last week the wheat market began to sag and registered a decline of 4c. It held steady on Friday and then took a big tumble of 11½c on Saturday. On Monday of this week cash wheat at Winnipeg was still easier and was quoted down a half cent over Saturday's close. On Tuesday the market closed 1c down at \$1.88½. At this point the flour mills sent flour downward for a 30-cent decline, which makes the price \$10.20 in car lots and \$10.40 in small lots. The bearish influence in the wheat market presumably came from Chicago where an embargo placed on wheat shipments by the railways to seaboard towns to give a chance to relieve congestion there had effect of hammering prices down. At the time of writing the flour market is holding uncertain with the market in wheat apparently unsettled. Demand for flour

has not been as heavy in the face of the decline in the price of bread of 1c per loaf. Domestic trade through grocery stores has fallen and there is a heavier demand for bakers' bread. In Ontario winter wheat flour the quotations remain unchanged but there is a weakness in the market due to the decline in wheat. If declines in wheat hold, there will in all probability be a decline in Ontario winter wheat flour also.

	Small lots	Car lots
<b>Manitoba Wheat Flour—</b>		
First patents	10 40	10 20
Second patents	9 90	9 70
Strong bakers	9 70	9 50
<b>Ontario Winter Wheat Flour—</b>		
High patents	9 30	.....
Second patents	9 10	8 90

## BARLEY PRODUCTS ARE QUOTED UP IN PRICE

**Toronto**

**CEREALS.**—Both pot and pearl barley registered increases in price during the week of 50c per 98-lb. sack. Ontario beans are also firmer and are now quoted up as high as \$6.50 per bushel. Graham flour, whole wheat flour and wheatlets registered declines in sympathy with the easier flour market. Standard oatmeal was quoted up as high as \$4.25 during the week and granulated oatmeal was sold at the same figure. Rolled oats were also up in certain quarters, an increase of 10c being noted. In the present condition of the grain market oat products are not in firm market and declines are not improbable.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	.....	5 60
Beans, prime	6 00	6 50
Buckwheat grits, 98 lbs.	.....	4 50
Corn flour, 98 lbs.	3 25	3 50
Corameal, yellow, 98 lbs.	3 05	3 15
Graham flour, 98 lbs.	4 85	4 90
Hominy, granulated, 98 lbs.	.....	3 25
Hominy, pearl, 98 lbs.	.....	3 10
Oatmeal, standard, 98 lbs.	3 95	4 25
Oatmeal, granulated, 98 lbs.	3 95	4 25
Peas, Canadian, boiling, bush.	.....	3 25
Rolled oats, 90-lb. bags	3 85	3 95
Rolled wheat, 100-lb. bbls.	.....	6 75
Rye flour, 98 lbs.	.....	4 20
Whole wheat flour, 98 lbs.	4 85	4 90
Wheatlets, 98 lbs.	5 10	5 20

## MILLFEEDS HOLDING IN STEAL MARKET

**Toronto**

**FEEDS.**—There was a steadiness in all mill feeds during the week. Although there was a weakness in the wheat and grain markets during the week the demand for feeds has operated to hold at present levels. There is even a firmness in the market. Ontario oats

(Continued on page 39.)





**This sales-getting premium  
will boom your business**

Every 25c. package of  
Tillson's Rolled Oats  
contains a premium.

Quality, then Price—  
that's Tillson's.

Our prices are always  
lowest, consistent with  
the highest quality.

**Order Your Fall Supply To-day.**

**Tillson's Oats**

**Canadian Cereal & Flour Mills Co., Limited**  
CABLE ADDRESS: "CANCEREAL," TORONTO

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





# PRODUCE AND PROVISIONS



## Pure Lard Is Up 1 Cent Per Lb.

**Montreal—**  
**PROVISIONS.**—Demand for pork and pork products was reported remarkably good considering the time of year, and supplies quite plentiful with quality average. Live hogs were selling at from \$11.75 to \$12 per 100 lbs., and dressed at \$16.50 to \$16.75 at the beginning of the week, with the outlook not greatly towards higher prices, but a possibility of this trend, nevertheless. An advance in pure lard of one cent a pound will be noticed this week, otherwise prices of provisions are the same as they were last week. Demand for all provisions is very good at present, with American Thanksgiving Day in prospect.

<b>Hams—</b>			
Medium, per lb.	0 25	0 25 1/2	
Large, per lb.	0 24	0 24 1/2	
<b>Bacon—</b>			
Plain	0 25	0 25	
Boneless, per lb.	0 29	0 30	
<b>Bacon—</b>			
Breakfast, per lb.	0 25	0 25	
Roll, per lb.	0 20	0 21	
Pickled meats—1c less than smoked.			
<b>Dry Salt Meats—</b>			
Long clear bacon, ton lots	0 18	0 19	
Long clear bacon, small lots	0 18 1/2	0 19 1/2	
Fat backs, lb.	0 17	0 18	
<b>Cooked Meats—</b>			
Hams, boiled, per lb.	0 37	0 38	
Hams, roast, per lb.	0 36	0 37	
Shoulders, boiled, per lb.	0 30 1/2	0 31 1/2	
Shoulders, roast, per lb.	0 31	0 31 1/2	
<b>Lard, Pure—</b>			
Tierces, 400 lbs., per lb.	0 20 1/2	0 21	
Tubs, 50 lbs.	0 21 1/2	0 21 1/2	
Pails	0 21 1/2	0 21 1/2	
Bricks., 1 lb., per lb.	0 22 1/2	0 22 1/2	
<b>Lard, Compound—</b>			
Tierces, 400 lbs., per lb.	0 17	0 17 1/2	
Tubs, 50 lbs.	0 18 1/2	0 18 1/2	
Pails, 20 lbs., per lb.	0 17 1/2	0 17 1/2	
Bricks, 1 lb., per lb.	0 18 1/2	0 18 1/2	

## TURKEYS COME INTO SPECIAL DEMAND.

**Montreal—**  
**POULTRY.**—Since the arrival of cold weather less live poultry and more dressed birds have featured in arrivals on the market. Chickens and fowls are plentiful. Ducks and geese are starting to come freely. Owing to American Thanksgiving Day there has been a brisk demand for turkeys, and it is expected that there will be a great local demand for these even after this week is over. Dealers are busy putting away stock into cold storage even at the present high prices. Farmers are once more warned not to market their poultry until it is well fed, as there is still a good deal of poor poultry arriving.

