

**PAGES
MISSING**

FEATURING: METHODS OF ANOTHER CO-OPERATIVE CONCERN

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

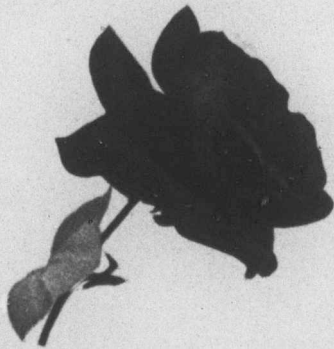
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII

PUBLICATION OFFICE: TORONTO, DECEMBER 25, 1914

No. 52

1915



Your success and ours in the coming year will be what we make it. Splendid opportunities lie within our grasp. Let us take advantage of them.

Let us go forward into the New Year resolved to strive for bigger things—to exercise prudence, courage and determination.

Another good resolution for 1915 would be to sell only quality goods, goods you are satisfied to use in your own home. We know your choice of tea will be Red Rose.

RED ROSE TEA
“is good tea”

T. H. Estabrooks Co., Limited
St. John Montreal Toronto Winnipeg Calgary

CANADIAN GROCER



May we wish this Christmas that the arms of Britain and her allies will soon triumph and war be ended forever, so that we may soon be able to say, with all truthfulness and sincerity, Peace on Earth and Good-Will Towards Men.

We thank our many friends for their support in the past and trust that 1915 will be a year of prosperity.

The Nugget Polish Co Limited

9, 11 and 13 Davenport Rd.

Toronto, Ont.



Play "Safe" in 1915

It was no miracle of luck that the grocers who called the best profits for the past year invariably featured goods of highest quality. To them customers can only be held and satisfied with goods of unquestioned quality. Better make sure of bigger profits, better play safe in 1915 by featuring goods whose unvarying good quality keep customers coming back.

You could feature costlier, but not better or more profitable goods in their line than Griffin & Skelley's Dried Fruits, Cox's Gelatine, Thistle Brand Fish, Taylor's Peels, or any of the Tippet Lines.

A. P. Tippet & Co.
Agents :- Montreal

ARCTIC

Fish Display Case

Price
\$27 Net



Now is the time for Sea Herring—

During the winter months the catch is at its best on the Pacific Coast. Western merchants will find a big sale for these wholesome little fish when shown properly in this Arctic Fish Display Case. It is a handsome three section case—clean and sanitary—portable. It pays for itself in a short time. Mail your order to-day.

John Hillock & Co., Limited TORONTO

AGENTS:—Western Ontario: J. H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina, Sask. Montreal: W. S. Silcock, 33 St. Nicholas St.

AN EVERY-DAY SELLER

THE average housewife dusts every day. More and more housewives are using

IOCO

LIQUID GLOSS

to dust with.

A little on the dust cloth stops the dust from flying, and leaves a clean, polished surface.

Ioco Liquid Gloss is being extensively advertised in leading magazines throughout the Dominion. It's a staple product that it will pay you to carry on your shelves and display on your counter.

Put up in convenient sizes—half-pint, pint, quart, half-gallon and five-gallon lithographed tins; also in barrels and half-barrels. For prices write

THE IMPERIAL OIL COMPANY, LIMITED

Toronto	Montreal	Winnipeg	Vancouver
Ottawa	Quebec	Calgary	Edmonton
Halifax	St. John	Regina	Saskatoon

Don't Buy "An Electric Coffee Mill" Buy a COLES GUARANTEED ELECTRIC MILL



There's a tremendous difference—as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO. 1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

HERE ARE A FEW OF

McVitie & Price's BISCUITS

established favourites from the Old Country, which every grocer should stock

DIGESTIVE.	"The Premier Biscuit of Britain." Finest wholemeal.
SCOTTISH ABERNETHY.	The Scottish favourite.
ACADEMY CREAMS.	Rich cream-filled short-bread biscuit.
CREAMY CHOCOLATE.	Chocolate biscuit filled with cream.
OSBORNE.	The standard Old Country biscuit, delightful flavour.
RICH TEA.	Popular Scottish tea biscuit.
SMALL PETIT BEURRE.	Fine butter flavour.
CORONATION.	Rich shortcake.
BUNTY CREAMS.	Butterfly shape, cream sandwich, almond flavour.
BUTTERETTE.	Light short-eating cracker.
ROYAL SCOT.	Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

The Soul of the Fruit

in all its natural goodness and delicious flavors is all you get in

E. D. S. Jams and Jellies

with only the purest of cane sugar added to preserve the fresh fruit until required. The natural goodness of E. D. S. Jams and Jellies puts into your hands a sales-building power that means steady custom and continued good profits. Wouldn't it be well worth while to push E. D. S. Jams and Jellies to-day?

E. D. SMITH & SON

Limited

WINONA, ONT.

AGENTS:

Newton A. Hill
W. H. Dunn
Mason & Hickey
R. B. Colwell
A. P. Armstrong

Toronto
Montreal
Winnipeg
Halifax, N.S.
Sydney, N.S.



What's Safe for the Baby is Good Enough for All

When you recommend Borden's "Reindeer" or "Eagle" Brands for infants' feeding you have the assurance that three generations of eminent physicians are with you in pronouncing it the safest and most natural substitute for mother's milk. But what's safe for the baby is good enough for all. That's why Borden Milk Products have stood the severest tests for over fifty-seven years, and acknowledged the continent over as the "Leaders of Quality."

Push the Borden Line, not only for infant feeding, but also for year-round sales.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

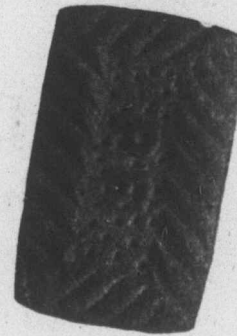
Branch Office: No. 2 Arcade Building
Vancouver, B.C.



Peek Frean's Motto:
**BISCUITS and BUSINESS
AS USUAL**

Send for new Price List and
New Biscuits

AGENTS: BRITISH COLUMBIA—The W. H. Malkin Co., Ltd., Vancouver; ALBERTA,
MANITOBA, SASKATCHEWAN—Ruttan, Alderson & Lound, Fort Garry Court, Winnipeg;
ONTARIO—The Harry Horne Co., 309-311 King St. W., Toronto; OTTAWA AND EASTERN
CANADA—Frank L. Benedict & Co., Read Building, Montreal.



PEEK FREAN & CO., Limited
London, England

The public has learned to like
CHASE & SANBORN'S
High-Grade Coffees

Therefore, it is up to you and us to see that their
wants are supplied. That will mean satisfac-
tion to three parties—the customers, you, and
ourselves.

Chase & Sanborn, - Montreal
HIGH-GRADE COFFEES

Corn on Cob for New Year's Dinner

One of our prominent retail friends advises that he has booked a large number of orders for **SIMCOE CORN ON COB**, by displaying on his counter a large candy jar filled with **SIMCOE CORN ON COB**. Nearly every customer, who came into the store was attracted to this jar and, after asking a number of questions, placed an order.

There is a good margin of profit awaiting the Retail Grocer who will take the trouble to call attention to **SIMCOE CORN ON COB** as a very desirable addition to the Holiday bill of fare.

If you cannot secure **SIMCOE CORN ON COB** from your Wholesalers, write us direct.

DOMINION CANNERS, LIMITED

Hamilton - Ontario



THE EVIDENCE OF QUALITY

"ATORA" Beef Suet

In Blocks and Tins for Frying, Cooking, and all Purposes

For frying your fish use "ATORA" in Blocks. It will be a revelation to you how sweet and crisp your fish will be. It does not soak into the article fried, and does not repeat or cause heart-burn like the common and harmful cottonseed oil preparations.

ALSO ready SHREDDED in Cartons



No Chopping. No Waste
 Ready to Mix with the Flour
 Delicious for Puddings
 Excellent for Pie-crust
 Unexcelled for Mince Meat
 Absolutely Pure and Wholesome

15 Prize Medals Awarded

"ATORA" Beef Suet has been a general household commodity in Great Britain and Ireland for over 20 years, and during that time has been supplied to the Royal (British) Navy, and all the Polar Expeditions. Its chief claims for popular favour are:—

- (1) It contains no skins, moisture, or impurities.
- (2) You should use one-third to one-half less in weight than you would of raw suet.
- (3) It melts readily in Puddings or Mince Meat, and enriches the other ingredients thoroughly and uniformly, instead of remaining in small separate lumps, like the raw suet does.
- (4) Our Suet is more digestible and wholesome, as it is sold thoroughly cooked, sterilized and refined before you put it into the Pudding or Mince Meat.
- (5) During the cold season, you can buy it ready shredded, or if you buy the blocks it flakes easily with a knife. It dissolves thoroughly as soon as heat is applied. During hot weather it is sold in airtight tins, weighing 1-lb., 2-lb. or more.
- (6) It makes the best flavored Pie Crust and Cakes.
- (7) It is the best and most economical fat for frying, as it can be used over and over again, and remains sweet longer than any other fat or oil. (For frying use ATORA in blocks or in Tins.)
- (8) It is rendered at the Manchester Works, from prime Fresh Beef Suet only; no preservatives are used, and it is guaranteed absolutely pure.



For Prices, Samples and all Particulars, ask Your Wholesaler, or

Rose & Lafamme, Ltd.	Montreal	C. G. Walker & Co.	Hamilton
Smith Brokerage Co., Ltd.	St. John, N.B.	Nicholson & Bain, Winnipeg, Regina, Edmonton, Calgary, Saskatoon and Vancouver.	
J. W. Gorham & Co.	Halifax, N.S.	A. W. Huband	Ottawa
O. N. Mann	Sydney, N.S.	C. E. Disher & Co.	Vancouver, B.C.
Mitchell & Whitehead	Quebec	F. C. Nivin	Victoria, B.C.
The Lind Brokerage Co.	Toronto		

MANUFACTURED BY

HUGON & CO., Limited, Manchester, England

"DICKESON'S
TEA is
the BEST Tea"



"In the
Original
Aluminum Packet"

DICKESON'S TEA

"The Beverage of the Old Country"

PHENOMENAL success! There is no other word for it. Ever since the day when this famous English-blended first entered Canada its popularity has been steadily growing all over the Dominion. Its splendid quality and flavor—its unrivalled purity and strength—have already made it the first favorite in thousands of homes. And last, but not least—the Canadian public have been quick to respond to Dickeson's patriotic attitude in refusing to advance the price, notwithstanding the war. Grocers everywhere are *enthusiastic* about it!

No War Prices!

No Reduction in Quality!

Retail Selling Prices:—

GREEN LABEL	30c. per lb.
BLUE	35c. per lb.
RED	40c. per lb.
GOLD	50c. per lb.

Write to any of these Agents—

TORONTO, Frederick E. Robson Co.
HAMILTON, C. G. Walker & Co.
OTTAWA, H. N. Bate & Sons, Ltd.
WINDSOR, G. Clair Bliss, Detroit, Mich.
ST. JOHN, N.B., E. T. Sturdee.
QUEBEC, A. Francois Turcotte.
WINNIPEG, W. Lloyd Lock & Co.
AMHERST, N.S., Morrison's, Ltd.

RICHARD DICKESON & CO., Ltd.

London, Eng.

(Established 1649)



Once they try

Chocolate Turkish Delight any who enjoy delicious confections will return for more continually. There is such an irresistible attraction for Chocolate Turkish Delight that grocers are realizing excellent profits on this side line. Write to-day for particulars.

Oriental Produce Co., Montreal

**BEST INCORRODIBLE
TEA LEAD**

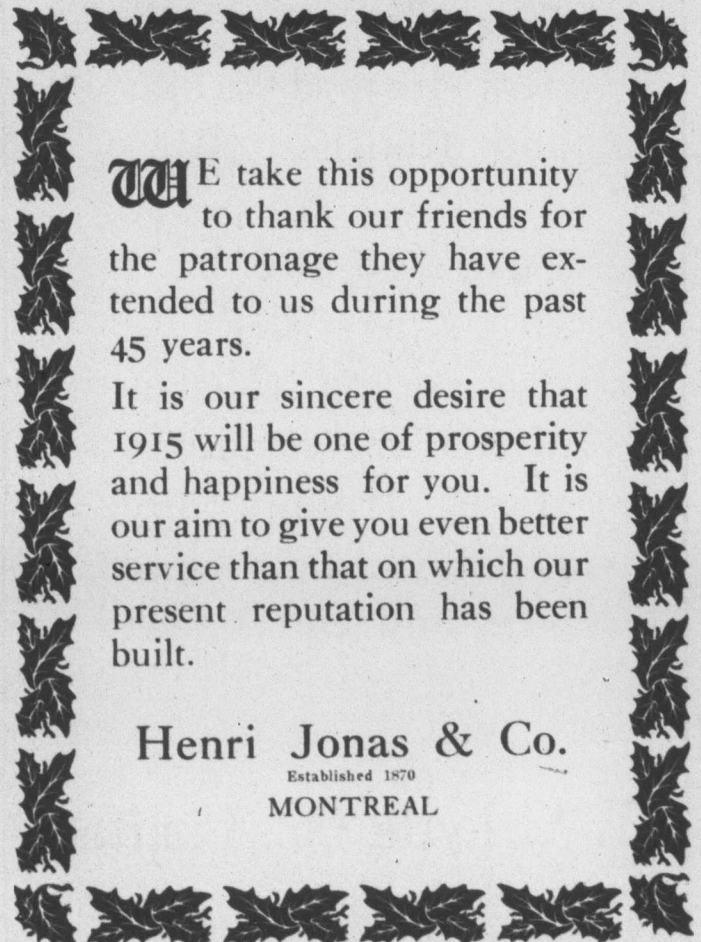
ALL SUBSTANCES AND SIZES

Grey & Marten, Limited

City Lead Works: Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London; Code A.B.C., 5th Edition

AGENTS: TORONTO, C. H. Anderson, 50 Front Street East
HALIFAX, Curren, Hart & Co., 45 Bedford Row
ST. JOHN, N.B., S. Norman Sancton



WE take this opportunity to thank our friends for the patronage they have extended to us during the past 45 years.

It is our sincere desire that 1915 will be one of prosperity and happiness for you. It is our aim to give you even better service than that on which our present reputation has been built.

Henri Jonas & Co.

Established 1870
MONTREAL

Watch for the New
Complete Price
List of



Lines

It comes out early in January, listing the whole of the "Sterling" Quality Lines, including the new Mustard Creams and Relishes. Virtually a complete guide to the best sales-producing pickles and relishes offered the Canadian trade. If your copy is delayed be sure to write and let us know.

T. A. Lytle Co., Limited

Sterling Road

--

TORONTO



"SHELL" BRAND

("La Coquille")

**Genuine Imported French
Castile Soap.**

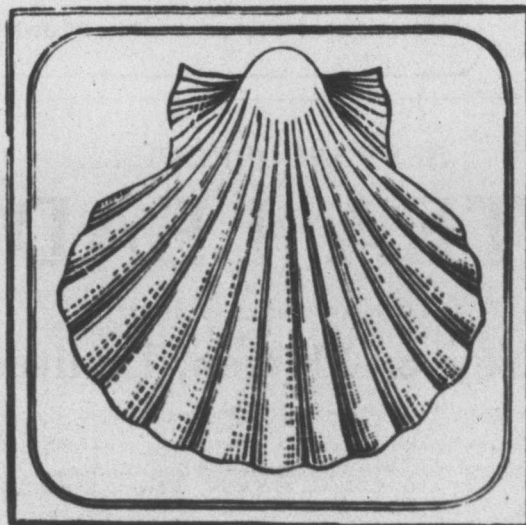
*The Standard of Purity
A Pure Oil Soap*

Has the largest sale of any Castile Soap in the Dominion. This Soap is especially manufactured by Messrs. Couret Freres, Marseilles, France, for Messrs. Estrine & Co.

For sale by all wholesale houses.

GENERAL AGENTS

P. L. MASON & CO.
TORONTO



During the War—Order

GIPSY

Stove Gloss

"a s u s u a l"

THE War will not diminish the use or reduce the sales of "GIPSY."

☞ "GIPSY" saves energy, makes no dust or dirt and there is full value in every tin.

☞ More "GIPSY" will be sold this winter because more people are using it.

☞ Sell "GIPSY" and you will have the satisfaction of knowing that you are keeping hundreds of British work-people employed.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED,
33, Front Street, E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta:
Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary
and Edmonton. For British Columbia & Yukon: Creeden
& Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN" SALMON



**FINEST
BRITISH
COLUMBIA
SOCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

PACKED BY
**THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.**

Cleave's

CELEBRATED

DEVONSHIRE CREAM

Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive
5 cent lines.

AGENTS:

MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO—Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND



**Satisfied
Customers—**

are a valuable asset, that can be depended on in times of stress. As Wonderful Soap has for years given service greater than expected, grocers find it a profitable line to push. Feature it to-day.

Guelph Soap Co.
Guelph, Ont.



SYMINGTON'S

(Regd. Trade Mark.)

COFFEE ESSENCE

The housewives back up Symington's—they buy it regularly. They enjoy its convenience, deliciousness and economy—a cup can be prepared in a moment by the simple addition of boiling water. Symington's quickly enhance profits. You should handle this quality line. All wholesalers can supply you.

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

THOMAS SYMINGTON & CO., Edinburgh and London

Cash In on the "Made-in-Canada"

MOVEMENT

by handling one of the most popular and profitable cleaners on the market, made right here in Canada—

DIAMOND CLEANSER

Has never been equalled as a quick, economical cleaner at a popular price. Perfectly odorless and will not hurt the hands.