<b>Fowl—</b>			
Chickens, milk-fed, crate, fattened, lb.	0 20		
Live fowls	0 12	0 15	
Old roosters		0 12	
Broilers	0 15	0 15	
Roasting chickens	0 17	0 20	
Young ducks	0 14	0 15	
Live ducks, old		0 11	

Turkeys (old toms, dressed), lb.	0 25	
Turkeys (young)	0 25	0 27

## EGGS SHOW GREAT PRICE INCREASE.

**Montreal—**  
**EGGS.**—An immense difference exists between the receipts of eggs in Montreal for the week ending Nov. 25th, 1916, and the corresponding week of 1915. This year's figures are 33,638 cases. Last year's were 9,497 cases. The difference is declared to be entirely due to export trade. Eggs are very much more expensive this week. New laids are at 60-70 cents per dozen. The formerly fabulous "six-cent egg" is a very present reality from the retail point of view. All other grades are up in price.

<b>Eggs—</b>			
New laid	0 60	0 70	
Selects		0 42	
No. 1		0 39	

## CHEESE PRICES UP BY TWO CENTS A LB.

**Montreal**  
**CHEESE.**—Tremendous export trade in cheese has set prices up to high levels. Prices keep remarkably firm. Some little irregularity in the markets was observed with a shade of weakening due to something like satiety of the markets in England, but prices to retail took a strong upward movement, the advance being two cents per pound over quotations of last week. Cheese receipts in Montreal were 38,340 boxes for the week ending Nov. 25, as compared with 27,133 boxes for the corresponding week last year.

<b>Cheese—</b>			
Large, per lb.	0 25	0 25 1/2	
New twins, per lb.	0 25 1/2	0 26	
Triplets, per lb.		0 26	
Stilton, per lb.		0 28	
Fancy old cheese, per lb.		0 28	

## BUTTER UP A CENT OVER LAST WEEK.

**Montreal**  
**BUTTER.**—It is near the end of the productive season in the country, and qualities of the new churnings are said to show some inferiority now. Nevertheless high prices are being obtained at the country boards where sales are still made. From 42 1/2 to 44 cents are average prices in the country. Prices to retailer have gone up a cent a pound, as quoted below. Arrivals of butter in Montreal are still in advance of the arrivals for this time last year, the exact amount being 6,607 pkgs. for the week ending Nov. 25, as compared with 4,382 for the corresponding week last year.

<b>Butter—</b>			
Creamery, prints	0 45 1/2		
Creamery, solids	0 45		
Dairy prints, choice, lb	0 39	0 42	
Dairy prints, lbs. in tubs	0 38	0 40	

## HONEY KEEPS IN EASY TONED MARKET.

**Montreal**  
**HONEY.**—If butter goes much higher many people will take to honey as by far the cheaper food. Already honey is about one-fourth the price of butter per pound, and demand for the sweet product is quite steady. Honey prices remain unchanged this week, there being no special activity of market in this line.

<b>Honey—</b>			
Buckwheat, 5-10 lb. tins, per lb.	0 09	0 09 1/2	
Buckwheat, 60-lb. tins, per lb.	0 08 1/2	0 09	
Clover, 5-10 lb. tins, per lb.	0 11	0 12	
Clover, 60-lb. tins	0 10 1/2	0 11	
Comb, per section	0 14	0 15	

## Trade In Lard Active for Week

**Some Firms Have Sold Out for Almost  
Entire December Production—Hogs  
are Firmer—Dressed Slightly  
Easier**

**Toronto**  
**PROVISIONS.**—There has been a good demand for pure lard and compound lard during the week. One large concern reports they have sold out almost their entire production for the month of December. The demand is attributed to the fact that people are spending more money for the delicacies in which lard is used as a shortening. Live hogs are slightly firmer in price by 15c per 100 pounds during the week. They have been coming along only in fair supply. Dressed hogs, on the other hand, are selling 50c easier per hundred. Last week the hogs were of a smaller size and packers were ready to dispose of them at easier prices. Cooked meats of all kinds have held steady.

<b>Hams—</b>			
Medium, per lb.	0 24	0 24 1/2	
Large, per lb.	0 23	0 23 1/2	
<b>Bacon—</b>			
Plain	0 25	0 27	
Boneless, per lb.	0 27	0 29	
<b>Bacon—</b>			
Breakfast, per lb.	0 26	0 28	
Roll, per lb.	0 19	0 20	
Wiltshire bacon, per lb.		0 23	
Pickled meats—1c less than smoked.			
<b>Dry Salt Meats—</b>			
Long clear bacon, ton lots	0 17 1/2	0 18	
Long clear bacon, small lots	0 18 1/2	0 19	
Fat backs, lb.	0 18 1/2	0 19 1/2	
<b>Cooked Meats—</b>			
Hams, boiled, per lb.	0 34	0 35	
Hams, roast, per lb.	0 34	0 35	
Shoulders, boiled, per lb.	0 29	0 30	
Shoulders, roast, per lb.	0 29	0 30	
<b>Lard—</b>			
Pure tierces, 400 lbs., per lb.	0 20 1/2	0 21	
Compound, tierces, 400 lbs., per lb.	0 16 1/2	0 17 1/2	
In 50-lb. tubs, 1/4 higher than tierces; pails, 1/4c higher than tierces, and 1-lb. prints, 1/4c higher than tierces.			
<b>Hogs—</b>			
Dressed, abattoir killed	16 00	16 50	
Live, off cars		11 15	
Live, fed and watered		10 30	
Live, f.o.b.		10 40	



**DEMAND FOR BUTTER FOR SOLDIERS' BOXES**

Toronto

**BUTTER.**—There has been a heavy demand for butter recently, and commission men are of the opinion that much of it is being used in the cooking that has been going forward to soldiers at the front for their Christmas boxes. For this season of the year the demand is reported exceptionally heavy. It reminded dealers of the Christmas demand. Butters are all up 1c per pound in consequence of the big demand and the decreasing supplies.

Creamery prints, fresh made	0 46	0 48
Creamery solids	0 45	0 46
Dairy prints, choice, lb.	0 43	0 44
Dairy prints, lb.	0 40	0 41
Bakers	0 37	0 38

**NEW-LAID EGGS ARE QUOTED UP ANOTHER 5c**

Toronto

**EGGS.**—With strictly new-laid eggs arriving in no better quantities than last week, and the demand still keeping up, there has been a corresponding firmness in the market. They are accordingly quoted up 5c per dozen. Selects, on the other hand, are up 3c per dozen. The demand for eggs has been heavy during the week.