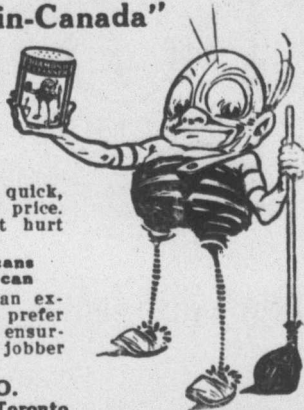
Costs \$3 a case of forty-eight cans
Sells at 3 for 25c. or 10c a can

A single case thus affords you an excellent profit. But most grocers prefer it in five-case lots at \$2.85, thus ensuring a still larger profit. Your jobber is ready to supply you.

STEPHENS, WELCH & CO.

7 Ossington Ave.

Toronto



BLACK JACK

QUICK
CLEAN
HANDY

½-lb. tin—
3 doz. in case



TRY IT

SOLD BY
ALL
JOBBER

Start the New Year Right

by featuring now and throughout the year the biggest cigar value and quickest trade-winner ever offered the grocer—

7-20-4 CIGARS

Sherbrooke Cigar Co., Limited
Sherbrooke, Que.

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents:

HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

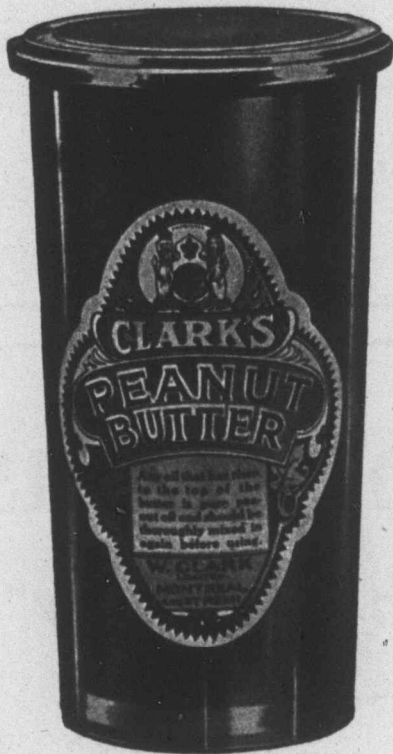
In our Classified Columns on page 59, there is almost sure to be a proposition which will interest you.

You should use our Condensed Ad. page for making your wants known. Whether it be a partner, clerk or salesman required, or a buyer for your business, or if you have bought a cheese-cutter or a showcase, etc., and want to sell your old one, you will find Canadian Grocer's Classified page most productive of replies.

MADE IN CANADA

CLARK'S Peanut Butter

in $\frac{1}{4}$, $\frac{1}{2}$, and 1 sizes, also in 24 lb. pails.



The 24 lb. pails are money-makers for you, Mr. Grocer.

Keep in your refrigerator and it will cut solid like dairy butter.

It contains the nourishing and appetizing qualities of dairy butter and preserves or meat and makes delicious sandwiches.

Guaranteed to contain the finest peanuts only and to be absolutely pure.

**GET PRICES FROM YOUR JOBBER
OR WRITE US.**

W. CLARK, LIMITED, - MONTREAL

Tartan
BRAND
THE SIGN OF PURITY

May you enjoy the Happiest
of New Years, and may
hopes, desires and ambitions
be realized in 1915.

Balfour, Smye & Co., Wholesale and Manufacturing Grocers Hamilton

**We Can Supplant German and Austrian Woodenware
Specialties**

if we know what you have been getting from this source in the past, and would be pleased to have suggestions from the wholesale and retail trade and to pay for samples they would submit of anything we could make here, in the hope of supplying a proper demand, of keeping our plant running in these unusual times, and especially to afford all the work possible to our employees during the coming winter.

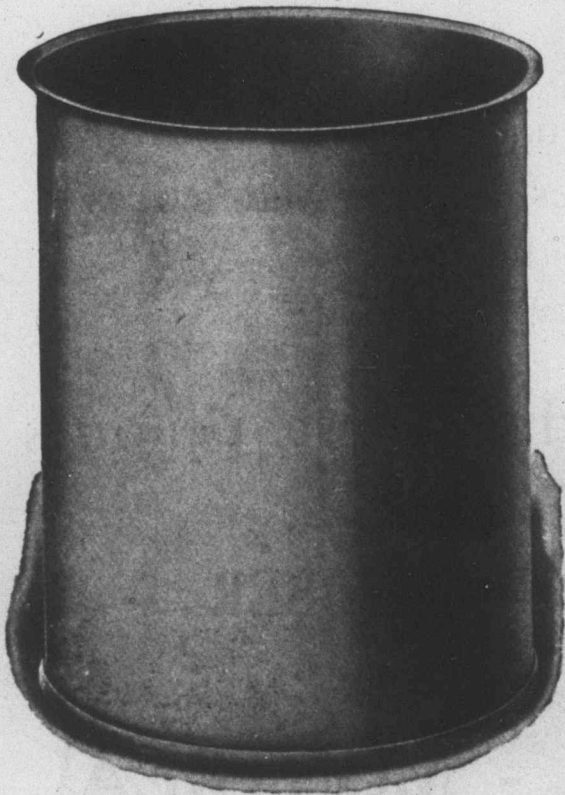
All our standard products are stocked to render prompt shipment, and merchants are asked to provide a stock of "Cane's" wash-boards, pails and tubs against a sure demand that will be created this coming winter. More washings will be done at home for a time now than have been for some years. We are ready to supply you, are you ready to buy? Order from our wholesale.

THE WM. CANE & SONS CO., LIMITED

W. H. Escott Co., wholesale western representatives for Winnipeg, Regina, Calgary and Edmonton.
G. H. Gillespie, 392 Richmond St., London, Ont.

F. M. Baker, 27 1/2 Front St. East, Toronto, Ont.
Wm. C. Christmas & Co., St. Nicholas Bldg., Montreal.
H. D. Marshall, 197 Sparks St.; Ottawa,

W. S. Clawson & Co., South Wharf, St. John, N.B.
Pyke Bros., Halifax, N.S.
Oppenheimer Bros., Vancouver and Victoria, for British Columbia.



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company
LIMITED

NIAGARA FALLS, ONTARIO

We wish all our Friends
a Happy Christmas and a Prosperous New Year

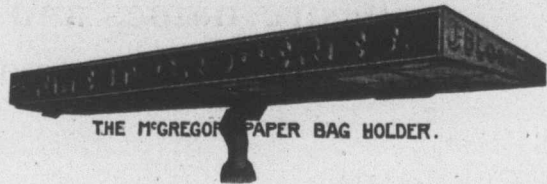
The St. Lawrence Sugar Refineries Limited
Montreal

Evaporated Apples

WE PACK CHOICE THREE-
POUND PACKAGES FOR
FINE FAMILY TRADE.

O. E. Robinson & Co.
Ingersoll, Ontario

**A store convenience — costs
little — gives big service**



THE MCGREGOR PAPER BAG HOLDER.

Holds every size bag from $\frac{1}{4}$ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
THE O. P. MCGREGOR PAPER CO., LIMITED,
411 Spadina Ave., Toronto.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and
sizes

Metal Bottle Capsules—any
size, color or stamping

Collapsible Tubes—plain or
colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal

Toronto

Winnipeg

Vancouver

CANADIAN GROCER

"THE HOUSE OF HOLBROOK"

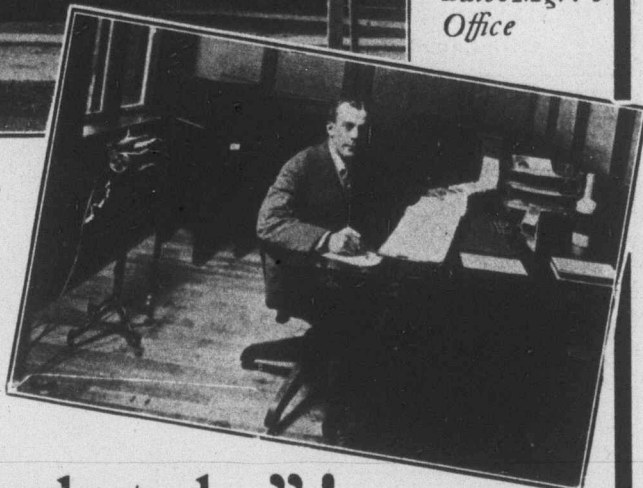
Est'd in
England
1870

Est'd in
Canada
1905



*Manager's
Office*

*Sales Mgr.'s
Office*



**General Offices
for Canada
and U.S.A.
TORONTO,
CANADA**

"Imported Absolutely"!

The growth of our Canadian business has again forced us into larger premises. In order that we may be able to serve the trade more promptly, we have erected this new warehouse and general offices at 77 Florence Street, Toronto. We are now able to carry larger and more varied stocks, and have excellent shipping facilities.

In nine years the Holbrook Service has spread rapidly throughout the whole Dominion, until to-day we have several large warehouses to facilitate distribution, and

have representatives in every city of any size in both United States and Canada.

The Holbrook Service extends itself to every retail and wholesale grocer in the Dominion of Canada, giving the consumer a high-grade imported Holbrook Worcestershire Sauce, pickles, malt vinegar, custard powders, etc., at original prices, unaffected by war conditions. The New Year is a good time to link up with the Holbrook Service. Why not send a trial order now?

HOLBROOKS LIMITED

TORONTO

MONTREAL

WINNIPEG

VANCOUVER



TORONTO SAMPLE ROOM



TORONTO SHIPPING ROOM

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

Established 1859.
GEO. STANWAY & CO.
 TORONTO
 Agents for Pritchard Rice Milling Co., Houston, Texas, Rices. Alexander Molasses Co., Cincinnati, for best grade Molasses. Phoenix Packing Co., California dried fruits.

Two Good Agencies Wanted for CITY OF OTTAWA
 (best of references)
Martin M. Walsh
 Care Canadian Grocer

"We are large buyers of Sun-dried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."
W. H. Millman & Sons
 Grocery Brokers
 TORONTO

The Harry Horne Co.
 GROCERY BROKERS
 Manufacturers' Agents and Importers
 309-11 King W., Toronto, Can.
 We can place your goods on the market successfully.
 (Correspond with us.)

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

HENRI DE LEEUW
 28 Front Street E. TORONTO
 I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

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

WESTERN PROVINCES.
GEORGE E. MEASAM
 Wholesale Grocery Broker and Manufacturers' Agent.
 Splendid warehouse space. Cold Storage in connection.
 P. O. BOX 1721,
 Edmonton - - - - Alberta.

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

W. H. Escott Co.,
 LIMITED
 Wholesale Grocery Brokers and Manufacturers' Agents
 Commission Merchants
 WINNIPEG REGINA
 CALGARY EDMONTON

WATSON & TRUESDALE
 Wholesale Commission Brokers and Manufacturers' Agents.
 WINNIPEG - - MAN.
 Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
 Manufacturers' Agent
 Groceries and Heavy Chemicals
 Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
 757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND, Ltd.
 COMMISSION BROKERS
 Representing Canadian and British Houses
 Agencies Solicited
 WINNIPEG. - - MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
 Manufacturers' Agents and Commission Brokers.
 We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
 857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

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 Flour, Feed, Grains, Potatoes.
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 By Wm. Borsodi
 It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
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The public demand that the **QUALITY** of their tea be its first attribute. The magnitude of the 1914 sales of **"SALADA"** is positive evidence of the fact.

Toronto, Montreal, London, Eng. and principal United States cities.

Quality Demands Quality

You spend money and thought in bringing your product to the highest standard of quality and keeping it there. You use only the best and purest ingredients, and search for a package that will be worthy of your product and show it to the best advantage.

But once they leave your factory are you sure they will remain the same high quality product you shipped? Remember the losses you have sustained in the past, the leakers, the spoiled packages and the loss of flavor and appearance through insecure seals.

Anchor Caps are positively air-tight; they will not come off in shipment, and under them your goods reach the consumer in the same condition in which they left your factory. Moreover, they give your product that quality look which is their due.

Make your New Year's resolution "Anchor Caps on all lines."
 Catalogue and price list sent on application.

Anchor Cap & Closure Corporation of Canada
 LIMITED

Sudbury St. West, Foot of Dovercourt Road, TORONTO, CANADA

CANADIAN GROCER

KEEN'S SOXFORD BLUE



Just as her parents and grandparents knew KEEN'S as the acknowledged favorite, so to-day's housewife feels your personal interest when you suggest KEEN'S—*The best* she can buy in washing blues.

Write your nearest wholesaler to-day.

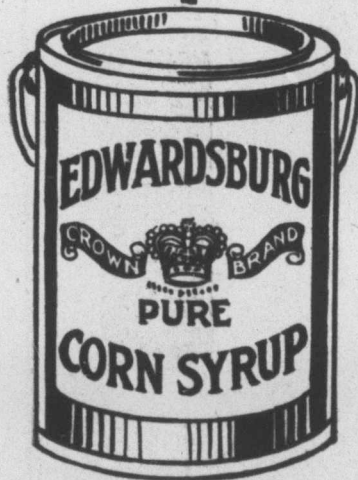
MAGOR, SON & CO., Limited

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AGENTS FOR THE DOMINION OF CANADA

An old proverb—



well known to you, has something to say about syrup being slow in Wintertime.

But there's nothing slow about syrup sales in Wintertime—especially such well-known syrup as

CROWN BRAND CORN SYRUP

This is especially true just now, for Crown Brand Corn Syrup will appeal to your customers who are looking for a "big money's-worth."

—made
in Canada

The Canada Starch Co., Limited

Manufacturers of the Famous |Edwardsburg |Brands
Montreal Cardinal |Brantford Fort William.

CANADIAN GROCER

VOL. XXVIII

DECEMBER 25, 1914

No. 52

This Looks Like a Philanthropic Institution

But We Venture to Say it Isn't—Men Behind the Co-operative Union of Windsor, Ont., No Doubt After the Money That Can Be Made Out of It — Methods on Which the Business is Operated.

A CANADIAN Grocer reader has forwarded a bunch of the literature sent out by the Co-operative Union, of Windsor, Ont. He asks for our opinion on the "stuff." Not long ago we presented some of the methods of this concern, but this literature is so "illuminating" that we cannot refrain from a few comments.

On reading over the circulars issued by this concern, one is reminded of the similarity between their methods and those of an institution in Windsor of a year or so ago that went under the name of "The Consumers' Association," the heads of which were also connected with a firm known as The Dominion Grocery Company. In fact the resemblance is so great that one is almost forced to the conclusion that all have sprung from the same origin.

Why so many changes in name?

WHAT THE AGENTS GET.

The circular letter to prospective agents of The Co-operative Union contains some exceedingly interesting statements. After elaborating on the opportunities to be snatched from identification with this "wonderful" concern, and telling why it is goods can be sold so cheaply—membership fees of two dollars are secured from the members—it goes on to present the agents offer as follows:

"We are enclosing you two offers, you can accept the one you prefer, however most of our representatives accept the No. 1. In this Outfit we give you 25 yearly memberships for \$10.00 (or 40 cents each) as these sell for \$2.00 each your profit is \$1.60 on each member you secure and you should have no trouble in securing from 2 to 5 members each day with a few hours' work, and after you have received a few members and they see the goods and the saving, they will tell others who will want to join with you and share in the great saving. We also furnish you free in this outfit a Mail Order Outfit. If you do not wish to canvass you can operate on the mail order plan by sending out the advertising matter that we furnish you to your friends, or you can place a few small

advertisements in your county papers for a few cents showing a few prices, and when you get inquiries mail them a circular and you are almost certain to receive their membership fees by mail when they see the prices and benefits. We also furnish with this Outfit a sample case free so you can work around your own home. We will give you as much territory as you can handle successfully. We very often have instances where two persons work together, going from town to town, which makes your work pleasant as well as profitable. However, you can arrange your own plan.

"We have many women who are earning from \$15 to \$20 weekly as they can operate our plan as well as the men.

"We supply groceries, canned goods, smoked and salt meats, lard, fish, in fact there is nothing in the table supply line that we do not supply.

"You are to secure members wherever you can, restaurants, boarding houses, dealers, or private families, anyone can join us by paying the membership fee. No distance is too far for us to ship goods. Our Supply Houses are situated on the principal Railroads and Our Special Prepaid Offer to our members gives them every advantage and no long delays are necessary.

"Your duties are to secure members as you are not to sell goods, as all orders for goods must be sent to us direct by the members themselves. This gives you all of your time in securing new members. We are located within a stone's throw of one of the largest American cities of the United States where our buyers are constantly visiting their markets looking after the interests of our members.

"We will ask you to accept one of our liberal offers at once, if we do not hear from you we will write to someone else in your locality. If you cannot accept we will ask you to hand our offer to someone that you can recommend for the position."

SUGAR AT FOUR CENTS—WHAT!

While the catalogue of this firm has not reached

us there is an enclosure comparing certain prices of The Co-operative Union with those alleged to be charged by the legitimate retailer. For instance, 100 pounds of the best granulated sugar is offered to the "chosen" at 4 cents a pound, whereas grocers charge 8 cents. There is no date entered on the circular, but it must have been issued around the first of November when sugar reached the top notch. At first glance it would look as if the retailer could make a big saving by buying its "best granulated" in Windsor. To-day the price of this sugar in Montreal is \$6.55 cents per hundred. Add to that the freight to your station and it comes so much higher, but apart from the freight there is represented a saving of \$2.55 cents on every hundred. Think of it! On a hundred bags the saving is no less than \$255.

Two and a half pound boxes of soda biscuits can be had for 15 cents. If soap is required you can get 8 bars for a quarter—almost any of the laundry varieties. A certain shoe polish that ordinarily retails at 10 cents is only five from this Co-operative Union. Breakfast cocoa which usually sells at 50 cents is marked down to 35; four cans of tomatoes or early June peas can be had for a quarter (no brands mentioned.) Other lines, such as 1-lb. Golden Dried tea, regular 50 cents for 35 cents; 5 lbs. best lump laundry starch 23 cents; 1 lb. dry, fresh ground mustard (double strength), 20 cents; 5 lbs. Japan rice (full heads) 25 cents, etc. It will be observed that a number of these lines are unbranded, so that the exact value is difficult to obtain. In fact this was a feature of the catalogue issued by the former Consumers' Association—in a great many instances there were no brands mentioned.

In the old catalogue, too, sugar could only be purchased at 4 cents per pound when bought with special assortments or when a certain value of goods was taken and then the quantity was restricted. In short there was a string attached to the sugar proposition. No doubt the same conditions exist in so far as the catalogue of the Co-operative Union is concerned. One is constrained to ask himself how any firm can lose \$2.55 on each hundred of sugar and receive only 40 cents a year from each customer. If the loss is not made up by enormous profits on other goods how can such a firm exist?

They Tell the Hoary Tale.

Quite naturally the circular makes the aged attempt to show that the people are suffering from the high cost of living and that if they will only "Join This Club" the ills of life will disappear. "Join with us to-day—down with the

Trusts" is an admonition passed out to the "long-suffering" public. "Save your hard-earned dollars" is another.

It is interesting to note in discussing this concern, that The Householders' Co-operative Stores of Toronto at first conducted their business by taking in "members" at so much per year, but

the members had nothing to say in the operation of the company and did not share in the profits. When the matter was taken up with the Provincial Secretary's Department, the Stores were asked to change their system and now they are being operated on the joint stock basis.

Cheap Buy That Turned Out Wrong

Rolled Oats Bore Evidence of Vermin and Customers Lost Confidence in Their Grocer — Mistake to Sell Inferior Goods to Country Trade.

By James H. Douglas.

IN a village not a thousand miles from Lindsay—but not in that thriving town—a grocer announced that he had secured a quantity of rolled oats that he was able to dispose of at a price considerably less than the usual selling price. Almost at once there was a large increase in the sales, and grocer Brown had visions of a gratifying addition to his number of customers. He had merited the reputation for selling good goods at a fair price. This reputation, together with the attractive sale figures, brought a great many new buyers to sample not only his oatmeal but some of his other wares. Imagine his chagrin when a stream of customers began to invade his store announcing that the rolled oats bore unmistakable evidences of contact with mice and kindred vermin!

He had but one explanation. "The wholesale house made me the offer and I thought it was all right." To this explanation there was the almost universal impression. "Brown can't be a very careful buyer. He's on the outlook for snaps and of course he's bound to get bit."

Reputation Hard to Regain.

To this day Brown has not won back his old reputation for fair dealing. He has changed his wholesale house, but in the meantime a great many of his customers have changed their grocer.

Two morals may be deduced from this incident. The first is that customers are quick to detect and keen to resent groceries that are not up to the mark. The purchaser readily regards the low price at which he made his purchase as a negligible quantity when he picks flth out of what he is supposed to eat. Great departments of the food industries have come perilously near extinction through this cause alone. Any grocer who stops to think, or who will take pains to make the necessary inquiry will realize how true is this statement. The grocer will do well to remember that he is the party

who comes next to the customer, and that he may receive the blows more properly due the wholesaler or the producer. At any rate, it will be his till that will suffer first. Hence, the necessity of careful buying on his part, and the importance of his examining new goods before they are bought or of buying from reputable firms. Along with this goes the necessity of his keeping his bins and storehouse in a state of immaculate cleanliness. Customers appreciate scrupulous cleanliness on the part of tradesmen and are glad to advertise it.

Good Goods for Rural Trade.

The second moral has to do with the wholesaler. Surely the day has gone by in Canada when wholesale houses think it good business to unload their inferior goods on the rural trade. Particularly is this the case in connection with staple groceries. Goods that have deteriorated through mismanagement of some sort are altogether out of place on the shelves or in the bins of the country grocer. It cannot be repeated too often that the wholesale house that knows its business will not allow itself to place its country customers at the disposal of a salesman who will allow any but reliable goods to fall into the hands of rural dealers. Better far to miss a sale than to damage the trade of a whole district.

A HINDRANCE TO COOPERATION

The greatest obstacle to co-operation is personality," states a prominent association man. "If anyone feels 'I am holier than thou' he cannot see the light; he is not broad enough; he is not ripe for co-operation; so he will be a follower, but only when you have 'shown him.'"

Richard McPeak, general merchant, Uffington, Ont., has sold to Thomas Buckler.

A Visit to Chinese Grocery Stores in Montreal

Little There for the Canadian Grocer to Copy — Equipment Limited to Cash Register and Small Computing Scale — Announces Arrival of New Supplies From China on Paper Show Cards.

Written for Canadian Grocer by Staff Representative.

THE Chinaman has successfully invaded the businesses of laundryman and restaurateur, and in the former especially has to a great extent ousted the white man. Now and again one comes across a Chinese tailor, but in the grocery business, despite his ability to cater to the palate of the Canadian via the restaurant, he has not been much of a success. While our people will let him laundry their linen, and cook their meals, they do not allow him to handle their groceries.

Perhaps this is because the Chinaman has never attempted to invade this field, beyond catering to the requirements of his own countryman. In Vancouver, and other Western points, there may be found Chinamen in the grocery business, but farther east, his operations are narrowed down to depots for supplying starch and other laundry supplies, and tea.

To determine how Chinese grocery stores are conducted, a representative of Canadian Grocer visited several on Lagachetiere Street West, Montreal, between Bleury Street and St. Lawrence Boulevard, which is the Chinatown of the Canadian metropolis. Orientals have invaded this district, hanging out their shingles, bearing large golden Chinese characters, appealing to their own people. The stores usually occupy corners, the intervening space being used for cafes, chop suey establishments, laundries, and boarding houses. The day of pig-tail has passed, but many Chinese cling to their curious dress. All day long they loll about in groups, and frequent the stores, where they sit around, puffing at their long, wooden pipes.

Both Wholesale and Retail.

Our representative visited one of the largest of the stores. On the window was the name of the proprietor, in addition the words "Wholesale and retail grocer." Like some of his white fellow tradesman, the Chinaman will not confine himself to the retail business if he can do a little jobbing.

Besides the white enamel letters on the window, the walls on the exterior are plastered with yellow papers. These are the Chinaman's newspaper ads., and from here, in Chinese handwriting, he calls attention to his wares within. He is the worst hand imaginable at display windows. One grocer limits his efforts in this direction to several juicy pieces of meat, a dried fish or two, two huge wooden pipes, several flat irons, and a gaudy Japanese picture, showing a vessel carrying tea. The last was out of place because these grocers only carry tea grown in their own country.

On opening the door, one is greeted with none too pleasant an odor, and loud, raucous talking. The place is full of Orientals, sitting in all kinds of postures, smoking tobacco or perhaps opium. It may be the latter, because in

a few minutes all pipes have been laid away, and one by one the loafers have faded away out by a side door.

"What do you want?" asked the proprietor of the Grocer representative. It was plain he was an intruder, but he insisted on looking around the store, while what Chinamen had remained, looked on with curiosity.

A quick scrutiny of the equipment showed that the dust-proof bin fixtures have not yet invaded this territory. Where those exquisite creations with their smart glass parts are found in the ordinary store, in the Chinese establishment are to be found a series of small drawers, marked in Oriental characters.

"What are those for?" asked Canadian Grocer.

"Chinaman medicine," he replied, and with a grin admitted that he was an apothecary as well as a grocer.

The only Occidental touch to the place was a cash register, and in one store there was a small computing scale, which the Chinese grocer described as "a velly good ting."

Behind a rough counter were cupboards, with glass sliding doors. These contained an endless variety of goods, packed in paper bags, or in glass jars. There were small baskets of tea, direct from China, canned fruit, packed in their native land and labelled in Chinese characters.

Everything was higgledy - piggledy, with little to invite a white person to enter. Over all was this nauseous odor, probably of opium. On the counter was a frame of beads, used for making up accounts. There were no signs of account registers lying around.

(Con. on p. 32.)



An interior view of a Montreal Chinese grocery store. About the only modern thing to be seen here is the cash register. Note the bead frame for counting.

Prosperity of the Western Farmer Emphasized

Western Packer Points to the Prices on Grain, the Lesser Cost in Harvesting It and to the Good Prices Being Received for Other Products—Why Hogs Are Lower This Year—They Are Being Marketed Too Light, He Says.

From an interview with Patrick Burns, Calgary, Alta.

IN business circles, and on public platforms where the topic deals with the "Future of Canada;" in the credit departments of wholesale and manufacturing establishments, and in fact wherever two or three are gathered together and conversation turns to speculation on the outlook, who is the most-talked of man of the day?

Who occupies the spot-light in the business eye?

Why the WESTERN FARMER of course—let him be spelled in capitals.

Even the Kaiser has lost the centre of the stage to the wheat grower on the prairie.

So when a Canadian Grocer representative asked Patrick Burns, of Calgary, Alta., head of the packing plant of P. Burns & Co., there, how conditions were in the west and what the future had in store, he pointed to the prosperity of the Western Farmer and the position he occupies in the building up process of the vast section of the country lying beyond the Great Lakes. To him the West had a wonderful past and it would have a wonderful future because the basic principle underlying its opportunities was agriculture.

Mr. Burns was in Eastern Canada during the past week and in a conversation with Canadian Grocer at the King Edward Hotel, Toronto, told of western conditions in bright, optimistic tones and pictured it as a country of great future wealth.

"The West is all right," he said, and one could readily see that he had no doubts about the matter. "There would have been no cause whatever to worry if the people had stuck to the land instead of attempting to get rich over night in the cities on real estate. But the tide has turned and they are

now back to the land. The oil speculation in Calgary created quite a flurry, but this is now subsiding, and things are rapidly working towards a normal basis.

Western Hog Situation.

"The farmers are to-day getting a dollar a bushel net for their wheat which means that you will see very few sheriffs around their doors, and if the war lasts beyond the seeding time in the spring I think you will see the price much higher. Even if hostilities were concluded before the spring, grain prices will be no lower next year. And then again the farmer is getting good prices for his cattle, his horses, butter and eggs. Probably the only thing in the west to-day that is at all low in price is the hog and even then the farmer can make money from hogs feeding them dollar wheat. I know that it pays to feed wheat at \$1 a bushel when hogs are 6 cents and to-day they have around 6½. But the high price of wheat is attracting the attention of the farmer and he is marketing his hogs before they are in a proper condition.

"For instance," added Mr. Burns, "hogs are being marketed that dress only 60 pounds when they should be at least 140 or 150 pounds. These small hogs are no good for packing and they have to be used for local trade all of which tends to ease the present market.

Many Hogs Coming East

"Are there many western hogs coming east?" Mr. Burns was asked.

"For the past two or three years," he replied, "there have been no hogs going west from Eastern Canada and in the past year or more the trade has been the other way. To-day the west is selling to the east in fairly large quantities which indicates how the

western agriculturist is going in for mixed farming. Seattle is, of course, our big market for surplus hogs, but still a great many come east, both live and dressed."

Readers will remember that the removal of the United States duty on farm animals greatly assisted trade with the country to the south—that is why Seattle becomes a Mecca for Western hogs, it is so handy.

Apart therefore from the hog market the tiller of the prairie soil is according to the Calgary packer the man of the hour. "The farmers are the boys," he remarked during the interview—"you've got to take off your hat to them."

Cost Less to Harvest.

While the production did not come up to that of 1913, he pointed out that not only were prices in almost everything better, but that the straw being short the crops were removed with much less difficulty and cost making the net profits all the greater.

"The railways have, however, suffered this year on account of the decrease in the production of grain and with an extra line through the prairies, the business has been divided up. But that is only temporary as in a year or two when things regain their normal they all will have plenty to do."

Mr. Burns concluded with the optimistic statement: "The west is a great country and its going to be an immensely wealthy country and in my opinion the present is not a bad time to start out. As the saying is, 'You get your feet under' in times like these.

Patrick Burns is a native of old Ontario, having been raised at Kirkfield, in Victoria County. He went west thirty-six years ago.



One view of Calgary, which Mr. Burns has seen expand into a large city.

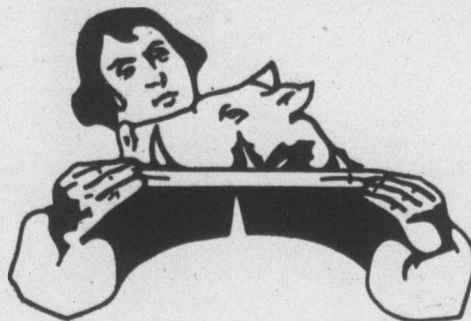
Getting Rid of the Exclusive Holiday Goods

Suggestions for Moving Lines That Will be Difficult to Sell After the New Year—One Dealer's Methods Last Year—An Advertising Suggestion.

AFTER December 31, exclusive holiday goods will be difficult to dispose of at a profit. In every store there will be a few odds and ends of lines of this character, and every effort ought immediately to be made to move them out.

"Last year," remarked a retailer to the writer, "I found after Christmas many lines of exclusive holiday goods that had not entirely been disposed of. I had a talk with the clerks on the best methods for selling them before it was too late, and we devised plans that worked out exceedingly well.

"In the first place, one of the boys took out the window of Christmas goods, which by that time were a little stale, and dressed it up with samples of the remnants left over. At the same time, another fitted up that fixture you see on the other end of the counter with the same goods."—(This fixture was one about four feet high, with steps tapering upwards in the shape of a pyramid.)—"It made a most attractive showing, as there were some very nice goods to be displayed, among them being plum puddings, nicely wrapped; a few small boxes of Malaga raisins, some choice Christmas confectionery in boxes and in pretty bottles, fancy biscuits in fancy tins, glass jars of shelled nuts, etc.



For the New Year's Celebrations

THOSE who are having friends for the New Year's dinner, or family reunions, will require the choicest of holiday lines. We have just gone over our stock after the Christmas rush and find a number of these left unsold. As we are desirous of moving them all out before the end of the year, we are offering you some special prices. Read over this list and let us know your requirements at once, as some lines are none too plentiful.

DRIED FRUITS—Twelve only, small boxes of Malaga raisins of fine quality, at ...c the box; choicest layer figs at ...c per pound; splendid cooking variety at ...c; only a few Sultana raisins left at ...c per pound; dates, in cartons, a tasty addition to the cake, ...c each.

PLUM PUDDINGS—About 8 or 10 left, in various sizes. These plum puddings are made by a reputable firm, and we have the guarantee that they contain nothing but the finest of fruits, spelt, spices, flour, etc. They are, too, daintily packed and will keep for a long time in your cellar. Only ...c per lb.

FANCY BISCUITS IN FANCY TINS and DAINTY CONFECTIONERY

Now is the time to get some of these handsome tins. They contain delicious biscuits, and into the bargain, these tins can be used throughout the year in serving your guests. They are being cleared out at ...c, ...c, and ...c, which is quite a reduction on the prices prior to Christmas.

If you overlooked the children in the matter of holiday stockings and crackers, look over the assortment we have. There are also a few special boxes of candy, all of which has been reduced to clear the stocks.

MINCE MEAT—For the pie there is nothing you can use that gives less trouble than mince-meat. In cartons, tins and in bulk, at ...c, ...c and ...c per lb.

SHELLED WALNUTS—Before Christmas we received only a few. A new shipment has just arrived. Prices are lower, at ...c per lb. They are of a very fine quality.

ORDER EARLY—AS MANY OF THESE LINES ARE SHORT.

JOHN SMITH & CO.

(Address)

(Phone)

"I also figured out that an advertisement in the papers would help along the sales of this stock, and altogether we presented a strong front. We featured the holiday, New Year's Day, and pointed to the fact that as there would be many family reunions the choicest and best of Christmas goods would necessarily be required.

A few special prices were given to show that some sacrifice was being made, and it was remarkable the way the whole campaign produced results."

There you have one man's experience. How about a similar campaign yourself? Next week there is another holiday, and there are sure to be many reunions in every district. Where there are celebrations and reunions, the hosts don't mind spending a few dollars extra on something fancy, such as the goods mentioned by the dealer above quoted.

It should, too, be remembered that after Christmas many folks are inclined to hang on to their money, and they do not appear in the stores as regularly as before. About the only way to get this class interested is by means of a good strong advertisement in the papers. Give them reasons for coming out to do some shopping and the displays in the window and in the store will

Newspaper Advertising Suggestion for Moving out Exclusive Holiday Lines Before the New Year.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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GREAT BRITAIN—

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

Subscription: Canada, \$2.00; United States, \$2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, DECEMBER 25, 1914

New Features for Next Week

THE next issue of Canadian Grocer will be the first of the new year and with it will be inaugurated a new series of articles on an important retail subject—Card-writing. This series, we are confident in stating, will be one of the most valuable we have ever published. Card-writing is recognized to-day as one of the big selling aids in the retail store and more and more attention is being paid to it. It will be a "Show-Card Made Easy" series—one that any dealer or clerk will be able to follow readily who decides to make a study of it. The lessons are given by R. T. D. Edwards, one of the best card-writers in the Dominion.