Eggs—		
New laid, cartons	0 60	0 65
No. 1 storage, ex-cartons	0 42	0 43
Selects, extra	0 45	0 46

**CHEESE PRICES AT FACTORIES LITTLE EASIER**

Toronto

**CHEESE.**—Cheese at producing points was a trifle easier during the week at some of the factories. This is accounted for by the fact that cold weather cheese is considered hardly as desirable in quality to summer and fall cheese. Prices for the new large have been firmer, and are quoted up ½c per pound.

Cheese—		Per lb.
New, large	0 25½	0 26
Twins are ¼c higher than new large; triplets ¼c higher than new large, and Stilton 2c above new large.		

**GEESE ARE PLENTIFUL; CHICKENS POOR QUALITY**

Toronto

**POULTRY.**—Spring chickens have been reaching the market in fairly good quantities, but commission men have found it rather difficult to grade them up, as there was such a range in size and degree of fitness for market. Geese have been coming in fairly good quantities, and the quality of these is good. Prices are up 2c per pound for both live and dressed. Spring chickens are quoted down 1c from those of last week. Old hens are also down 1c per pound, and young ducks are a trifle firmer by 1c per pound. Turkeys have not commenced to reach the market in any quantities as yet. Prices for turkeys hold firm.

	Live	Dressed
Spring chickens	0 13	0 17
Hens, over 4 lbs.	0 13	0 16
Hens, under 4 lbs.	0 10	0 13
Old roosters	0 10	0 14
Old ducks	0 13	0 17
Old ducks	0 10	0 14
Geese	0 11	0 15
Young turkeys (8 and 9 lbs, each)	0 21	0 25
Young turkeys (over 9 lbs, each)	0 21	0 25
Old Tom or hen turkeys	0 19	0 23

Prices are those paid at Toronto by commission men.

**FIRMNESS IN HONEY OWING TO DEMAND**

Toronto

**HONEY.**—There has been a fairly good demand for honey during the week, and some commission men intimate if the present demand keeps up there is a possibility that prices will go higher in the near future. On the other hand, some commission men express the opinion that honey is already high-priced, and that the consumption will not be materially increased. Prices held firm during the week.

Honey—		
Clover, 5 and 10-lb. tins	0 12%	0 13
60-lb. tins	0 12	0 12½
Comb, No. 1, doz.	2 40	2 75
Buckwheat, 60-lb. tins	0 09½	0 10

**Prices Have Dropped On Live Hogs**

Winnipeg

**PRODUCE AND PROVISIONS.**—The run of live hogs was a little heavier the latter part of last week, and prices have dropped 15c per cwt. as a result, making selects \$10.35. Receipts should show a gradual improvement from now on, and because of the tendency in outside markets, the trade may look for a drop in prices. Provisions quotations are practically unchanged, and prices remain firm. The demand has been steady all week. Lard, both pure and compound, has taken another jump, pure today being quoted on a basis of 20½c for tierces, and compound 16¼c. Higher prices on lard are anticipated, especially on compound, because of the high prices being quoted on cotton seed oil. There is a marked scarcity of edible fats. The creamery butter market is still firm; the outside demand has not been exceptionally active, but sales of No. 1 Government graded stock could be made at 43-43½c. Western stocks are no more than sufficient for local requirements, and the make is practically nil. Prices to the city trade are the same, but a 2c advance is expected this week. To-day's price for No. 1 in cartons is 42c. There is very little dairy butter offering. Eggs—In view of the radical advance in American eggs of 4c per doz. last week, and a record exportation, our market is very firm, with an active Eastern demand. Quite a few cars have gone East from the market. The prices last week-end to the city trade were 39c for No. 1 candled, and 42c for selects in cartons. Cheese—There has been a further advance. Some of the Eastern boards sold as high last week as 25c, which means a delivered cost here of 26c. Thus the

trade here were paying 26c for large and 26¼c for twins.

Hams—		
Light, lb.	0 25	
Medium, per lb.	0 23	
Large, per lb.	0 21	
Bacon—		
Breakfast, per lb.	0 24	
Breakfast, select, lb.	0 27½	
Backs, select, per lb.	0 26	0 28
Backs, regular	0 22	0 23
Dry Salt Meats—		
Long clear bacon, light	0 16½	
Barrelled Pork—		
Mess pork, bbl.	30 00	
Lard, Pure—		
Tierces	0 25	
2½	4 10	
Cases, 5s	12 52	
Cases, 3s	12 60	
Lard, Compound—		
Tierces	0 14½	
Tubs, 5s, net	7 35	
Pails, 20s, net	3 05	
Butter—		
Fresh made creamery, No. 1 cartons	0 42	
Best dairy	0 38	
Fresh Eggs—		
New laid	0 45	0 50
Extras, in cartons	0 40	0 42
Cheese—		
Ontario, large	0 27	

**JAMAICA HURRICANE DESTROYS BANANA CROP ON ISLAND**

One reason that has caused bananas, always considered the poor man's food, to maintain its present high prices, is the depleted crop due to the recent hurricane in Jamaica.

According to the consular reports, the damage done was very severe, the percentage of loss is estimated as follows: Bananas, practically 100 per cent.; ground provisions, 50 per cent.; coconuts, 40 per cent.; cocoa, 25 per cent.; other fruits, 15 per cent.; sugar cane, 5 per cent.

Jamaica has always been one of the heaviest shipping points for bananas and the Jamaica banana is probably the most familiar of the varieties sold in Canada. Jamaica is the nearest of all the banana-producing centres. Both the United Fruit Co. and the Atlantic Fruit Company, the two largest banana handling companies on the continent, as well as several smaller companies, have always done an extensive business on the island, and the disorganization due to the unexpected total loss must of necessity help to keep prices up.

**RETAILERS BUY OUT BAKERY**

The North-End Retail Merchants' Association, Winnipeg, headed by Joseph Vogel, with M. Feinstein, grocer, has purchased the Buckwold bakery in the North-end, and will operate it from to-morrow as a co-operative institution. One hundred retail merchants and small storekeepers of the North-end went in on the deal, each putting up \$10 to make the initial payment, which included payment for the delivery horses. The Association will supply its own members with bread at the lowest possible price for sale in the stores. Deliveries will also be made to houses, and the price, six cents per loaf, will be maintained.





## Which will you have?

Which tea do you honestly consider the best selling proposition to connect up with—the tea whose own delicious goodness has created for it a **steady, continuous demand** without the aid of consumer advertising or the tea whose reputation has been built very largely on consumer publicity?