In the same issue will be inaugurated a series of business articles on "Why Retailers Fail." These are written by a man who has a big source of information to draw from and they will give actual occurrences, quoting figures of failures. In presenting this series we do so with the hope that they will show the retailer who is not making the progress he should, considering the time given to the conducting of the business and the capital put into it.

These are a couple of the "good things" in store for the new year. In the first issue too, there will be an article on the subject of fire insurance which will be invaluable to anyone contemplating building in the spring. The information has been secured by Canadian Grocer from an expert fire insurance man and deals particularly with what regulations should be complied with in order to obtain a low rate of insurance.

A strong, aggressive policy has been mapped out for the coming year. Readers can confidently look forward to many improvements and we would urge every dealer to follow closely his trade newspaper.

The Last Opportunity

THE necessity of moving out the exclusive holiday goods before the end of the year cannot be too strongly urged at this time. In a special article on this subject on another page are given several methods for the conducting of a campaign along this line, and where there are Christmas lines re-

maining unsold after that day has gone by, every attention should be given to them.

Exclusive lines that remain on the shelves after the New Year is ushered in, are frequently sold at a dead loss. This should be avoided as much as possible, and about the only way to accomplish that is to get busy on them during the week between Christmas and New Year's. Festivities on New Year's day offer the opportunities and even if some little sacrifice has to be made in profits, advantage should be taken of them.

Last Call on the Contest

BEFORE the Christmas window has been taken out, get a picture of it and enter it in Canadian Grocer's Christmas window display contest. For some weeks past this contest has been advertised with our readers and everyone should now be familiar with the conditions. If not, look up last week's issue.

It should be remembered that window trimmers in the smaller towns and villages do not compete with those in the larger cities. There is a contest for each—the dividing line being places with 10,000 population. All that is necessary for contestants is to have the photographer take the picture which must be mailed before the first day of January, and accompanying which must be a description of the window. The prizes are \$5, \$3 and \$2 respectively for each class, making \$20 in all.

Canadian Grocer has one suggestion to urge—see that the photographer gives you a good picture and have him make it about 10 inches wide and about 7 inches deep. The reason for this is that reproductions can be made much better from a large print than a small one, and the appearance of the trim can be judged to much better advantage.

Let everybody come in on this contest. It is designed to help the trade in future in their Christmas window display work. Apart altogether from the prizes connected with the contest it is one that deserves the hearty support of dealers and their clerks in view of the advantages it presents to the trade as a whole.

Little Things That Count.

IT frequently requires little to switch customers one way or the other. Sometimes they really have no choice between two stores at which it is handy for them to deal, and some little point will often throw the balance in favor of one of the stores. It may be a good window display, a little better assortment, a cleaner store or a more obliging clerk or proprietor. They all have their value in this regard.

A customer had moved into a new neighborhood. She sallied forth to get some oysters for the evening meal. She went to the nearest grocery store. He did not have any, but expected them in the morning. "Could I send you some up in the morning?" he asked.

She then went to the other store and enquired. He likewise was out and expected them in the morning. "I am out just now," he announced, "but I will get them for you."

This the customer appreciated, and she has since dealt steadily with him.

Thus it is shown just what little things will often win over a customer to your side. It is well to keep this in mind.

True Economy

ALTHOUGH business men as a whole have accepted the situation with resolution amounting almost to cheerfulness, there are still a number who are pessimistic to the point of apnic. This is evidenced in penny wise pound foolish measures of economy.

Cases are known where merchants have stopped lighting up their windows in the evenings, thereby saving a few cents on the light bill and quite as certainly cutting many dollars off the total of future sales. Some have reduced their advertising appropriation—and their sales in almost equal proportion. Some—a very few, we are glad to say—have declined to spend a dollar or two a year for their trade paper; and their loss thereby is quite out of proportion to the saving effected.

The same applies all around, to business men of all degree. Pinchbeck economy has crept in, the inevitable concomitant of unreasoning pessimism. At times of stress and uncertainty there are always some men who think a saving in hand—no matter how insignificant—is better than two sure profits in prospect.

It is not intended to assert that economy is not the proper policy to pursue at the present juncture. This is a time when every item must be watched and every expenditure guarded. Lavishness or carelessness would be highly reprehensible when the ultimate triumph of a cause depends perhaps on the conservation of resources now. "Economy with efficiency" should be the slogan of business to-day. But economies which hamper legitimate development hurt efficiency.

South African Trade

THERE was a most instructive and interesting address delivered recently before the American Hardware Manufacturers' Convention by W. S. Kies, of the Foreign Trade Department of the National City Bank, New York City.

He said in part:—

"Anyone reading the numerous articles on the subject of trade expansion appearing in some of the

current issues of newspapers and magazines, would be led to believe that South America to-day was a land of golden promise, an Eldorado of commercial opportunity, inviting the American business man to enter and take, without effort, rich trade spoils. Articles of this nature are not only misleading, but seriously detrimental to the ultimate successful development of South American trade.

The immediate occasion for the enlivened interest in the South American field is, of course, the regrettable situation in Europe, but even before the outbreak of the war the commercial eye of the nation had been focused on South America. The war perhaps has made possible an earlier attainment of results, but at the same time has brought with it responsibilities which make necessary the exercise of tact and judgment in the prosecution of our plans. If the opportunity is grasped with this thought in mind, the foundation can be laid for a permanent commerce between the Americas, which will be of lasting value and benefit to both countries. If, on the other hand, without study, without preparation, and without thought of building for the future, a hasty attempt is made to seize the market, which, owing to the misfortunes of others, may be temporarily open to us, actual harm will be done and future progress may be barred."

Mr. Kies in outlining the situation gave attention to the problems presented by the many peculiar conditions in South American field and pointed out that only by the most painstaking and careful effort would results, be obtained worthy of the labor and money expended. Mr. Kies also referred to the system of long credits in vogue in South America and which have proven a handicap in doing business. Mr. Kies said that the building up of a discount market will help to solve the problem of long credits.

Editorial Notes

HAVE YOU MADE out that list of New Year resolutions yet?
 . . .

THE MAN WHO talks blue ruin to his customers should never have been a merchant.
 . . .

THE RETAILERS big advertising medium is out of commission when the frost is on the window.
 * * *

THE WINDOW display contest is open to every clerk and dealer in Canada and Newfoundland.
 . . .

IF THE KAISER could only secure a corner on the hog market, he might be able to feed the soldiers on the "rine."
 . . .

IT IS TO BE hoped that when the people ate their Christmas feast they remembered that the grocer was the founder of that feast.
 . . .

BEFORE POINTING the finger of scorn at one's brother, one should be very sure that there is no yesterday's egg on his own whiskers.
 . . .

EXCLUSIVE CHRISTMAS goods should not remain on the shelves after the last day of the year—there is one more week to move them out at a profit.

The Story of a Thousand-Bags-of-Sugar Purchase

What Head of One Grocery Establishment Accomplished in August Before the Market Went Sky-High—Called to the Grand Jury During the Christmas Rush—A Situation Not to be Envied.

Written for Canadian Grocer by C. B. Walton.

HOW would you like to be sworn in on the grand jury for a two weeks session just as your Christmas business is beginning to hum? That would just about drive some men into liquidation as times are now. Oh! the horror of sitting in the stuffy court listening to harrowing details of a case of aggravated assault, all the time wondering whether Tom Pepper, the clerk, was overwhelmed in the Christmas rush, whether the new shelled walnuts had arrived, whether the cash was going into the till or into Tom's pocket, whether the windows were all steamed up so that nobody could see their splendid selection of Christmas fruits, etc. There could be no justice meted out under such conditions.

This is what happened to the manager of one of the largest grocery businesses in Canada. When I called, he was scratching his head and wondering how on earth he could worm out of this mess. Although he was in the middle of the ante-Christmas rush, he found time to discuss the matter, and in the course of half-an-hour's conversation, wandered off into things in general, some of which the retail dealer can afford to listen to.

Following the war, when the price of sugar began to jump and jump and jump, this store chagrined every grocer in town by selling sugar at a price lower than other retailers were paying for it. I examined the sugar and found it to be extra standard granulated. I made inquiries from the wholesale trade, and discovered the reason why this store was able to sell sugar "below cost" and still make a profit. While many would perhaps be inclined to take the extra profit due to the rise, yet the explanations of the grocer himself is interesting.

The Way the Wind was Blowing.

When the Archduke Ferdinand was shot by a Servian assassin, few people saw trouble brewing. As weeks passed, and Austria pressed for full compensation from the small Balkan state, the danger signs were more evident. But when Russia began to talk, and Germany told her to shut up, it was time to buy sugar. And the man who faced a two weeks' job at the assizes during Christmas, placed his order then and there for a thousand bags.

There were more rumblings in Europe, and by this time Great Britain had

commenced to be heard from. That prompted the store directors to hold a meeting to which they invited every friend of the grand jury.

"Have you ordered a good supply of sugar?" they asked.

"A thousand bags," he replied.

"Better be on the safe side," they said.

"Then I'll make it two thousand bags," said the grocery manager.

Promptly he placed his order, and promptly the refineries turned it down. The time had come when Great Britain was beginning to look around for raw sugar to avert a famine in case war should break out, and prices in New York were beginning to go up, up, up. The time had arrived when refiners declared that patriotism compelled them to keep their prices down as long as their cheap raws lasted. It was the time when refiners remembered their old customers, and supplied none with more than they actually needed.

And it came to pass that my friend of the grand jury met considerable difficulty in securing a thousand bags of extra standard granulated at \$4.50 a cwt. However, things were not yet so serious that wholesale grocers had begun to refuse business, and this astute manager hired a motor car, and as fast as the wheels would carry him, he raced from one house to another, buying two

hundred bags here and two hundred there, until he was able to announce to his directors that he had 1,900 bags of sugar, which had cost him two dollars a cwt. less than the price being paid today. That is why he was able to sell sugar during those sugar rushes at a price which would almost make dead retailers turn in their coffins. Some competitor may have got him put on the grand jury for spite.

Remember, I am not endorsing his action in selling sugar under the regular market price. I have simply recorded what he told me.

Discussion on Economics.

"And how's business these days?" I asked him. "Are people buying things that will keep them alive rather than things that will keep them awake?"

There was quite an array of commission agents, wholesale travellers, and specialty men standing around by this time, and I noticed by his tone of voice that he was choosing the lesser evil—talking to me.

"Well, now," he said, "regarding that question you just put to me on the economic situation (I'll be here Monday Mr. Jones; call again), I must admit that the tendency is for people to go in more for staples, or, what they call at the ribbon counter, bread and butter goods. I never saw so many canned goods go out as I have in the last three weeks, both vegetables and fruits. The whole line is moving well. I think I can safely answer your question in the affirmative, (there's a man wants to sell me some soap), and this can plainly be seen in the business we do in potatoes. A carload does not begin to last us a week. You might add that business is going ahead in leaps and bounds, and shows signs of doubling."

As I came away the wholesalers, brokers, and commission agents gave expression to a united sigh of relief.

SAND AND SAWDUST FOR COCOA.

A Rotterdam despatch says that the police raided a building which they suspected was being used by men who are exporting cocoa to Germany. They discovered many barrels of sand and sawdust, with which the thrifty exporters were plentifully adulterating the cocoa.

A LETTER FROM THE PRESIDENT.

Editor, Canadian Grocer,—I am pleased to inform you that at a fairly representative meeting of the Grocers' and Butchers' Association of Brantford, and the Executive of the Retail Merchants' Association, a motion was put through amalgamating those two associations. The union goes into effect at the first meeting in January next. The motion passed without opposition, and will greatly strengthen the influence of the merchants in this city. W. C. Miller and D. W. Clark, of Toronto, were present, and addressed the meeting, thereby adding considerably to the enthusiasm manifested by those present.

I may add right here that the head office in Toronto made no mistake when they secured the services of Mr. W. C. Miller as an organizer. He gets all he goes after, and Mr. Clark is always a welcome visitor in Brantford.

Before closing I would like to say that business is looking up and a feeling of optimism prevails here just now.

Wishing you the compliments of the season and extending the same to my friends in the trade,

WM. J. MELLEN,

Pres. Ontario Grocer Section, R.M.A.
Brantford, Ont., Dec. 21, 1914.

Preserving Eggs by Lime Water

The Process Described in Answer to Request From Western Merchant Who Wants a Better Margin on Eggs—Object is to Supply Just Sufficient Quantity of Lime.

A SASKATCHEWAN retailer writes:

"Editor Canadian Grocer:—For some time I have not been making the profit out of produce (butter and eggs) that I should, and noting your willingness to help your subscribers in every way possible, as per page 62 of your issue of November 6th, I thought I would write you explaining my difficulties. I know why it is that I am not making what I should out of the above products, but I do not know the trade secret which will enable me to avoid it.

"Explaining it briefly, I have a splendid cellar under the store, but do not know how to make use of it in the way of curing and storing of eggs while they are cheap in the early summer for the fall and early winter trade; consequently I am forced to buy from the local wholesale produce houses at a price which, after eliminating breakages, leaves profit almost nil.

"It is to obtain the above knowledge that I am writing you, and which, if in your possession, would be glad to receive. I understand it is done by a liming process, but do not know the correct formulae. If you are not in possession of the above information I would be glad to receive information as to where I might obtain it."

• • •

Editorial Note.—The following is a quotation from "Poultry Keeping as an Industry for Farmers and Cottagers" on liming eggs:—"The eggs are placed in tubs or large vats as soon as possible after they are obtained from the producers. Some vats hold hundreds of dozens. A preparation of lime and water is made by mixing 20 gallons of water with 4 gallons of fine slaked lime, to which a gallon of salt is added. When the water appears to have taken into solution as much lime as it is capable of holding, which will be in six or seven days, it is poured over the eggs so as to completely cover them, and it is usual not to pack the eggs quite up to the top of the vat, so that there may be two or three inches of water above the top layer. It is, however, found necessary to add from time to time a little more lime, or by keeping a cloth of lime on top touching the water, so that, as the lime in solution is absorbed, or loses its effect, more can be taken up. Unless this is done the preservation will not be successful, for water alone will not be suffi-

cient to keep eggs in a fresh state. The same end can be secured by throwing a handful of fine lime into the vat every few days, but it is a rougher method, which may lead to trouble if not very carefully done. The great object, therefore, in preserving eggs by this method is to supply enough lime for the preservation, and no more."

A GOOD SERVICE TALK.

The introduction of the second advertisement of the Associated Advertising Grocers of Toronto contains some splendid points. It tells of the advantages the public stands to gain by dealing with the local grocers and in this way it should do good service to every local dealer. This introduction reads as follows:

"The splendid response to our 'ad' in The Star of last Thursday convinces us that local householders need only to be told of the many advantages to be secured at the stores of the local grocers. The results have been exceedingly gratifying by an increased volume of business and scores of pleased customers. There is much to be said in favor of patronizing your local grocer. Just as it is a sound principle to buy 'MADE-IN-CANADA' products, so the idea can be carried into local practice by dealing as much as possible with the home grocer. This sentiment develops into practical, demonstrated loyalty when householders stand by the dealer in their own locality. It is well to remember that the local grocer is constantly contributing in a score of ways to the building up of domestic interests and the betterment of local conditions. All things being equal, he is well worthy of your patronage. His values are not inflated, then lowered for advertising purposes—his goods are not exaggerated by misleading descriptions, while "smart" practices have no place in his system of business. He wants to do business with you on the SQUARE; or NOT AT ALL, and the service he offers you is all that human capacity and progressiveness can give."

HOLLAND HERRING FISHERY.

The Holland herring fishery closed a month earlier than usual, with a total catch for the season of 489,000 barrels, compared with 766,000 barrels last year. This shows a shortage of 280,000 barrels.

Staff Gatherings

CEREAL MEN BANQUET.

The Prince George Hotel, Toronto, on Monday evening saw a happy gathering of the management and selling staff of the Canadian Cereal and Flour Mills, Limited, around the banquet table. The social function was one tendered by Wallace F. Baker, the Advertising Manager, to the management and the others of the selling staff. After partaking of a hearty dinner, addresses were given by those present. These included H. T. Jamieson, the manager of Canadian Cereal and Flour Mills, Ltd., F. Kennedy, the general sales manager, T. Tressam, the local sales manager, and others. These talks dealt with the financial situation, the progress of the sales campaign and the prospects for the future. H. C. Lowrey, Canadian Grocer, was among the guests of Mr. Baker, and gave a talk on selling campaigns. A most pleasant and profitable evening was the result.

HOLLAND BUYING OUR FOOD-STUFFS.

The Holland Government is to-day buying large quantities of foodstuffs from Canada. An exporter points out that when the war broke out, more than one of the belligerent countries rushed their buying agents to Holland to get hold of all the foodstuffs possible. As these were paid for at good prices, Holland holders readily sold, and this greatly depleted stocks for home consumption. But now with a million Belgian refugees in the country, and with an army of 340,000 men practically mobilized, Holland wants more food. On August 16 the Government put a restriction on exports to any but neutral countries, and again on August 23 this was made to apply to all countries. She has, too, a population of 8,000,000. These facts readily show why Holland is purchasing so heavily in Canada.

CALENDARS FOR 1915.

The 1915 calendar of Spratts Patent, Limited, of London, England, is as usual nicely illustrated with colored pictures of dogs and birds. It is an unusual calendar, in as much as there is a new picture for each month of the year and all are in several colors. On the back of the various pages is information on the various lines manufactured by the firm.