When you sell **MINTO** you are selling a tea the present huge demand for which is a striking proof of its inimitable quality, a demand built absolutely on its own sterling merits, without the aid of consumer advertising.

The elimination of this expense enables us to give the consumer a better tea, and, to make the proposition still more attractive, we enclose in every package the amount of money it would take to advertise it direct. Get that—**Money and Quality in every Package.**

Just try Minto. You will find it a splendid seller and the profits are good.

Minto Bros., 284 Church St., Toronto

**NORWEGIAN  
SARDINES** (SMALL FISH)

NOTHING LIKE IT!  
NO BONES!  
ALL MEAT!



A/s NORWEGIAN CANNERS' EXPORT OFFICE  
Stavanger (Norway)  
Apply: STANDARD IMPORTS, LIMITED, Montreal  
"LORD NELSON" BRAND (Brisling)

## Keep Up The Connection

you have made by past efforts in advertising. New friends are alright, but it is a fallacy for one thing, and bad business for another, to create a demand for goods or service and then lose the fruits of your work by default. Letting your old friends know that you want their business is also the surest way to gain new ones.

Advertising in CANADIAN GROCER is the medium.

Rate Cards and full particulars on request.

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



## Take the Ladies into Partnership

Let them help you in an advisory capacity. Sell extracts from the ladies' point of view.



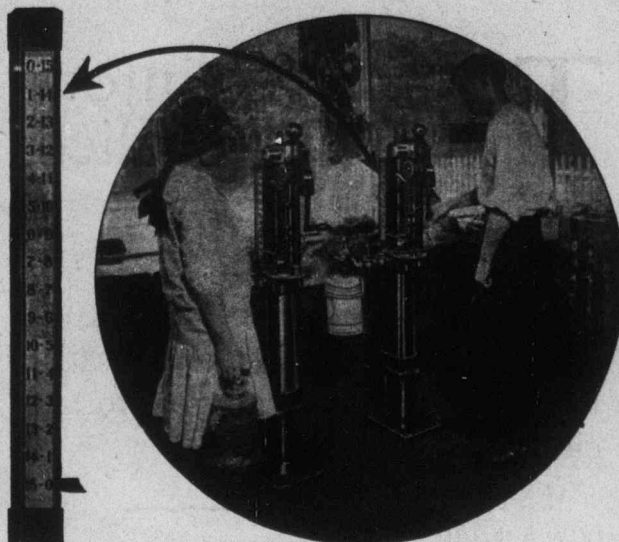
Fifty per cent more strength than government requirements appeals to them, and confirms their good opinion, formed by thirty years experience with

# Shirriff's True Vanilla

Do not sell inferior artificial vanilla when Shirriff's invariably makes friends of the most exacting customers.

Why not run your eye along the shelves now and send in the order for True Vanilla and any other flavors you need?

**Imperial Extract Co.**  
TORONTO



## Avoid Costly Guessing!

You wouldn't think of running your store without using a refrigerator, cash register or computing scales—but this would be just as logical as being without means of accurately measuring the kerosene you sell.

Customers come in with cans of various sizes, you fill them up and charge for an even quart, half-gallon, etc., even though the cans may hold a great deal more than what you charge for.

Did you ever stop to consider how much you are losing in this manner?

# BOWSER

ESTABLISHED 1885

## Self-Measuring Outfits

solve this and many other important problems. But this one point alone would make a Bowser Outfit a paying investment in your store.

Look at the illustration of the Computer shown above—you hang the customer's can on the pump nozzle and when the can is filled an indicator points to the *exact* selling price of the oil delivered. Your customers receive no more nor less than they pay for and you receive *all* of the profit due you.

Then there are the numerous other advantages gained through the use of a Bowser—convenience, cleanliness, safety, etc.

You can easily pay for a Bowser with what it's costing you to do without it.

Write to-day for detailed information—no obligations incurred.

**S. F. BOWSER & COMPANY, Inc.**

Engineers, Manufacturers and Original Patentees of Oil Handling Devices

TORONTO

ONTARIO

Sales Offices in all Centres — Representatives Everywhere.

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



The market information supplied by the California Fruit Growers Exchange to its 8,000 members is largely responsible for the generally satisfactory distribution of California citrus fruits.

Markets are now seldom over-supplied or under-supplied. Distribution is uniform. If the growers were not informed of the condition of the various markets there would be little profit to the trade in handling oranges and lemons, because markets would be glutted and starved, alternately, and no jobber or retailer could buy with the assurance that he could sell at a profit—no matter what he paid.



This service is only one of several services performed by the Exchange for the benefit of itself and of the entire fruit trade. Through national advertising it has increased the consumer demand for all citrus fruits—but particularly for Sunkist—and through its Sales Department it enables dealers to get the full benefit of this increased demand.

Free store cards and window displays that help to sell Sunkist fruit will be sent to dealers from any of our branch offices upon request.



A beautiful set of colored window display cards will be sent free to any grocer or fruit dealer. Ask your jobber or write our nearest office.

**California Fruit Growers Exchange**

A non-profit, co-operative organization of 8,000 growers

MAIN OFFICE: LOS ANGELES, CALIF.

Canadian Offices:

- Calgary, Alta.
- Montreal, Que.
- Regina, Sask.
- Toronto, Ont.
- Vancouver, B. C.
- Winnipeg, Man.

**QUOTATIONS FOR PROPRIETARY ARTICLES**

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

**BAKING POWDER WHITE SWAN SPICES AND CEREALS, LTD.**

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs. ....	\$ 0 45
4 oz. Tins, 4 doz. to case weight 20 lbs. ....	0 75
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 75
16 oz. Tins, 4 doz. to case, weight 65 lbs. ....	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs. ....	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs. ....	9 50

**ROYAL BAKING POWDER**

Size	Less than 10 case lots	Bbl. lots or 10 cases and over
Dime	\$0 95	\$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90

**DOMINION CANNERS, LTD. JAMS.**

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

Screw Top Glass Jars	16 oz. glass 2 doz. case.	Per doz.
Apricot	.....	\$2 55
Assorted	.....	2 35
Blackberry	.....	2 45
Blueberry	.....	2 45
Currant, Red	.....	2 45
Currant, Black	.....	2 55
Cherry	.....	2 45
Gooseberry	.....	2 35
Plum	.....	2 20
Plum, Green Gage	.....	2 35
Pear	.....	2 35
Peach	.....	2 35
Raspberry, Red	.....	2 55
Raspberry, Black	.....	2 45
Raspberry and Red Currant	.....	2 45
Raspberry and Gooseberry	.....	2 45
Strawberry	.....	2 60

**THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.**

**ROGERS' GOLDEN SYRUP**  
Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case.	\$3 80
5 lb. tins, 1 doz. in case.	4 45
10 lb. tins, 1/2 doz. in case.	4 15
20 lb. tins, 1/4 doz. in case.	4 05

Perfect seal glass jars in the case ..... 3 15  
Delivered in Winnipeg in carload lots.

**BAKED BEANS WITH PORK.**

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	.....
1's Baked Beans, Plain, 4 doz. to case	.....
1's Baked Beans, Tomato Sauce, 4 doz. to case	.....
1's Baked Beans, Chili Sauce, 4 doz. to case	.....
2's Baked Beans, Plain, 2 doz. to case	.....
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	.....
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	.....

Family, Plain, .... doz.; Family, Tomato Sauce, .... doz.; Family, Chili Sauce, .... doz.; 3's, Plain, Flats, Aylmer only, .... doz.; 2's, Tomato Sauce, Flats, Aylmer only, .... doz.; 3's, Chili Sauce, Flats, Aylmer only, .... doz.; 3's, Plain, Tall, .... doz.; 2's, Tomato Sauce, .... doz.; 3's, Chili Sauce, .... doz. The above 2 doz. to case, 10's, 1/2 doz. per case, for hotel and restaurant use (gals.), .... doz.

**"AYLMER" PURE ORANGE MARMALADE**

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	1 30
12 oz. Glass, Screw Top, 2 doz. in case	1 50
14 oz. Glass, Screw Top, 2 doz. in case	1 75
16 oz. Glass, Screw Top, 2 doz. in case	2 10
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 15
2's Glass, Vacuum Top	3 20
2's Tin, 2 doz. per case	3 25
4's Tin, 12 pails in crate, per pail	0 55
5's Tin, 8 pails in crate, per pail	0 69
7's Tin or Wood, 6 pails in crate	0 91
14's Tin or Wood, 4 pails in crate, per lb.	0 12 1/2
30's Tin or Wood, one pail only, per lb.	0 12 1/2

**BLUE**  
Keen's Oxford, per lb. ....  
In 10-lb. lots or case, ....

**CEREALS**

**WHITE SWAN** Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Wheat Flakes, per case of 2 doz. 15c packages	2 70
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
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.	2 60

**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 22
Soluble, bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24

(Unsweetened Chocolate)

Supreme chocolate, 1/2s, 12-lb boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80





Toronto  
Plant  
Covers  
5 Acres

## From the Sunny South to the Sunny Shop

From Lever Brothers' vast Plantations in the South Seas by their own fleet of steamers come the magnificent raw materials that enter into

# Sunlight Soap

guaranteeing a soap of the utmost purity even in these days of scarcity and dilution of raw materials.

To ensure the best materials for Soap-making, Plantations must be cultivated in tropical countries where generous nature radiates with lavish hand the life-giving rays of Sunlight. To ensure the best materials for Sunlight Soap our labours in tropical lands have been unceasing, and to-day our Plantations bear witness to the generous return Nature makes to mankind in response to whole-hearted endeavours.

*The Sunlight \$5,000 guarantee of purity stands —it convinces your "worth while customers."*

**Lever Brothers Limited**  
Toronto

*Lever's Pacific Plantations  
in the South Sea Islands.*





# HAMS

Hams are cheaper than either Breakfast or Back Bacon. We have them Smoked for either Boiling or Frying. We have them Pickled for Boiling only. We have them also cooked ready to serve and we have them fresh for roasting. Small, Medium and Large in Size. Let us have your order for them.

**F. W. FEARMAN CO.**  
LIMITED  
HAMILTON

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



The best value in Rice being offered on Canadian markets today.

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

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. ....	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes .....	0 40
Queen's Dessert, 6's, 12-lb. boxes .....	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes .....	0 37
Diamond, 8's, 6 and 12-lb. boxes .....	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes .....	0 28
Diamond, ¼'s, 6 and 12-lb. boxes .....	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ¼-lb. packages, 2 and 4 doz. in box, per doz. ....	1 00
Chocolate Confections, Per doz.	
Maple buds, 5-lb. boxes ...	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes ...	0 33
Chocolate wafers, No. 2, 5-lb. boxes .....	0 28
Nonpareil wafers, No. 1, 5-lb. boxes ...	0 33
Nonpareil wafers, No. 2, 5-lb. boxes .....	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes .....	0 39
Coffee drops, 5-lb. boxes ...	0 39
Lunch bars, 5-lb. boxes .....	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box ...	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box .....	0 90
Nut milk chocolate, ¼'s 6, lb. boxes, lb. ....	0 39
Nut milk chocolate, ¼'s 6, lb. boxes, lb. ....	0 39
Nut milk chocolate, 5c bars 24 bars, per box .....	0 90
Almond nut bars, 24 bars, per box .....	0 90

**BORDEN MILK CO., LTD.**

**CONDENSED MILK**

Terms net 30 days.

Eagle Brand, each 48 cans..	\$7 20
Reindeer Brand, each 48 cans	6 95
Silver Cow, each 48 cans...	6 40
Gold Seal, Purity, each 48 Cans .....	6 25
Mayflower Brand, each 48 Cans .....	6 25
Challenge, Clover Brand, each 48 cans .....	5 75

**EVAPORATED MILK**

St. Charles Brand, Hotel, each 24 cans .....	5 00
Jersey Brand, Hotel, each 24 cans .....	5 00
Peerless Brand, Hotel, each 24 cans .....	5 00
St. Charles Brand, Tall, each 48 cans .....	5 00
Jersey Brand, Tall, each 48 cans .....	5 00
Peerless Brand, Tall, each, 48 cans .....	5 00
St. Charles Brand, Family, each 48 cans .....	4 50
Jersey Brand, Family, each, 48 cans .....	4 50
Peerless Brand, Family, each 48 cans .....	4 50
St. Charles Brand, small, each 48 cans .....	2 25
Jersey Brand, small, each 48 cans .....	2 25
Peerless Brand, small, each, 48 cans .....	2 25

<b>CONDENSED COFFEE</b>	
Reindeer Brand, "Large," each 24 cans .....	\$5 00
Reindeer Brand, "Small," each 48 cans .....	5 70
Regal Brand, each 24 cans.	4 70
COCOA, Reindeer Brand, each 24 cans .....	4 80

**COFFEE.**  
**WHITE SWAN SPICES AND CEREALS, LTD.**

<b>WHITE SWAN</b>	
1 lb. square tins, 4 doz. to case, weight 70 lbs.....	0 36
1 lb. round tins, 4 doz. to case, weight 70 lbs.....	0 34½