TWO WORTH-WHILE CONTESTS

JUST before you take out that Christmas window on Monday next, call in the photographer. Since you have gone to the trouble of producing a display that is the best of the entire year, you should at least go to the small extra expense and trouble to preserve your work in a picture. Then, when you have got the photograph, enter it in Canadian Grocer's Christmas window contest. This competition has been before the Canadian retail trade for many years past, and we have been told by many that it is one of the finest features of the paper. It encourages clerks to take a greater interest in the art of display, and presents to retailers in all parts of the country what their confreres elsewhere are doing in this all-important department of retail selling. Canadian grocers have the reputation of producing the finest window displays of food-stuffs in the world, and this reputation has been largely secured through the publicity given in Canadian Grocer. We want this year again the best Christmas windows available. Let everybody come into the contest and make it, as we confidently expect it will be, the best collection of food displays that have ever been assembled. Please remember that the entries should be mailed not later than December 31. There should be descriptions accompanying them, and we would advise that the picture be printed on paper about 8 by 10 inches in dimensions. Give the photographer instructions to get the best possible photograph.

There is also a newspaper ad-writing contest. Clip the best Christmas ad. you ran prior to the holiday without mutilating the edges, and mail it to the Editor, with a few of your experiences on the value of newspaper advertising.

The more the merrier — and the better the ultimate results. Twenty-five dollars altogether are given in prizes.

Cheaper Fish for Home Consumption in Manitoba

Arrangement Made With Selkirk, M.P., to Charge Only 1 Cent Advance in Winnipeg Above Carload Lots for Export—Ninety Per Cent. Whitefish Catch Goes to the U. S.

Winnipeg, Dec. 24.—All qualities of domestic fish will be cheaper in Winnipeg and other Manitoba points than in the past by several cents. The fish companies operating in this province have entered into an agreement to sell their products for home consumption at only 1 cent per pound advance over the price charged for car load lots exported to New York and Chicago. If the terms of this agreement can be enforced, and since the conditions are reciprocal, the agreement should easily be enforced, it should result in a largely increased consumption of fish in this province and a greatly reduced price.

George Bradbury, M.P. for Selkirk, is much elated over the deal, as he is sure it will solve the vexing problem which for years has arisen over the fact that our best fish have been exported to an alien market, and sold at wholesale prices f.o.b., much cheaper than the price paid by home consumers.

Chief Source of Supply.

The chief sources of the fish supply are the lakes in the Selkirk constituency, and the member has been objecting to the bulk of this supply being sold at Selkirk and Winnipeg in carload lots for export at from 7 to 8 cents a pound when the retail price of whitefish here has steadily been from 10 to 15 cents per pound.

Now it is different, and Mr. Bradbury is exhibiting a contract signed by the big fish companies offering to sell at retail, whitefish, goldeyes, pickerel and other varieties locally at but 1 cent per pound advance in view of the fact that all export prices are fixed on carload lots, yet in future the price of a single pound in Winnipeg or Selkirk will be but 1 cent advance over the export price of a whole car.

The retail price of whitefish until this came into effect to-day has been 11 cents in winter and about 15c in summer; goldeyes, four fish for 25 cents; pickerel, 12 to 13 cents. This has been reduced from one-half to two-thirds.

Much Goes to the U. S.

About 4,000,000 pounds of whitefish are produced annually in this province, and 90 per cent. of the catch is exported to the United States markets. The catch of other varieties is about one-half the volume of the whitefish, which is the best fish taken from these waters.

Under the legislation introduced at

Ottawa, for the preservation of domestic fish, the size of the mesh used by the fish companies must be increased each year. For instance, this year the mesh is 5½ inches, and next year it would have to be increased by a quarter of an inch. Last year the catch fell off considerably, due, the companies claim, to the size of the mesh being too rapidly increased, rendering it difficult to secure the fish of proper size. In return for the increase in the mesh not being made as required by law next year, the companies agreed with the authorities to give domestic consumers the advantage enjoyed by those who export in carload lots, 1 cent, however, being added for the increased cost of handling by retail. Of course, to obtain these prices it will be necessary for proposed purchasers to call at the warehouses of the companies involved, and delivery will be more expensive.

It is thought this should largely increase the local consumption of fish; in fact, it is believed this fine food staple should be as common on the poor man's table as a delicacy for the rich.

Here is the Agreement.

Here is the agreement signed Dec. 12, and the local authorities are expected to see that its terms are lived up to by the different companies involved:

Selkirk, Man., Dec. 12, 1914.

We, the undersigned fish companies operating on Lake Winnipeg, do hereby agree with G. H. Bradbury to retail to the public at Selkirk, at the same price that we sell in carload lots for export, any of the fish taken from Lake Winnipeg.

We also agree to retail to the public at Winnipeg any of these fish, namely, whitefish, pickerel, jackfish, tulibee, and goldeye, for an advance of 1 cent per pound over what carload lots are sold for at Selkirk for export.

These fish are to be sold at any of our warehouses in Selkirk, and at the following warehouses in Winnipeg, namely, the W. J. Guest Fish Company, Alexander Avenue East, and the Winnipeg Fish Company, Sutherland Avenue.

WM. ROBINSON.

NORTHERN FISH CO.,
Ltd., per J. W. Simpson.

WINNIPEG FISH CO.,
Ltd., per T. J. Jones.

THAT TEA TAX.

Discussion continues active among tea men and wholesalers generally as to the probability of a tax on tea. It is argued by some that tea is a necessity, it should not have a tax of several cents, because such action would hit the poor man, who at present has enough on his hands. On the other hand, it would be a wise move from the point of the public exchequer. Tea being such a widely used commodity provides opportunity for a really big tax revenue, which has to be got somewhere just now.

One dealer considers it a possibility that a tax on tea will reduce to a marked extent the quantities used by the people. As soon as you tax an article, he argues, you persuade the public that that article is a luxury. When they have to pay more for luxuries, particularly in such a time as this, people are inclined to cut them out. And it would be difficult for people to find something to drink that would take the place with them of tea. This dealer thinks that a tax on tea would swing the wrong way, and decrease the quantities drunk, and, therefore, the businesses of the tea men.

GETS VALUE FROM HIS PAPER.

In speaking to one of our representatives recently, E. Bolton, of the Star Grocery, Brandon, Man., stated that frequently he has added new lines of goods through the advertisements in Canadian Grocer. He regards the paper as most valuable to his business and has often profited by its advice in buying in anticipation of a rise and in refraining from buying through its predictions of an easier market.

CAME TO CANADA FOR SALES MANAGER.

Canadian Grocer learns that one of the large United States food manufacturing concerns has come to Canada for its new general sales manager. This is the T. A. Snider Preserve Co., who have selected W. N. Wilson with the MacLaren Imperial Cheese Co., Toronto. Mr. Wilson has been with the latter concern for the past seven years, the first two as a representative and the last five as Canadian manager. It certainly speaks well for Canadian salesmen when such a firm as the T. A. Snider Preserve Co. select a sales-manager from this country. Mr. Wilson will be located at the head office in Chicago and assumes his new duties at the end of the year.

Letters to the Editor

To the Editor Canadian Grocer,—

On page 28 of your issue of Dec. 18 in an article headed "The New Maple Regulations," you make some statements to which I think some exception may be taken. I believe your article would leave the impression on readers that it is contrary to law after Jan. 1st, 1915, to offer for sale any maple compound syrup. Now in reading over the new regulations I got the impression that any compound syrup may be offered for sale providing the word "Maple" does not appear on the package. Therefore I take the ground that dealers would not require to dispose of their stock of compound maple syrup prior to Jan. 1st, 1915, but that they would only be required to see to it that the word "Maple" is removed from the label of all such syrup in stock.

This being done I maintain that dealers will be at perfect liberty and within the law to sell all such syrup, providing the word "Maple" does not appear on the package.

I write this letter believing that your article would create a false impression on the minds of dealers who may have stocks of compound Maple Syrup, and I know if I am wrong Canadian Grocer will make the matter clear to me.

F. W. BATES,

Peterborough, Ont.

EDITORIAL NOTE.—Mr. Bates is correct in his surmises, so far as Canadian Grocer's interpretation of the new regulations is concerned. It was not our intention to give the impression that the syrup could not be sold at all after the first of the year, but rather that if it was not absolutely pure, the word "Maple" could not appear on the label nor could the syrup be sold as even a maple compound or mixture. The first sentence in the editorial in question would perhaps be misleading but the second sentence made the matter clearer.

If therefore maple compound syrup is sold after the first of January the word "Maple" must be erased in some way from the label or the label removed entirely.

Of course it is understood that no more compound syrup will be allowed to be manufactured as maple syrup, as it must be absolutely pure within the meaning of the Food Standards on maple syrup.

GERMANY AND SUGAR

Once more there is an interesting factor in the sugar situation. The future

market hangs now—so 'tis said—upon the decision of the German Government with regard to the sowing of beet seed next year. It is argued that the government will enforce their wish. There is no doubt that under existing conditions and because of the war, the German people are short on general supplies such as barley and oats and grains. It is regarded as probable that there will be a government edict to the effect that therefore all sowing energies must be bent grainwards next year, to the extent of little or no labor along other planting lines.

Germany has enough sugar to last her for a year. She is not now allowing any exports at all, but is conserving her supplies all she can. By so doing she should have enough to get through without any fresh sowing of beet seed. It is more important that the people should have grains than sugar, and the decision in March, it is said will be to the effect that no beet is to be sown.

Grocers' Letter Box

Editor Canadian Grocer.—In your issue of Dec. 18, I see you say it is illegal to hold guessing contests unless they are free to everybody. Now a competitor of mine is offering a 40 piece china tea set free to someone who gets the lucky ticket. But to get a chance for this set of china you have to purchase a dollar's worth of groceries, and you receive one guess for every dollars worth bought. Does that come within the law?

"WESTERN READER."

Editorial Note.—This too, is illegal, because the ticket or coupon given to purchasers is not redeemable at any time but at some future date. This comes under the Trading Stamp Act passed by the Dominion government in 1905.

• • •

Editor Canadian Grocer.—Kindly advise me if you can furnish me with the address of a firm publishing a book telling of the proper way to cut up meats such as beef, pork, etc.

W. E. G.

Centreville, N.B.

Editorial Note.—A book on this subject has been published for the University of Illinois, Urbana, Ill. By writing the Agricultural Experiment Station, care of this University, the book will be sent on request.

GETTING RID OF THE EXCLUSIVE HOLIDAY GOODS.

(Continued from page 25.)

add to their purchases if these displays are well executed.

In the old days the merchant used to insert an advertisement that read something like this: "Sugar, Tea, Coffee, Dried Fruits and other Groceries—John Smith." Whether such an ad. ever got business in the past is not known, but it is certain it would get little in the present. What the people want to-day is information about the goods and about the service you are prepared to give. Everyone knows that a grocer stocks tea, sugar, coffee, etc., but they all do not know that you take pains in buying, handling and selling these goods. Tell them about it in the white space—and results must accrue.



A VISIT TO CHINESE GROCERY STORES IN MONTREAL.

(Continued from page 23.)

Using The Display Card.

There was one interesting feature: in front of the proprietor's desk hung a large piece of cardboard, to which were attached pieces of red paper announcing the arrival of new goods from China. Perhaps the Canadian grocer can copy him in this.

Generally speaking, most of the goods are of Chinese manufacture, the grocer claiming that he can buy much cheaper in his native land. In the case of soap, starch, and other laundry supplies, he usually buys in this country.

The Chinaman is a most suspicious character. These grocers could not imagine why our representative was so inquisitive, and eventually they refused to discuss matters further. When he asked, intending to change the conversation a little, what had become of Sun Yat Sen, they all gave a start, and one of the loafers reaching out for a cup of tea, gave a wink in the direction of the grocer, as much as to say this was dangerous ground. So there the interview ended.



The National Canners' Association of the United States will hold their annual convention next year beginning the second Tuesday in February at the Hotel Astor, New York.



SUBSCRIBER FOR 28 YEARS.

The MacLean Pub. Co., Ltd.

Dear Sirs.—Please find enclosed cheque in payment of Canadian Grocer and MacLean's Magazine to October, 1915.

I have taken Canadian Grocer for the last twenty-eight years, and like it better all the time. I have also been a subscriber for the MacLean Magazine since the first publication, and would not like to be without it.

Yours truly,

T. A. FISHER,

Lindsay, Dec. 2nd, 1914.

Getting the Co-operation of the Retailer

Important Part the Dealer Plays in the Making or Marring of an Advertising Campaign —Trade Press Worthy of Much More Attention.

Reprinted from "Economic Advertising."

The theme expressed in an article which appeared recently in Canadian Grocer on "Ignoring the Retail Dealer" has been taken up by Economic Advertising, the official organ of the Toronto Ad. Club, and which is published by Norris-Patterson, Limited, one of the leading advertising agencies. In an article in the last issue, which is reprinted herewith, Economic Advertising goes into the subject thoroughly, pointing out the desirability and necessity—if the maximum benefit is to be derived from an advertising campaign—of getting the interest and co-operation of the retailer.

A CONDITION of affairs seems to exist, which, though perhaps over-emphasized in some quarters, yet it undoubtedly imposes a real handicap on an important section of publishers.

We refer to the policy of many advertisers and not a few agencies of either ignoring or undervaluing the big trade papers.

Far from wishing to suggest that such action is due to any wilful neglect on the part of Canadian advertisers or agencies, we suggest that it is due to lack of appreciation of the fact that, in the merchandising of any line of goods, co-operation with the retailer is a most important, nay, ever an essential factor.

The trade press holds a unique position in the modern publishing business. It is the strong connecting link between manufacturer, jobber and retailer—it is the salesman's introduction that creates good-will in advance, and with the vast improvements in editorial matter and general make-up of recent years is coming into its own.

Two instances of recent date will reveal the manner in which the logical channel through which to gain the retailers' co-operation—the Trade Press—has been overlooked.

In the campaign to advertise Canadian apples for the Canadian consumption what occurred? The total appropriation was spent in the daily press, and although we are fully agreed that in a campaign of this description, newspaper publicity is not

only profitable but even indispensable, yet no effort at all was made to acquaint the retailer with the entirely new conditions that had arisen.

True there has been an abundance of apples this fall, but nothing like the minimum prices quoted have been obtainable for apples of the best quality. The consequence has been that the consumer, unable to buy prime fruit at the cost of seconds, has jumped to the conclusion that the retailer was the "villain in the piece" and that he was responsible for the high cost of living.

The Government had created the demand, and it was hard to persuade the consumer that he was not being robbed when he found he could not obtain the goods at the prices he was led by the advertising to believe were ruling.

Then, again, the campaign of the Canadian manufacturers to exploit the "Made in Canada" idea has not produced the results anticipated because the retailer, and the most effective media to reach him, have both been ignored.

One of our biggest corporations, the National Drug and Chemical Company, feel very strongly on this subject, and state they would be prepared to subscribe heavily to a further "Made in Canada" campaign, provided the retail trade is not overlooked.

As they put it pointedly, "Unless the manufacturers are successful in interesting the retail dealers and getting them to co-operate in the important movement of developing the sale of 'Made-in-Canada' goods, the money now being expended in the public press will, while creating some slight attention, be ultimately lost. To bring the present movement to a successful issue will require not only enthusiastic but continuous hard work on the part of each manufacturer with the retail dealer."

Of recent years there has been no greater expansion or extension of usefulness in any section of the publishing business than in the trade press, and its value as a connecting link and sign post to better business methods is undeniable.

The accusation has been levelled that some advertising agencies not only fail to use the trade papers, because they get no commission from them, but even go so far as to discredit them. Our experience does not fall in line with such statements, but rather, we think, if the trade press is being neglected and not given its rightful place in a merchandising campaign, it is because the agencies have not the organization, and do not feel themselves competent to advise the inclusion of this form of publicity.

We feel these advertising media are worthy of much more attention alike by advertisers and agencies, and when the importance of the trade press is better realized, its use will only serve to enhance the value of other forms of publicity.



The Clerks' Page



MACARONI, AND HOW MADE.

A reader asks what Macaroni is made of and what process it goes through in the manufacture. In answering these questions, we are taking the opportunity of presenting other information on this highly nutritious article.

Macaroni is considered by the general public as a typical and peculiarly Italian food, and Italy is probably entitled to the credit for her early appreciation of its virtues and her fidelity to it after adoption, but history credits its invention to the Chinese. History also informs us that by the time the fourteenth century had rolled around, Italy was the only European nation enjoying macaroni and that she held for a full hundred years the secret of the method of its manufacture. Later, some enterprising Frenchman introduced it into France and with great success, for it is on record that King Louis XII ordered a dish of it from an inn-keeper at Tours, who had made a great reputation for its preparation.

The above is briefly the European idea of the history of macaroni, but it is disputed by the Japanese, who claim priority in its use for hundreds of years. The Japanese delight especially in a very fine kind of vermicelli, cut in lengths of six to ten inches and tied in bundles. This variety is also peculiar in that it is flexible.

The essential point in the manufacture of macaroni is that the meal or "semola" be from hard, very glutinous wheat, the kind known as "macaroni or goose wheat" in this country. In Europe the best imported macaroni is claimed to be made from the blending of various grades of semola obtained from Taganrog wheat—a very hard Russian variety, both imported from Russia and raised from Russian seed in southern Italy and France.

By the original European method, the wheat is first steeped in water, then dried by heat, ground and sifted—both the husks and a considerable percentage of starch flour are thus separated, leaving a coarse meal, high in gluten and corresponding closely to wheat "middlings" marketed often as wheat "farina" for consumption as a "cereal."