<b>ENGLISH BREAKFAST COFFEE.</b>	
½ lb. tins, 2 doz. to case, weight 22 lbs. ....	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs. ....	0 20

<b>MOJA</b>	
½ lb. tins, 2 doz. to case, weight 22 lbs. ....	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs. ....	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs. ....	0 30

<b>PRESENTATION COFFEE.</b>	
A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb....	0 27

**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
2½ 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 28 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**

Per doz.	
½ 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

<b>GELATINE</b>	
Knox Plain Sparkling Gelatine (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

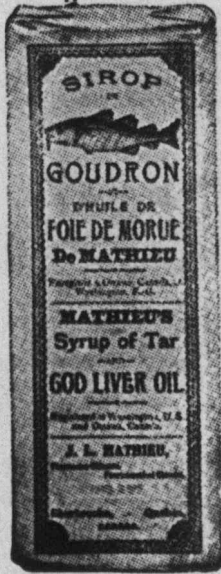
**W. CLARK, LIMITED, MONTREAL.**

Compressed Corned Beef, ¼s, \$2; 1s, \$3.50; 2s, \$7.50; 6s, \$25; 14s, \$60.	
Roast Beef, ¼s, \$2; 1s, \$3.25; 2s, \$7.25; 6s, \$22.	
Boiled Beef, 1s, \$3.25; 2s, \$7.25; 6s, \$22.	
Jellied Veals, ¼s, \$2; 1s, \$3; 2s, \$4.50; 6s, \$21.	
Corned Beef Hash, ¼s, \$1.50; 1s, \$2.50; 2s, \$4.50.	
Beefsteak and Onions, ¼s, \$2; 1s, \$3.35; 2s, \$6.25.	



Introduce Every Customer to

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



With the coming of the cold wintry days comes the opportunity to sell your customers this well-known and reliable remedy. For coughs and colds in any stage there is no more reliable remedy than Mathieu's Syrup of Tar and Cod Liver Oil.

Your customers will appreciate your thoughtfulness in suggesting this splendid body builder. And you can confidently guarantee results.

Feature this effective cold breaker now.

Profits are good.

**J. L. MATHIEU CO.**

PROPRIETORS

SHERBROOKE QUEBEC

When you sell

# HEINZ 57

## VARIETIES

PURE FOOD PRODUCTS

You give your customers goods made in Canada from Canadian materials by Canadian employees.

**H. J. Heinz Company**

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

**MR. CLERK  
YOUR SPARE TIME**

**W**HAT do you do with it? By that we mean, is it bringing you any returns in the ways that go to assure your future success?

How would you like to know of a plan that will bring you in as much (if not more of an income) than your regular occupation. **Would you be interested?**

We have a plan by which hundreds of clerks throughout Canada are greatly increasing their weekly incomes. This plan interferes in no way with their regular duties. It helps them to become of more value to their employers as well. Besides it supplies them with extra funds.

Write, and we'll give full particulars concerning it. This places you under no obligation, we'll be glad to tell you all about it. Drop us a line **To-Day**.

**The MacLean Publishing Co.**

Dept. C.G. 143-153 University Ave.

Toronto

Canada

**AT LAST  
WE HAVE THEM**

*Fibre  
Vinegar  
Measures*

PINT QUART FUNNEL

**\$2.50 per Set**

Used and highly commended by the Grocery Trade in the United States.

**WALTER WOODS & CO.**  
HAMILTON and WINNIPEG

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



# OUR BEST SELLER



## STERLING TOMATO CATSUP

Here's the latest addition to the "Sterling" family, a pure, high-grade Tomato Catsup absolutely free from Artificial Coloring or any Preservative whatever—just the right idea to win the approval of particular people.

Try this new "Sterling" line. It's a good profit-maker.

**T. A. LYTLE CO., LIMITED**  
STERLING ROAD TORONTO

Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.  
 Boneless Pigs' Feet, 1/2s, \$1.75; 1s, \$2.75; 2s, \$5.50.  
 Lambs' Tongues, 1/2s,  
 Sliced Smoked Beef, tins, 1/2s, \$1.85; 1s, \$2.80; 4s, \$15.50.  
 Sliced Smoked Beef, glass, 1/2s, ...; 1/2s, \$2.25; 1s, \$3.25.  
 Tongue, Ham and Veal Pate, 1/2s, \$1.50.  
 Ham and Veal, 1/2s, \$1.20.  
 Potted and Devilled Meats, tins — Beef, Ham, Tongue, Veal, Game, 1/2s, 50c; 1/2s, \$1.  
 Potted Meats, Glass — Chicken, Ham, Tongue, 1/2s, ...  
 Ox Tongues, tins, 1/2s, \$3.50; 1s, \$6.25; 1 1/2s, \$9.50; 2s, \$13.  
 Ox Tongues, Glass, 1 1/2s, \$12; 2s, \$14.  
 Mincemeat, Hermetically Sealed Tins, 1s, \$2; 2s, \$3.25; 3s, \$4.55; 4s, \$6.25; 5s, \$8.  
 In Pails, 25 lbs., 13c lb.  
 In 50 lb. Tubs, 13c lb.  
 In 85 lb. Tubs, 12 1/2c lb.  
 In Glass, 1s, \$2.30.  
 Clark's Peanut Butter — Glass Jars, 1/2, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 20c.  
 Clark's Peanut Butter—Pails 24 lbs., 20c per lb.  
 Clark's Tomato Ketchup, 16 oz., \$3; 1 gal. jars, ...; 5 gal. jars, ... per gal.  
 Pork and Beans, Plain Talls, 1s, 95c; 2s, \$1.60; 3s, \$2.40; 6s, \$8; 12s, \$12; 3s, flat, \$2. Individuals, 80c doz.  
 Pork & Beans, Tomato Sc., Talls, 1s, \$1.15; 2s, \$1.85; 3s, \$3; 6s, \$10; 12s, \$14.50; 3s, flat, \$2.45. Individuals, 90c doz.  
 Pork and Beans, Chill, 1s, \$1.15; 2s, tall, \$1.85; 3s, flat, \$2.45. Individuals, 90c doz.  
 Tomato Sauce, 1 1/2s, \$1.75; Chill Sauce, 1 1/2s, \$1.75; Plain Sauce, 1 1/2s, \$1.45.  
 Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.80.  
 Clark's Chateau Chicken Soup, \$1.25.  
 Clark's Chateau Concentrated Soups, \$1.15.  
 Clark's Chateau Concentrated Soups, Nq. 1 assorted, \$1.15.  
 Spaghettil with Tomato and Cheese, 1/2s, \$1.15; 1s, \$1.65; 3s, \$2.65 doz.  
 Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.  
 English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.  
**THE N. K. FAIRBANKS CO., LIMITED.**

**PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.**

Tierces ..... 0 14 1/2  
 Pails ..... \$2 93  
 This price list cancels all previous ones and is effective at once. Subject to change without notice.  
 All orders received must be shipped within a period of 20 days.  
 Advance over tierce basis for small packages:  
 3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, 1/2c over tierces; 10-lb. tins, 6 to the case, 3/4c over tierces; 20-lb. wood pails, 1/2c over tierces; 60-lb. tubs, 1/2c over tierces; half-barrels, 3/4c over tierces; 50-lb. tins, 1/2c over tierces; 20-lb. tins, 1/4c over tierces.  
**LAPORTE, MARTIN, LIMITED**  
 Montreal. Agencies  
**BASIN DE VICHY WATERS.**  
 L'Admirable, 50 btles, litre, cs. .... 8 00  
 Neptune ..... 8 50  
 San Rival ..... 9 00  
**VICHY LEMONADE**  
 La Savoureuse, 50 btles, cs. .... 11 00  
**NATURAL MINERAL WATER**  
 Evian, Source Cachat, 50 btles, cs. .... 9 50

**IMPORTED GINGER ALE AND SODA**  
 Ginger Ale, Trayders, cs., 6 doz. pts., dos. .... 1 20  
 Ginger Ale, Trayders, cs., 6 doz., splits, doz. .... 0 95  
 Club Soda, Trayders, cs., 6 doz. pts., doz. .... 1 15  
 Club Soda, Trayders, cs., 6 doz., splits, doz. .... 1 05  
**BLACK TEAS**  
 Victoria Blend, 50 and 30-lb. tins, lb. .... 0 37  
 Princess Blend, 60 and 30-lb. tins, lb. .... 0 34  
**JAPAN TEAS**  
 H. L., ch. 90 lbs., lb. .... 0 35  
 Victoria, ch. 90 lbs., lb. .... 0 25  
**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  
**MUSTARD**  
**COLMAN'S OR KEEN'S**  
 Per doz. tins  
 D. S. F., 1/2-lb. .... \$ 1 66  
 D. S. F., 1/2-lb. .... 2 90  
 D. S. F., 1-lb. .... 5 75  
 F. D., 1/2-lb. .... 0 90  
 Per jar  
 Durham, 4-lb. jar ..... 0 88  
 Durham, 1-lb. jar ..... 0 31  
**JELL-O.**  
**GENESEE PURE FOOD CO.**  
 Assorted case, 4 dozen ..... \$3 60  
 Lemon, 2 dozen ..... 1 80  
 Orange, 2 dozen ..... 1 80  
 Raspberry, 2 dozen ..... 1 80  
 Strawberry, 2 dozen ..... 1 80  
 Chocolate, 2 dozen ..... 1 80  
 Peach, 2 dozen ..... 1 80  
 Cherry, 2 dozen ..... 1 80  
 Vanilla, 2 dozen ..... 1 80  
 Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.  
**JELL-O ICE CREAM POWDERS**  
 Assorted case, 2 dozen ..... \$2 50  
 Chocolate, 2 dozen ..... 2 50  
 Vanilla, 2 dozen ..... 2 50  
 Strawberry, 2 dozen ..... 2 50  
 Lemon, 2 dozen ..... 2 50  
 Unflavored, 2 dozen ..... 2 50  
 Weight 11 lbs. to case. Freight rate, 2d class.  
**JELLY POWDERS**  
**WHITE SWAN SPICES AND CEREALS, LTD.**  
 White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. .... \$ 0 94  
 List Price  
**SPICES**  
**WHITE SWAN SPICES AND CEREALS, TORONTO**  
 5c 10c  
 Round Oval lith litho. dredge. 2 1/2 oz. Per doz. Per doz  
**SPICES**  
 Allapice ..... \$0 45 \$0 90  
 Arrowroot, 4 oz. tins, 85c .....  
 Cayenne ..... 0 45 0 90  
 Celery salt .....  
 Celery pepper .....  
 Cinnamon ..... 0 45 0 90  
 " whole, 5c. pks., window front, 45c .....  
 Cloves ..... 0 45 0 90  
 Cloves, whole, 5c. pks., window front, 45c .....  
 Curry powder ..... 0 45 0 90  
 Ginger ..... 0 45 0 90  
 Mace ..... 1 25  
 Nutmegs ..... 0 45 0 90  
 Nutmegs, whole, 5c pks., window front, 45c .....  
 Paprika ..... 0 45  
 Pepper, black ..... 0 45 0 90  
 Pepper, white ..... 0 50 0 90  
 Pastry spice ..... 0 45 0 90  
 Pickling spice, window front, 90c .....  
 Shipping weight per case ..... 10 lbs. 15 lbs.  
 Dozens to case... 4 4

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



*It will be to your advantage*

# TO LET

us have your Xmas order  
for

**Oranges, Lemons, Grape Fruit  
Almeria and California Grapes  
Bananas, Nuts,  
Oysters, Etc.**

as early as possible. Price and quality  
right.

*THE HOUSE OF QUALITY.*

**HUGH WALKER & SON**

Established 1861

GUELPH, ONTARIO

# Fish and Oysters

We are offering a large assortment of the various kinds of fish and would like your enquiries. Our stock and prices are right and the service the Best.

Trout, White Mackerel, Halibut.

SALMON, Cod, Haddocks, Shrimps, Haddies, Fillets, Bloaters, Ciscoes, pickled and dry salted fish.

OYSTERS

We can save you big money.

**WHITE & CO., LIMITED**

Wholesale Fruit and Fish

**Toronto**

*Wholesale  
Fruit and  
Produce  
Merchants*

Established  
1876

*McWilliam & Everist, Limited*

Apples,  
Bananas,  
Citrus  
Fruits,  
Cranberries,  
etc.

25 CHURCH ST.  
TORONTO

## Sell the famous GEORGIAN BAY APPLES

Before buying your winter supply get in touch with us.

Georgian Bay Apples are the kind that sell quickly and give satisfaction.

We can supply you with high quality Bananas, Lemons, Oranges, etc.

Write us to-day.

**Lemon Bros.**

OWEN SOUND, ONT.

## New Crop

**“St. Nicholas”  
“Queen City”  
“Kicking”**

are shipped. Get these brands  
for the best Lemons.

**J. J. McCabe**

Agent

TORONTO

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









**T**HE Prices of most all Staples are continuously increasing; it is therefore very important for you to keep in touch with market conditions.

**W**E will gladly furnish you with the information you seek. This service is yours for the asking.

**LAPORTE, MARTIN, LIMITÉE**

Wholesale Grocers

584 St. Paul St. West

Montreal



Ceylon **TEAS** Japan  
Indian China

We have now in store some of the best values secured in recent years.

We are advising our regular customers to place orders for their requirements for at least six months ahead at prevailing prices.

**KEARNEY BROS., LIMITED**

33 St. Peter Street

**MONTREAL**

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



# Buyers' Guide

## 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.

### WANTED

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

**WANTED, MEN—YOUNG MEN AND BOYS** in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money-maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

### FOR SALE

#### RARE OPPORTUNITY.

**FOR SALE—IN LARGE ONTARIO LEADING** town, strictly cash grocery business; increasing business; owner retiring. Apply Box 155, Canadian Grocer.

**GENERAL STORE FOR SALE—UP-TO-** Date fixtures; in small village, on railway; postoffice in connection; a good chance. Apply Box 200 Canadian Grocer.

**FOR NEW BEER EXTRACT HOP-MALT—** within prohibition law, no license required, sells everywhere, good commission. Hop-Malt Company, Beamsville, Ont.

**EVERY MERCHANT WHO SEEKS MAXI-** mum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

### LEGAL NOTICE


**NOTICE IS HEREBY GIVEN THAT** Swift & Company has obtained for Canada Patent No. 168736, in connection with a branding tool device, and the firm of Patterson & Heward, of Toronto, Ontario, is manufacturing this article and is prepared to supply the same to any person who may wish to purchase the same at a reasonable price. Any person, firm or corporation desiring to purchase this article will kindly communicate with Patterson & Heward, Toronto, Ontario.

### FOR SALE

Grocery, Butcher, and Produce business in good Western Ontario town. Good reasons for selling. Box 202, Canadian Grocer.

**OAKLEY'S KNIFE POLISH**

WILLIAMS



JOHN OAKLEY & SONS, LIMITED,  
LONDON, ENGLAND.

#### AGENTS

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

### TIE-UP PARCELS

Gummed paper tape does it neatly, quickly and cheaply. Your time is valuable, and twine is expensive. Sold in all widths.

**GEO. ADAM CO., Dept. C,**  
410 Chamber of Commerce, Winnipeg

### CHIVER'S

#### JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

**Frank L. Benedict & Co., Montreal**

### Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.

49 DUNDAS STREET. - - TORONTO

PORT ARTHUR, ONT. MONTREAL, QUE.

### FRESH FISH FOR NEXT WEEK

Halibut, Cod, Haddock, Trout, Whitefish

Price  
Quality  
Service

**J. BOWMAN & CO.**  
26 Duncan St., Toronto, Ont.

We are Who esale Impo ers of  
**Peanuts Canned Crab**  
Oriental and Australian Goods

Canadian Distributors of  
**"WASHCLEAN"**  
Gold Medal Labor Saver for  
Washing Clothes Without Rubbing  
(2,000,000 users)

Direct Supply Association  
509 Belmont House Victoria, B.C.

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

When writing advertiser kindly mention that you saw his ad. in this paper.

### FOR SALE

Choice Potatoes, Selected Eggs, Creamery Butter, Honey, Fancy Dressed Poultry.  
**C. A. MANN & CO.**  
78 KING ST. LONDON, ONT.

We are now located in our new and more spacious warehouse at  
**60-62 JARVIS ST.**  
**TORONTO SALT WORKS**  
GEO. J. CLIFF



CANADIAN GROCER



# St. Lawrence

## Crystal Lumps

The Daintiest Sugar on the Market.

Every Lump the Same Even Size.

No Broken Pieces. No Waste.

Saves Money to  
the Merchant.



Gives Better  
Satisfaction  
to the  
User.



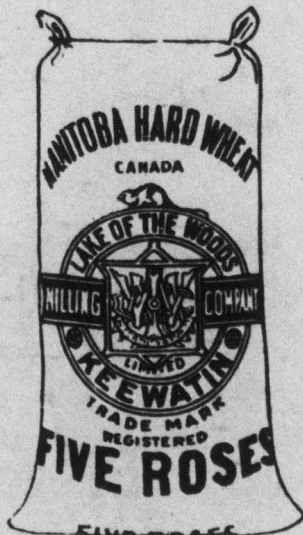


## IN EVERY SECOND ENGLISH-SPEAKING HOME in Canada, there is ONE FIVE ROSES Cook Book

According to the 1911 Census, there are in Canada slightly over 600,000 English-speaking families.

According to our records, we have so far distributed (almost entirely direct to the individual housewives) over 300,000 FIVE ROSES Cook Books.

P.S.—This does not consider the 410,000 French-speaking families of Canada, amongst whom our famous LA CUISINIÈRE FIVE ROSES is even now exerting an ever-widening sales influence.



# What would it be worth to YOU?

- right in the home of every possible retail flour buyer in YOUR district,
- to have a daily reminder of compelling interest, filled with useful daily suggestions,
- a daily incentive to buy the flour YOU sell!

And yet that is what this FIVE ROSES Cook Book distribution means to the distributor of FIVE ROSES flour.

And it costs him—NOTHING!

It is an automatic part of the greater salesability of FIVE ROSES—it comes with the flour—part of the FIVE ROSES service and co-operation.

*And we will continue to issue, improve and advertise this famous kitchen companion until in every Canadian home there is a particular peg to hang it on.*

- a constant source of flour-consuming suggestions
- the point of origin of countless retail profits.

And all this is only a small part of our sales co-operation with the dealer who is willing to profitably fill the FIVE ROSES demand.

Logically, the dealer who profits most is he who early recognizes the great selling forces at work behind the FIVE ROSES trade mark, and capitalizes them to his immediate advantage! If your jobber cannot supply you, write our nearest office. We will make every effort to supply your demand.

**LAKE OF THE WOODS MILLING COMPANY, LIMITED**  
MONTREAL "The House of Character" WINNIPEG

Toronto Ottawa London St. John Sudbury Quebec Calgary  
Vancouver Fort William Keewatin Medicine Hat Portage la Prairie

FREE Copy of the famous FIVE ROSES Cook Book, on request, to any retail grocer reading CANADIAN GROCER.