In general modern manufacture,

coarsely ground flour is moistened with the smallest possible quantity of boiling water, and thoroughly mixed by machinery, until smooth and "tough," and then kneaded in a special machine kneader known as a "gramola." The completed dough goes into the cylinders of the press, where tremendous pressure is brought to bear on it by means of revolving screws, and it is slowly passed out at the bottom of the cylinder through the small holes of the "trafila," as the perforated plate is called.

The form of the trafla fixes the character of the product—for "macaroni" and similar varieties there is in each hole a steel pin which gives the "pipes" their well-known hollow or tubular form. With smaller holes, without pins, the trafla produces "spaghetti" and similar solid types. For flat, noodle-like or "ribbon" varieties a flat opening takes the place of the round holes.

The short kinds are cut off by automatic rotary knives as the paste comes out of the trafla. The long varieties are cut off at the proper lengths by hand.

Next comes the drying. The long solid pastes are looped over canes, the others are generally spread on frames. When sufficiently dry, they are carefully inspected, sorted, weighed and packed. When outdoor exposure is not possible, a special drying room is used, the frames or canes being placed on tiers.

The proportion of profit in paste manufacture depends, many say, to a considerable extent on the care in drying—the vigilance exercised in ensuring an unvarying temperature of the proper degree. If the air is allowed to become too moist, the entire batch may be ruined by mildew or souring; if too hot, it may spoil by over-rapid drying and consequent cracking or damage to its texture, and if the room is draughty, loss by cracking again is the result.

The average person has no idea of the number of forms, a hundred or more, in which the paste is made by manufacturers. They range from lasagnes, short, flat pieces from one to two inches wide, cut out, and sometimes moulded by hand, to fidellini, long thin threads, the finest of which are many times smaller than vermicelli, which is the smallest type

generally known here—and, in between, a great variety of forms and sizes—tubular, solid-round and flat, long and short, stars, dots, crescents, little animal shapes, etc., the last-named variety being cut from thin sheets of the dough.

Macaroni should be kept in a dry, cool place. Under proper conditions, it will remain good for a long time, but it is not generally advisable to risk deterioration by laying in a large stock. In cooking, care should be taken to put it into boiling and salted water. Cold water will spoil the best macaroni. The water must be kept fully boiling for from twenty to thirty minutes until the macaroni is tender. When done, drain well and season or dress to suit individual tastes. The idea is to have every tube thoroughly tender, but each tube whole, separate and without pastiness. Macaroni, spaghetti, etc., are added to many soups.

HOLLY AND MISTLETOE.

Holly which is now so much associated with Christmas decorations, was, even before the days of Christianity, found adorning pagan homes, since the great feast in honor of Saturn fell in the winter seasons, and the neighbors were wont to exchange great bunches of holly in token of goodwill, thus antedating in their religious worship and kindly greeting something at least of the spirit of the glorious song of the angels at the birth of the Messiah. "In England one rarely finds holly trees of any great size, though at Claremont, in Surrey, is one that stands eighty feet high, and in the New Forest may be seen several with a girth of eight or nine feet. The timber becomes valuable when the tree is of any considerable size, and so the trees are felled."

Even more interesting than the holly is the mistletoe, which, until quite recently, enjoyed a big reputation for its medicinal properties, especially as a specific for epilepsy. As a parasite it possesses many curious peculiarities, amongst others the fact that it is the only plant whose roots refuse to shoot in the ground; this and its traditional superstitions handed down from the days of the Druids, add a great deal to its charm.



Current News



Quebec and Maritime Provinces.

H. D. Godard, representing Fretz, Ltd., and other Ontario companies, was burned out in a fire at 207 St. James street, Montreal, last week.

John B. Orr, of The Cleveland Trading Co., St. John's, Newfoundland, has been in Montreal for a few days calling on some of the principal manufacturers regarding Newfoundland business. Mr. Orr is one of the men who knows the ancient colony from A to Z, and he states that notwithstanding war conditions business has been quite satisfactory.

Her Royal Highness the Duchess of Connaught has sent a Christmas gift of a box of maple sugar to every officer and man of the Canadian expeditionary forces at Salisbury and at Bermuda, and also to the men on the ships of the Royal Canadian Navy on the Atlantic and Pacific oceans. Arrangements have been made for the boxes to be distributed to the officers and men on Christmas Eve or on the morning of Christmas Day. With each box her Royal Highness has enclosed a card wishing the recipient good luck and best wishes for Christmas and for the coming year. The total number of boxes given by her Royal Highness is over 30,000.

Damage estimated at \$200,000 was caused by a destructive fire which broke out in the Fraser-Nordheimer Building, on St. James street, Montreal, last week. Fraser, Viger & Co., grocers, who occupied one side of the lower floor of the Fraser-Nordheimer building, suffered the heaviest damage, their stock worth \$50,000, being practically ruined. The building, the property of Alexander Fraser, was damaged to the extent of about \$75,000. The total loss in the building, with the damage to Alexander's confectionery establishment, Robinson's clothing store, and the Merchants Bank, will bring the total damage to about \$200,000, most of which is covered by insurance.

Ontario

E. J. Armson, grocer, Barrie, Ont., has sold to J. S. Vair.

Laing & Holder, grocers, Toronto, have sold to John Rice.

Harry Thompson has opened a grocery

store at 294 Princess Street, Kingston, Ont.

The Commercial Travelers' Mutual Benefit Society held their annual meeting for the nomination of officers and directors for 1915 in Toronto last Saturday evening. All the old board was re-elected by acclamation, Joseph Oliver again being president. The general meeting will be held on January 30. Robert Maxwell is vice-president and H. Goodwin, treasurer.

H. H. Rennie, of London, Ont., was elected president of the Ontario Commercial Travelers' Association at that body's thirty-eighth annual meeting. The new vice-presidents are C. W. McGuire, of London; J. H. Grant, London, and John Lennox, of Hamilton. J. H. Hiscocks, of London, was re-elected secretary. It was decided to carry on the association's books all members who have gone or may go to the war, and to extend full mortuary benefits to the dependents of any who may fall.

Western Canada.

Wm. Heiman, grocer, Morden, Man., has sold to A. M. Tobias.

J. A. Bucknell has resigned the position of secretary of the Retail Merchants' Association of Alberta. His successor is W. H. Andrews.

E. A. Hall, general merchant, Estlin, Sask., is succeeded by Thos. H. Cooper.

B. McCormick, Ltd., general merchants, Virden, Man., have opened a branch at Carberry.

At the annual meeting of the Retail Merchants' Association of Kerrobert, Sask., officers were elected as follows:—President, Mr. Sample; 1st vice-president, Mr. McIntosh; 2nd vice-president, Mr. Ahrens; treasurer, Mr. Warin; secretary, Mr. Carley.

PROPER COOPERATION REQUIRED

Under the heading "A Regrettable Oversight," the Calgary (Alta.) Herald has the following in a recent issue:

"Complaint is made by the Canadian Grocer that in the Canadian Apple and Made-in-Canada advertising campaigns the government and the manufacturers of the country entirely overlooked the

retailers. If this is true it was a serious and regrettable oversight.

"The retailer is one of the very necessary links in the chain which brings producers and consumers together, and the producers are making a great mistake if they overlook this fact in any effort they make to popularize the consumption of Canadian-made goods.

"In the recent Made-in-Calgary campaign there was no such error. In fact, almost exclusively the Calgary manufacturers exploited their wares through the medium of the retailers and with little attention paid to newspaper advertising. If this campaign is to be the end of the Made-in-Calgary movement, it also will be doomed to more or less complete failure.

"As the Herald has said before, it is up to the manufacturer to advertise his goods if he wants the people to buy them, and the ideal method of advertising for the manufacturer is to as far as possible associate with him in his campaign the retailers who handle his goods."

EGGS IN CHINA.

Fifteen years ago the price of eggs in the province of Shantung, China, was \$1 for 900 eggs. Now the price has risen to \$1 for 360. Twenty-seven million eggs were exported from this province in 1913, most of which went to England.

Few Chinese poultry raisers possess more than a dozen or so hens. They hatch most of their chickens in earthenware incubators, which are heated by the fire, which warms the living rooms and the beds—thus all the heat is saved. We have the word of the Consul at Chefoo that old women frequently incubate eggs by carrying them strapped about their waists under their outer garments. This is carrying economy to the limit, it would seem.

Most Chinese families are too poor to eat eggs even at the low prices mentioned, and therefore, the entire product, except that portion used for hatching, is sold. On the average ten Chinese eggs weigh a pound.

A Fairly Brisk Christmas Demand After All

Tea Market Strengthened in Montreal—Coffees in Better Grades Are Scarce and High—Cream of Tartar Slightly Higher—New Laid Eggs Cheaper—Good General Trade at Last Minute.

Office of Publication, Toronto, Dec. 24, 1914.

NOW that the greatest buying and selling season of the year is past, what have been the results? Has the war created such a havoc that trade has been shot to pieces or have the people stood up under the strain and done their buying pretty much as usual? These questions cannot be easily answered. It is true that compared with other years the total Christmas business in groceries, if there were any means of determining same, would be found to be somewhat less, but on the other hand it is true that business has been much better than anticipated. This is evidenced by the large number of sorting up orders that reached the wholesalers after everybody were supposed to have their Christmas stocks in their stores. Wholesalers on the whole are well pleased with the trade. Retailers have bought carefully, being particular not to overload on anything, so that after things have quieted down again and holidays are past, they are not going to have much dead stock on their hands. In short there was a good, healthy Christmas trade in foodstuffs.

At time of writing the most important feature of the market is a temporary scarcity in turkeys in Toronto. This has come at a very bad time with only two days to Christmas. In two or three of the wholesale provision establishments His Lordship, the Gobbler, was exceedingly scarce and in one case there wasn't a single bird to be had. The telephone wires were being kept hot hunting turkeys and it looked as if there would be a scarcity for the holiday. At the same time prices were up three and four cents wholesale above those existing a week or ten days past. One reason given for the scarcity was the condition of the roads after the big snow storm and the subsequent west wind. Another was that the farmers were not satisfied with the low prices being offered them for their turkeys and they were either holding them back or selling for export to the United States. It was expected, however, that on Thursday supplies would be improved. To bring about this condition of affairs the "turkey trot" would be very much in evidence.

Apart from the turkey situation, there are not many market features this week. Things have quieted down. There has been no further change in sugar and although it is firmer on the New York market, the next move here would appear to be a decline. If the firm market in New York is maintained for any length of time, it is reasonable to predict that the drop here will be postponed.

Some shelled walnuts have arrived in Toronto during the week and at time of writing are being hurried out by express to country dealers anxious to obtain supplies for the final Christmas rush. However, supplies have not been nearly adequate to go round.

QUEBEC MARKETS.

Montreal, Dec. 24.—It is evident from the scramble there has been during the past two weeks for supplies of fancy lines, that the trade had slightly underestimated the demand during war time for these goods. There is not a wholesaler in Montreal who can find cause to grumble at the amount of business he has done this Christmas. They all state that it has exceeded their expectations. In one department there has been a marked falling off—in wines and liquors. Some of these have been hard hit. They are high in price, and people are either drinking something cheaper, or drinking nothing at all. One wholesaler states

that in Quebec especially the tendency is to avoid wines at Christmas.

It is regrettable that the retailers did not receive their usual supplies of shelled walnuts and Sultanas. While expensive figs have been avoided more than in previous years as being luxuries, Sultanas are a necessity for confectionery, while Christmas loses much of its real spirit when shelled walnuts are not available. It is to be hoped that by the time this reaches the hands of the trade that supplies will have arrived, for their delay must have caused our readers much inconvenience. In the case of Sultanas, some dealers have secured

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Flour market quiet.
Bran and shorts moving.
Rolled oats slow.

PRODUCE AND PROVISIONS—

Storage eggs firmer.
Turkeys bring higher prices.
Cutting meat prices.
Butter and cheese firm.

FRUIT AND VEGETABLES—

Florida oranges up.
Small Californias down.
Lemons cheaper.
Evergreen hard to get.
Spinach suffers by frost.

FISH AND OYSTERS—

Frozen herring scarce.
No salt sardines yet.
Shell oysters quiet.
Extra smelts scarce.

GENERAL GROCERIES—

Tea market strengthens.
Renewed talk of duty.
Sugar prices unchanged.
Walnuts still missing.
Sultanas also still scarce.
Candied peels up.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Business takes on holiday feeling.
Demand for peas continues.
Ontario flour for South Africa.

PRODUCE AND PROVISIONS—

Turkeys high after all?
New laid eggs down.
Good demand for cheese.
Cooked hams moving well.

FRUIT AND VEGETABLES—

Oranges on the toboggan.
Lemons are cheaper.
Brussels sprouts from California.
Cranberries moving better.

FISH AND OYSTERS—

Canadian lobsters brisk.
No fish day this week and possibly not next.
Oysters in better demand.

GENERAL GROCERIES—

Walnuts now all in.
Brazilis are down.
All dried fruits moving.
Tea firm and level.
Candied peels selling well.

stocks of 1913 crop, or stocks from California.

SUGAR.—There is little demand, and refiners do not expect it at this time of the year. There is no change in prices. The market in New York is a little firmer, refined in some cases having advanced to where it was two weeks ago. In some cases, however, refiners are selling at the decline. Refiners realize that it is no use trying to stimulate a demand now, as retailers and wholesalers are doing their best to keep stocks down until after the first of the year. It would require a strong situation indeed to induce the trade to buy heavily in sugar this month under present conditions.

CANADIAN GROCER

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 55
20 lb. bags	6 60
2 and 5-lb. cartons	6 85
Yellow Sugars—	
No. 3	6 40
No. 1	6 15
Extra Ground Sugars—	
Barrels	6 30
50 lb. boxes	7 15
25 lb. boxes	7 35
Powdered Sugars—	
Barrels	6 75
50 lb. boxes	6 95
25 lb. boxes	7 15
Paris Lump—	
100 lb. boxes	7 30
50 lb. boxes	7 40
25 lb. boxes	7 60
Crystal Diamonds—	
Barrels	7 20
100 lb. boxes	7 30
50 lb. boxes	7 40
25 lb. boxes	7 60
Cartons and half cartons	8 05
Crystal Dominos, cartons	8 15

DRIED FRUITS.—This is probably the most interesting market at the present time. While some wholesalers have secured stocks of Sultanas, there are some of the largest importers who did not receive a single case. Prices asked are: 10-11½c for loose, and 12½-14½c for 1-lb. packages. Stocks of old Sultanas are somewhat plentiful, and are being sold freely at 7½c. To give an idea of the situation, two cargoes of Sultanas and Jaffa oranges reached Liverpool recently valued at a million dollars, and were seized by the British Government, having left Turkey following the outbreak of war. Some Canadian importers learn that their shipments never left. A remarkable feature of the trade this year is that the demand for expensive figs has been almost negligible. Evidently the public do not consider them necessary. California Sultanas are being brought in, and seeded raisins, to take the place of Turkish goods, which will help to keep prices down. The quality of currants is improving, and are being offered to the trade a cent higher than last year. The raisins referred to in last week's Grocer must have been expensive ones, as the trade considers Valencias good property even after the turn of the year. Wholesalers announce an advance in candied peels of a cent; lemon and orange, 12½-13c, and citron 19-20c.

EVAPORATED FRUITS.	
Apples, best winter	0 08½ 0 09
Apricots	0 15
Neotaries, choice	0 11
Peaches, choice	0 08½
Pears, choice	0 13

DRIED FRUITS.	
Candied Peels—	
Citron	0 19 0 20
Lemon	0 12½ 0 13
Orange	0 12½ 0 13
Currants—	
Amallas, loose	0 07½
Amallas, 1-lb. pkgs.	0 08½
Filiatras, fine, loose, new	0 07½
Filiatras, packages, new	0 08½
Dates—	
Dromedary, package stock, per pkg.	0 08½
Faris, choicest	0 12
Hallowes, loose	0 07½
Hallowes, 1-lb. pkgs.	0 08½
Figs—	
8 crown, 12 lb. boxes, fancy, layer, lb.	0 15
7 crown, 12 lb. boxes, fancy, layer, lb.	0 14½
6 crown, 12 lb. boxes, fancy, layer, lb.	0 14
16 oz. glove boxes, box	0 13
Prunes—	
30 to 40, in 25-lb. boxes, faced	0 14
40 to 50, in 25-lb. boxes, faced	0 13
50 to 60, in 25-lb. boxes, faced	0 12
60 to 70, in 25-lb. boxes, faced	0 11½
70 to 80, in 25-lb. boxes, faced	0 10½
80 to 90, in 25-lb. boxes, faced	0 10
90 to 100, in 25-lb. boxes, faced	0 09½
Raisins—	
Malaga table, box of 22 lbs., 3-crown cluster, \$2.40; 5-crown cluster	3 60

Muscatsels, loose, 3 crown, lb.	0 08½
Sultana, loose	0 12½
Valencia, new	0 08½
Seedless, 16 oz.	0 10½
Seedless, 12 oz.	0 10
Choice seeded, 16 oz.	0 09½

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

TEA.—A prominent Japanese tea importer, speaking on the situation this week, expressed the opinion that the market had strengthened considerably in the past few days on all kinds of tea owing to the strong feeling that the Government would impose a war tax on tea. Importers, he said, are anxious to get all teas which are close at hand into stock, in order to be ready for the tax should it be announced next month. He believed that we would see a shortage in Japan teas long before the new crop arrived. Stocks in hand were short for the time of year, and no stocks whatever remained in first hands. In the face of Ceylon greens having gone completely out, what were they going to do? he asked. He usually had four to five thousand chests to sell during the winter months, whereas this year he did not have a single pound. Asked for his personal opinion on the prospect of a tea tax, he replied that he expected to see a 5c duty, and as a pound of tea would last the working man a week, he did not think it would be a hardship, as he was just as likely to go out and spend that sum on a glass of beer, and never miss it.

RICE.—Stocks are being firmly held. Whatever sales are like here, it is a fact that stocks of Patnas in England are small, practically negligible, and the trade has had to switch on to Siams.

Rangoon Rices—	
Mangoon "B"	3 60
"C.C."	3 40
India bright	3 65
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—	
Imperial Glace	5 65
Sparke	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

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

Imported Patna—	
Bags, 224 lbs.	0 05 0 06½
Half bags, 112 lbs.	0 05½ 0 06
Quarter bags, 56 lbs.	0 05½ 0 06½
Velvet head Carolina	0 09½ 0 10½
Sago, brown	0 06 0 06½
Tapices—	
Pearl, lb.	0 05½ 0 06
Seed, lb.	0 05½ 0 06

MOLASSES.—There is still no talk of forward business being done. Sales to retailers continue steady.

Barbadoes Molasses—	
Island of Montreal.	
Fancy	Choice
Punchoons	.38 .36
Barrels	.41 .39
Half barrels	.43 .42
For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.	
Carload lots of 30 punchoons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.	
Corn Syrups—	
Barrels, per lb., 5½c; ¼ bbls., 6c; ½ bbls.	0 04½
Pails, 30 lb., \$1.95; 25 lb.	1 45
Cases, 2 lb. tins, 3 doz. in case	2 85
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ¼ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Maple Syrups—	
Pure, per 5½ lb. tin	0 75
Pure, in 15 gal. bags, 3c per lb., or per gal.	1 60
Maple sugar, pure, per lb.	0 10 0 11

COFFEE.—The market continues almost stationary. The Christmas trade did not make much difference. Importers expect a steady market for some weeks, and quiet demand. Prices have not been changed.

Coffee Roasted—	
Bogotas	0 26 0 30
Jamaica	0 23 0 24
Java	0 30 0 33
Maricao	0 27 0 28
Mexican	0 29 0 31
Mocha	0 17 0 20
Rio	0 21 0 22
Santos	0 17 0 20
Chicory, per lb.	0 10 0 12

NUTS.—At the time of writing, many wholesalers and importers are still without supplies of shelled walnuts, and the former especially are worried with telegrams from retailers asking when shelled walnuts will be in. It is only fair to say that neither wholesaler nor importer are to blame. Firstly, the French Government placed an embargo on walnuts, but withdrew it. Shipments would have arrived in time but for a strike on the docks at Liverpool. The latest information is that the Grampian has reached St. John, and if she carries walnuts they should be in Toronto by Thursday. The "Ardgarroch" is also expected in with still larger supplies. After Christmas the price of walnuts will probably drop ten cents. Those who were fortunate to secure supplies here have made money. Retailers are asking 60c, while some of the high-class stores are getting 75c per lb. The retail price a year ago was 40c. Shelled almonds, which are not too plentiful, are bringing good prices. All kinds of new nuts are apparently scarce, and not enough to go around. Wholesalers announce an advance in filberts of 1c, prices now being 14c to 15c. New crop marbots have arrived, quoted 14-15c.

Almonds, Tara	0 18
Grenobles, new	0 15½ 0 16½
Tarragonas, new	0 18½ 0 19½
Marbots, new	0 14 0 15
Shelled walnuts, new, per lb.	0 40
Walnuts, in shell	0 16
Shelled almonds, 25-lb. boxes, per lb.	0 45
Sicily filberts	0 14 0 15
Pecans, large	0 18
Almonds	0 21 0 22
Brazils, new	0 15
Peanuts, No. 1, 12½c; No. 2	0 08½
Peanuts, No. 3	0 06½
Canadian chestnuts	0 12

SPICES.—There is nothing very special to note in this market except that Japan Chilis are away up, prices asked being almost double previous quotations.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14-0 18	0 60-0 70	0 70-0 80
Cassia	0 22-0 25	0 72-0 80	0 80-0 90
Cayenne pepper	0 30-0 35	1 02-1 15	1 10-1 25
Cloves	0 35-0 40	1 15-1 30	1 25-1 40
Cream tartar—50c.			
Ginger, Cochín	0 18-0 23		
Ginger, Jamaica	0 20-0 25	0 90-1 05	0 95-1 10
Mace	0 85-1 10		
Nutmegs	0 30-0 35	1 02-1 20	1 10-1 25
Pepper, black	0 22-0 24	0 80-0 90	0 90-1 00
Pepper, white	0 32-0 33	1 05-1 10	1 1-1 20
Pastry spice	0 25-0 32	0 85-1 10	0 95-1 15
Pickling spice	0 20-0 25	0 75-0 90	0 80-0 95
Turmeric	0 20-0 22		
Lower prices for pails, boxes or ballers when delivery can be secured.			
Cardamon seed, per lb., bulk	2 00	2 50	
Caraway			0 15
Canadian			0 20
Dutch			0 20
Cinnamon, Ceylon, lb.			0 60
Mustard seed, bulk			0 18 0 22
Celery seed, bulk			0 25 0 45
Cayenne chilies			0 25 0 30
Shredded coconut, in pails			0 20 0 25

CANADIAN GROCER

DRIED VEGETABLES.—Considerable interest is being evinced by the trade in the statement made last week that there was a possibility of split peas being imported from the West Indies. The question is being asked, Where did these peas come from? In the meantime difficulty of securing supplies continues, commission agents offering them at \$4.50, which the jobbers are not anxious to pay. Consequently, business continues hand-to-mouth until an arrangement can be arrived at. There is no change in the whole pea situation. As regards beans, the situation is peculiar: some shippers are offering choice primes to the trade at \$2.50, which has been their price right along, and they will not come down. At the same time supplies are coming in at much lower prices, not good-looking beans, it is true, but satisfactory to the trade; which shows that the market is not in a settled state. While there is talk of export, there is not thought to be much ground for it at present. It has been noticed that a Japanese bean is being sold in Winnipeg, but so far has not appeared on this market. It is a good bean, but brings a high price.

Beans—	
Hand picked, per bushel	2 85
Canadian, white, per bushel	2 65
Yellow, per bushel	3 25
Yellow eyes, per bushel	3 25
Lima, per lb.	0 08
Peas, Imperial green, per bushel	2 50
Peas, white soup, per bushel	2 85
Barley, pot, per abg	3 50
Barley, pearl	4 50

ONTARIO MARKETS.

Toronto, Dec. 24.—The wholesalers have not done so badly after all. They were afraid that they, like everybody else, would share in the general depression which the shadow of war has cast over the public in Canada, as in England. But if buying was desultory and unpromising in the three or four weeks prior to this pre-Christmas week, orders have come in now to more or less make up. It must be recognized, however, that retailers are not ordering so freely this year, not even at Christmas, for the obvious reason that the public is "drawing in its horns." But, on the other hand, they are not carrying the stocks, so they ought to break even. The big feature is the lack of any speculative tendency. Buying, even to this last, is hand-to-mouth. The retailer is anxious not to load himself up. He will buy what he needs, that much and no more. And wholesale men acknowledge that it is a safe policy.

The nuts which were so long delayed straggled in, or least some of them, at the last minute, and should still be in time to catch much of the Christmas buying. The peculiar situation arises that, while there will be nuts for Christmas after all, there will likely be few or none for New Year's buying account.

The earlier shipments were held up by the Liverpool seamen's strike, and

have only reached here a week or so ago; indeed, the last of them are only just in. The later shipments are nowhere near this side, and won't be until after New Year. So that, to a certain extent, the retailer is not altogether out of the wood in this regard yet. But doubtless some will wriggle through somewhere, and anyway the New Year buying of nuts is not so important as is that of Christmas.

SUGAR.—There is little or no news about sugar. The New York market was firmer last week, and in ordinary times this would have implied a firmer tone in the Canadian markets. But we do not live in ordinary times. The Government affects the sugar situation here. Sugar men invariably look for lower prices before they go higher. The only thing that would be likely to send prices higher now is the entrance in still more pronounced and definite manner of England and France into the buying market. They are in more or less all the time, but the demand from them is not excessive. Were it to be so, we should see higher prices.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 61
20 lb. bags	6 71
10 lb. bags	6 76
2 and 5-lb. cartons	6 80
Nova Scotia refined, 100-lb. bags	6 51
Extra Ground Sugars—	
Barrels	7 01
50 lb. boxes	7 21
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 81
50 lb. boxes	7 01
25 lb. boxes	7 21
Crystal Diamonds—	
Barrels	7 36
100 lb. boxes	7 36
50 lb. boxes	7 46
Paris Lump—	
100 lb. boxes	7 36
50 lb. boxes	7 46
25 lb. boxes	7 66
Cartons (20 to case)	7 91
Cartons (50 to case)	8 41
Crystal Dominoes, cartons	8 51
Yellow Sugars—	
No. 1	6 21
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—Prices are still firm, but it is unlikely they will go higher. They are high enough, anyway. The market is reported steady—at this writing—and it is unlikely that just at Christmas anything very startling will develop. Freights continue somewhat of a "thorn in the flesh." Supplies are to be had, but the question of the irregularity of the sailing of steamers is very irritating. You buy your tea in London, and in the ordinary way you would get it in a month or five weeks. Now you have to wait six or seven weeks, and then you can't bank on it.

DRIED FRUITS.—There is a pretty fair demand, and wholesalers have found that the Christmas buying has, to a certain extent, come all at once. There is a general steady trade. Valencia raisins are going well, but supplies will be scarce shortly. Meanwhile price has been put down to get the demand. Some more should have been here, but were held up by the seamen's strike, which

was responsible for the delay of the nuts. Currants are moving briskly, chiefly for Christmas buying. Prunes are moving quickly. Figs are still dull. There is nothing like the usual Christmas demand for them. Candied peels are in good demand, at firm prices. It was thought there might have been an advance, but wholesalers are anxious to get what trade is going, and will not endanger their doing so by any action of this kind. Generally, while trade does not compare with that of last Christmas, it is better than we thought for two or three weeks ago.

Apples—		
Evaporated, per lb.	0 06	0 06 1/2
Standard, 25 lb. boxes	0 10	0 12
Choice, 25 lb. boxes	0 12	0 14
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07 1/2	0 08
Amalas, choicest, per lb.	0 07 1/2	0 08
Patras, per lb.	0 08	0 08 1/2
Vostizas, choice	0 08 1/2	0 10
Cleaned, 1/2 cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09 1/2	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09 1/2
Package dates	0 07 1/2	0 08
Halloweas	0 07 1/2	0 08
Prunes—		
30-40s, California, 25 lb. boxes	0 13 1/2	0 14 1/2
40-50s, 25 lb. boxes	0 13 1/2	0 14 1/2
50-60s, 25 lb. boxes	0 12	0 13 1/2
60-70s, 50 lb. boxes	0 10	0 10 1/2
70-80s, 50 lb. boxes	0 09 1/2	0 10
80-90s, 50 lb. boxes	0 09	0 09 1/2
90-100s, 50 lb. boxes	0 07 1/2	0 08
25-lb. boxes 1/2 cent more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07 1/2
25-lb. boxes 1/2 cent more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 08 1/2	0 09
Seeded, fancy, 1 lb. packets	0 10	0 10 1/2
Seeded, choice, 1 lb. packets	0 09 1/2	0 10
Seeded, choice, 12 oz.	0 08 1/2	0 09 1/2
Seedless, 15 oz. packets	0 11	0 11 1/2
Seedless, 12 oz. packets	0 10	0 10

NUTS.—The last of the belated nuts, the shelled walnuts, arrived on the "Vaterland," and were gotten out to the country trade, chiefly by express. The peculiar situation now arises that there are few nuts in the hands of merchants. The shipments that have come in during the last week or two should have been in much earlier. The second shipments have only just left Liverpool, and it is thought there will be no nuts for New Year buying—that is, no foreign lines. Walnuts are down a little from last week's prices. Some inducement has to be made to the retailer to buy them. He had almost made up his mind—in a good many cases—to do without shelled walnuts altogether. The feature of the market is the drop in the price of Brazils in New York. These are down in both lines about 2 cents, and the local market followed suit. There are lots of Brazils being handled, particularly in view of the lower prices which are now obtaining.

In Shell—		
Almonds, Tarragons	0 17 1/2	0 20
Brazils, medium, new	0 11 1/2	0 12 1/2
Brazils, large, washed, new	0 13	0 15
Chestnuts, fresh	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbo, roasted	0 13 1/2	0 14 1/2
Peanuts, hand-picked, roasted	0 10 1/2	0 11
Peanuts, fancy, roasted	0 09	0 10
Peanuts	0 17	0 18
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14

CANADIAN GROCER

Shelled—		
Almonds	0 42	0 44
Filberts	0 35	
Peanuts	0 10 1/4	0 11 1/4
Pecans	0 66	0 60
Walnuts	0 48	0 50

SPICES.—Merchants are ordering small lots of most spices for Christmas demand, and trade generally is good. It is felt that stocks generally are pretty low among retailers, and merchants suggest there won't be the usual slack time after Christmas. Cream of tartar for future delivery is slightly higher; about one cent. Herbs remain firm at ruling prices.

	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 15
Allspice, whole		0 15
Cassia, whole	0 21	0 26
Cassia, ground	0 14	0 16
Cinnamon, Batavia		0 36
Cloves, whole		0 28
Cloves, ground	0 18	0 22
Cream of tartar	0 28	0 36
Curry powder		0 40
Ginger, Cochin	0 14	0 18
Ginger, Jamaica, ground	0 17	0 20
Ginger, Jamaica, whole		0 24
Ginger, African, ground		0 16
Mace		0 30
Nutmegs, brown, 64, 82;		
80, 42; 100		0 30
Nutmegs, ground, bulk, 45;		
1 lb. tins		0 50
Pastry spice, ground	0 18	0 25
Peppers, black, whole	0 20	0 22
Peppers, black, whole	0 20	0 22
Peppers, white, ground	0 19	0 24
Peppers, white, whole		0 27
Pickling spice		0 15
Turmeric		0 18

COFFEE.—Prices on the lower lines have declined; on the better grades, they have advanced. Javas are scarce, and pretty well impossible to get. In consequence the price is up to 40c. Mochas are as bad or worse, because they come from Aden, and the entrance of Turkey into the trouble in Europe has stopped supplies. On the other hand Santos and Jamaicas are cheaper. Business generally is good. Demand is better and after New Year it will probably improve still further.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 33	0 38
Guatemala	0 30	0 32
Bucaramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 28	0 29
Jamaica	0 24	0 26
Santos	0 21	0 24
Rio	0 18	0 22
Chicoory		0 14

RICE.—Market is fairly quiet, unusually so, in fact, for a commodity which is such a staple. In primary markets the situation is strong. There is little selling, and little demand.

Rice—		
Rangoon, per lb.	0 03 1/4	0 04
Rangoon, fancy, per lb.	0 04 1/4	0 05
Fatna, per lb.	0 06	0 07 1/4
Japan, per lb.	0 08 1/4	0 09
Java, per lb.	0 08	0 09 1/4
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 06	0 06 1/4
White, per lb.		0 06
Tapioca—		
Bullet, double goat		0 10 1/4
Medium pearl	0 06	0 7
Seed pearl	0 06	0 7
Flake		0 10 1/4

SYRUPS.—There is no change in the market. Trade continues quiet until after stocktaking, when it is thought it will brighten up. Molasses is in good demand but prices are still too high, it is said.

Syrups—		
1 lb. tins, 1 doz. in case		1 60
5 lb. tins, 1 doz. in case		3 60
10 lb. tins, 1 doz. in case		3 60

30 lb. tins, 1/2 doz. in case	3 65
Barrels, per lb.	0 09 1/4
Half barrels, lb.	0 04
Quarter barrels, lb.	0 04 1/4
Pails, 38 1/2 lbs. each	1 95
Pails, 25 lbs. each	1 40
Molasses, per gallon—	
New Orleans, barrels	0 26
New Orleans, half-barrels	0 26
West Indies, barrels	0 26
West Indies, half barrels	0 26
Barbadoes, fancy, barrels	0 45
Barbadoes, fancy, half barrels	0 47
Maple Syrup—Compound—	
Gallons, 6 to case	4 40
1/2 gals., 12 to case	4 70
1/4 gals., 24 to case	4 70
Pints, 24 to case	3 00
Maple Syrup—Pure—	
5 gallon cans, 1 to case	6 45
6 gallon cans, 1 to case	6 60
1/2 gallons, 12 to case	7 25
Quarts, 24 to case, in glass	7 00
Pints, 24 to case	4 00
Maple Sugar—	
Pure, per lb.	0 12 1/2
Maple Cream Sugar—	
24 twin bars	1 80
40 and 48 twin bars	3 60
Maple butter, lb. tins, dozen	1 90

CANNED GOODS.

ONTARIO AND QUEBEC PRICES 1914 PACK. VEGETABLES.

	Group A.
2's Asparagus tips	87 20 1/2
2's Asparagus butts	1 47 1/2
2's Beans, crystal wax	1 05
2's Beans, golden wax, midget	1 25
2's Beans, golden wax	0 85
3's Beans, golden wax	1 25 1/2
Gals. Beans, golden wax	3 77 1/2
2's Beans, Lima	1 22 1/2
2's Beans, red kidney	1 00
2's Beans, Refuge or Valentine green	0 85
3's Beans, Refuge (green)	1 32 1/2
2's Beans, Refuge, midget	1 25
Gals. Beans, Refuge	3 27 1/2
2's Beets, sliced blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 00
2's Beets, whole, blood red, Rosebud	1 30
3's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
3's Cabbage	0 97 1/2
Gals. Cabbage	2 77 1/2
2's Carrots	0 97 1/2
3's Carrots	1 27 1/2
2's Cauliflower	1 35 1/2
3's Cauliflower	1 77 1/2
2's Corn	0 85
2's Corn, Fancy	1 05
Gals. Corn on Cob	1 62 1/2
2's Parsnips	0 97 1/2
3's Parsnips	1 17 1/2
2's Peas, standard, size 4	0 85
2's Peas, early June, size 3	0 87 1/2
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals. Peas, standards	4 07 1/2
Gals. Peas, Early June	4 17 1/2
Gals. Peas, sweet wrinkles	4 27 1/2
2 1/2's Sauer Kraut, Simcoe	0 42 1/2
3's Sauer Kraut, Simcoe	0 97 1/2
Gals. Sauer Kraut, Simcoe	2 77 1/2
2's Spinach	1 15
3's Spinach	1 50
Cal. Spinach	4 65
3's Squash	0 97 1/2
Gals. Squash	2 77 1/2
2's Succotash	0 97 1/2
2's Tomatoes	0 87 1/2
2 1/2's Tomatoes	0 97 1/2
3's Tomatoes	1 00
Gals. Tomatoes	2 92 1/2
3's Turnips	0 97 1/2

FRUITS.

3's Apples, Standard	0 87 1/2
3's Apples, Preserved	1 00
Gals. Apples, Standard	2 65
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 82
2's Blueberries, preserved	1 87 1/2
Gals. Blueberries, std.	6 87 1/2
2's Blk. cherries, pitted, H.S.	1 92 1/2
2's Blk. cherries, not pitted, H.S.	1 87 1/2
2's Red ptd. cherries, H.S.	1 92 1/2
2's Cherries, red, pitted, L.S.	1 45
2's not ptd. red cherries, H.S.	1 87 1/2
Gals. ptd. red cherries	8 82 1/2
Gals. not ptd. red cherries	8 82 1/2
2's Cherries, white, ptd. H.S.	1 92 1/2
2's Cherries, white, not ptd. H.S.	1 87 1/2
2's Black currants, H.S.	1 47 1/2
2's Preserved black currants	1 77 1/2
Gals. black currants, std.	5 27 1/2
Gals. black currants, solid pack	8 27 1/2
2's Red preserved currants	1 47 1/2
2's Red currants, standard	5 27 1/2
Gals. red currants, solid pack	8 27 1/2
2's Gooseberries, H.S.	1 47 1/2
2's Gooseberries, preserved	1 77 1/2
Gals. gooseberries, standard	7 02 1/2
Gals. gooseberries, solid pack	8 77 1/2
2's Grapes, white, Niagara, preserved	1 42 1/2
Gals. Grapes, white, Niagara, standard	3 87 1/2
2's Lawtonberries, heavy syrup	1 97 1/2
2's Lawtonberries, L.S. (group B)	1 45
2's Lawtonberries, preserved	2 17 1/2
Gals. Lawtonberries, std.	7 07 1/2
2's Peaches, white, heavy syrup	1 77 1/2
2 1/2's Peaches, white, heavy syrup	2 00 1/2
1 1/2's Peaches, yellow, fast, heavy syrup	2 12 1/2
2's Peaches, yellow, heavy syrup	1 77 1/2
2 1/2's Peaches, yellow, heavy syrup	2 02 1/2
3's Peaches, yellow, heavy syrup	2 12 1/2
3's Peaches, yellow, whole, heavy syrup	

3's Peaches, pie, not peeled	1 17 1/2
3's Peaches, pie, peeled	1 62 1/2
Gals. Peaches, pie, not peeled	3 02 1/2
Gals. Peaches, pie, peeled	4 77 1/2
Gals. Pie fruits, assorted (add 5%)	
2's Pears, Bartlett, heavy syrup	1 62 1/2
2 1/2's Pears, Bartlett, heavy syrup	2 02 1/2
3's Pears, Bartlett, heavy syrup	2 02 1/2
2 1/2's Pears, Flemish Beauty, heavy syrup	1 77 1/2
3's Pears, Flemish Beauty, heavy syrup	2 02 1/2
2's Pears, Keiffers, heavy syrup	1 62 1/2
2 1/2's Pears, Keiffers, heavy syrup	1 62 1/2
3's Pears, Keiffers, heavy syrup	1 77 1/2
2's Pears, light syrup, Globe	1 12 1/2
3's Pears, light syrup, Globe	1 42 1/2
3's Pears, pie, not peeled	1 22 1/2
3's Pears, pie, peeled	1 62 1/2
Gals. Pears, pie, peeled	3 77 1/2
Gals. Pear, pie, not peeled	2 77 1/2
2's Pineapple, sliced, heavy syrup	1 62 1/2
2's Pineapple, shredded, heavy syrup	1 47 1/2
2's Pineapple, whole, heavy syrup	1 62 1/2
3's Pineapples, whole, heavy syrup	2 47 1/2
2's Pineapple, sliced, Hygeian brand	2 00
2's Plums, Damson, light syrup	0 97 1/2
3's Plums, Damson, light syrup	1 37 1/2
2's Plums, Damson, heavy syrup	1 07 1/2
3's Plums, Damson, heavy syrup	1 42 1/2
Gals. Plums, Damson, standard	2 77 1/2
2's Plums, Egg, heavy syrup	1 12 1/2
2's Plums, Egg, heavy syrup	1 37 1/2
2's Plums, Green Gage, light syrup	1 00
2's Plums, Green Gage, heavy syrup	1 12 1/2
3's Plums, Green Gage, light syrup	1 37 1/2
3's Plums, Green Gage, heavy syrup	1 47 1/2
Gals. Plums, Green Gage, standard	3 02 1/2
2's Plums, Lombard, light syrup	0 97 1/2
2 1/2's Plums, Lombard, light syrup	1 27 1/2
3's Plums, Lombard, light syrup	1 37 1/2
2's Plums, Lombard, heavy syrup	1 07 1/2
3's Plums, Lombard, heavy syrup	1 27 1/2
Gals. Plums, Lombard, standard	2 77 1/2
2's Raspberries, black, H.S.	1 97 1/2
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17 1/2
Gals. Raspberries, black, std.	7 07 1/2
Gals. Raspberries, black, solid pack	9 32 1/2
2's Raspberries, red, H.S.	1 97 1/2
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17 1/2
Gals. Raspberries, red, std.	9 32 1/2
Gals. Raspberries, red, solid pack	9 32 1/2
2's Rhubarb, preserved	1 57 1/2
2's Rhubarb, preserved	2 32 1/2
Gals. Rhubarb, standard	3 07 1/2
2's Strawberries, H.S.	2 17 1/2
2's Strawberries, preserved	2 32 1/2
Gals. Strawberries, standard	7 57 1/2
Gals. Strawberries, solid pack	9 82 1/2

MANITOBA MARKETS.

Winnipeg, Dec. 24.—Business in Christmas lines has been exceedingly brisk during the past week with the one exception of figs for which lines, strangely enough, there has been little or no call. City dealers seem to require figs as in past years, but from the country the lack of demand indicates that at present merchants have a supply which they are finding it a little difficult to move. For nuts also there is a heavy demand, but aside from these Christmas lines, buying is rather limited. Generally, it must be stated, that while business in the country sections seems well up to former years, a considerable falling off has been noted in the cities.

SUGAR.—The market appears stronger. The New York market has advanced and gives continued evidence of renewed strength. Perhaps the principal reason for this firmer tone is the situation with regard to beet sugar. This is now largely turned over, and is becoming less of a factor each day. In a little more than a month it will be off the market.

	Per cwt. in sacks.
Sugar, Eastern—	
Sugar, standard granulated	6 70
Extra ground or icing	6 70
Powdered	6 80
Lump, hard	7 15
Montreal yellow	5 80
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 60
Barrels, per cwt.	5 85
Halves, 50 lbs., per cwt.	5 80
Bales, 30 lbs., per cwt.	5 65
Powdered, barrels	5 90

CANADIAN GROCER

Powdered, 50s	5 25
Powdered, 25s	6 65
Icing, barrels	6 65
Icing, 50s	6 60
Icing, 25s	6 60
Icing, pails	6 60
Cut loaf, barrels	6 30
Cut loaf, 50s	6 55
Cut loaf, 25s	6 80
Sugar, British Columbia—	
Extra standard granulated	6 60
Bar sugar	6 75
Icing sugar	6 95
Powdered sugar	6 75
H. P. lumps	7 45
Yellow	5 95
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, 1/2 doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	
Barbadoes	Per gal. 0 53
New Orleans	0 34
Maple Syrups—	
Imperial quarts, case, 2 doz.	5 40
Imperial 1/2 gals., 1 doz.	5 55
New, pure, 1/2 gal. case	9 00
New, pure, 1/2 gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—In spite of the low prices the demand for evaporated apples is comparatively small. This, of course, is largely due to the fact that many of the camps are not opened this year. Dealers, however, appear to have good supplies of this line. Those who have not such supplies, however, would do well to consider buying. In currants, figs, table raisins, apricots, peaches and prunes there is no change in price. Dates, on the other hand, have advanced slightly, bulk dates now being quoted at 73/4c, while fards have advanced to \$1.15.

Apples, evaporated, new, 50's	0 06%
Apples, evaporated, new, 25's	0 07
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 13
Apricots, standard, 25's	0 11%
Currants—	
Dry clean	0 08
Washed	0 08 1/2
1 lb. package	0 17
2 lb. package	0 10 1/2
Vostizzas, 1 lb.	0 10 1/2
Dates—	
Hallowee, loose, per lb.	0 07 1/2
Hallowee, 1 lb. pkgs.	0 08 1/2
Fard dates, 12-lb. boxes	1 15
Peaches—	
Standard, 25-lb. boxes	0 06%
Choice, 25-lb. boxes	0 07 1/2
Choice, 10-lb. boxes	0 08 1/2
Raisins, Valencia—	
Fine selected	2 35
Four crown layers	2 45
Table Raisins—	
F. O. S.	2 15
Fine selected, 14s	1 15
Fine selected, 7s	0 60
Vineyard clusters, 5 1/2-lb. boxes	0 85
Vineyard clusters, 20 1-lb. bunches, per box	3 30
Extra dessert, 20 1-lb. bunches, per box	3 80
Royal Buckingham, 20 1-lb. bunches, per box	4 35
Royal Buckingham, 22 lbs. bulk, per box	4 30
Imperial Russians, 20 1-lb. bunches, per box	5 15
Excelsior Windsor, 20 1-lb. bunches, per box	5 55
Raisins, Sultanas—	
California bleached	0 11 1/2
Raisins, Muscatels—	
3 crown loose, 50's	0 08 1/2
3 crown, loose, 25's	0 08 1/2
Choice, seeded, lb.	0 09 1/2
Fancy seeded, lb.	0 09 1/2
12-oz. packages, fancy	0 08
12-oz. packages, choice	0 07 1/2
Prunes, in 25-lb. boxes—	
80 to 100	0 07 1/2
80 to 90	0 08 1/2
70 to 80	0 08 1/2
60 to 70	0 09 1/2
50 to 60	0 09 1/2
40 to 50	0 10 1/2
Table Layer Figs—	
7-crown, 35-lb. boxes, per lb.	0 15 1/2
5-crown, 10-lb. boxes, per lb.	0 13 1/2
5-crown, 10-lb. boxes, per lb.	0 12 1/2
4-crown, 10-lb. boxes, per lb.	0 11 1/2
3-crown, 10-lb. boxes, per lb.	0 11 1/2
Glove boxes, per doz.	1 70
Cooking figs, taps, about 25 lbs., lb.	0 05%
Cooking figs, choice naturals, 25-lb. bags, per lb.	0 05%

BEANS.—Indications are that the high prices will be maintained. On the

Eastern market the tone is stronger daily. This is due entirely to the large export demand, which, if it is continued, can only have one effect—higher prices. Quotations for Japanese beans are now being withdrawn, because of the large export demand which is being experienced for the crop in Japan. It is quite possible, therefore, that a higher price for the Japanese beans on the local market will be struck.

Beans—	
Foreign, hand-picked	3 30
Canadian, hand-picked	3 40
3-lb. pickan, per lb.	2 85
California Lima Beans—	
Bag lots	0 08 1/4
Less than bag lots	0 08 1/4
Barley—	
Pot, per sack, 95 lbs.	3 00
Pearl, per sack, 95 lbs.	4 15
Peas—	
Split peas, sack, 95 lbs.	3 30
Whole peas, bushel	2 50

RICE AND TAPIOCA.—Because of cheaper supplies reaching the market there has been a slight drop in the price of tapioca, which is now quoted at 47/8c.

Rice and Tapioca—	
No. 1 Japan, per lb.	0 05 1/2
No. 2 Japan, per lb.	0 05
Siam, per lb.	0 04 1/2
Patna, per lb.	0 06 1/4
Carolina, per lb.	0 05
Sago, pearl, per lb.	0 05
Tapioca, pearl, per lb.	0 04 1/2

NUTS.—Because of the very heavy demand, a shortage in some lines is being felt, and owing to the difficulty of getting supplies—a condition which, of course, results from the war—an advance in one or two lines will be expected.

Soft shelled almonds (new)	0 20 1/4	0 20 1/4
Marble walnuts (new)	0 12	0 12 1/2
Brazils	0 13	0 13 1/2
Filberts (new)	0 12 1/2	0 13
Almonds, shelled	0 44	0 45
Walnuts, shelled (new)	0 45 1/2	0 46 1/2
Roasted peanuts (new), Jumbos	0 14 1/2	0 15
Roasted peanuts (new), fancy	0 15	0 16
Roasted peanuts (new), choice	0 09 1/2	0 10
Pecans, choice, polished	0 17	0 22

SASKATCHEWAN MARKETS.

(By Wire.)

Regina, Sask., Dec. 24.—The week has seen a slight advance in the sugar market, the quotations having jumped from \$6.87 to \$6.97 on December 18, an increase of ten cents. Beans have also advanced about 30c per bushel for Ontario, there being no others on the market. An advance is also reported in canned goods, practically all grades having gone up five cents per case at the close of navigation. Storage eggs are selling at 28 cents, and dairy butter is slightly higher. The local demand for dairy is poor. Prices on poultry have not changed, and the market is pretty well overstocked. Wholesalers and retailers are very busy with the Christmas trade, which is quite brisk. Colder weather with snow has had the effect of brightening up markets and making trade more seasonable.

Produce and Provisions—	
Butter, creamery, per lb.	0 31
Butter, dairy, No. 1	0 21
Cheese, per lb.	0 18
Eggs, storage, doz.	0 25
Lard, 3's, per case	7 80
Lard, 5's, per case	7 75
Lard, 10's, per case	7 70
Lard, 20's, each	2 80
General—	
Beans, Ontario, per bushel	3 40

Coffee, whole roasted, Rio	0 17	0 17 1/4
Cream of tartar, lb.	0 55	0 55
Cocoanut, lb.	0 20 1/2	0 20 1/2
Evap. apples, 50's	0 07 1/2	0 07 1/2
Potatoes, N.B., per bush.	0 95	0 95
Potatoes, Ontario, per bush.	0 90	0 90
Rollod oats, ball of 80 lbs.	3 55	3 55
Flour, 90's	3 55	3 55
Oysters, per gal.	2 50	2 50
Rice, per cwt.	4 30	4 30
Sugar, standard, gran., per cwt.	6 97	6 97
Sugar, yellow, per cwt.	6 43	6 43
Walnuts, shelled, 50c; almonds.	0 53	0 53
Canned Goods—		
Apples, gals., case	1 35	1 35
Broken beans, 2's	2 65	2 65
Beans	2 25	2 25
Corn, standard, per 2 dozen	2 25	2 25
Peas, standard, per 2 dozen	2 25	2 25
Plums, Lombard	2 15	2 15
Peaches	3 21	3 21
Strawberries and raspberries	4 05	4 05
Tomatoes, standard, per dozen	2 40	2 40
Salmon—		
Sockeye, 1's, 4 doz. case	9 85	9 85
Sockeye, 1/2's	12 35	12 35
Cohoos, 1's	6 00	6 00
Humpbacks, 1's	4 00	4 00
Fruits and Vegetables—		
Apples, per bbl., Ontario	4 00	4 25
Cranberries, per bbl.	7 00	7 00
Grapefruit, per crate	5 50	5 50
Sweet potatoes, per crate	4 50	4 50
Lemons	5 80	5 80
Oranges	3 25	4 00
Dried Fruits—		
Apricots, per lb.	0 12 1/2	0 12 1/2
Apples, per lb.	0 07 1/2	0 07 1/2
Currants, per lb.	0 08 1/2	0 08 1/2

STRICTER ABOUT ORANGE COLORING.

The first shipment of California navel oranges to Canada this season was somewhat later than usual. This was due to the fact that there have been new standards set for the condition of the fruit before it can be shipped. These standards have been set by the United States Department of Agriculture and by the association of fruit growers.

One of the chief complaints has been the immature coloring of the fruit by a process of sweating so as to conceal inferiority and the department has now set a standard of ripeness for the fruit on the tree if later sweating is not to be held to conceal inferiority. The law prohibits the coloring of any food product so as to conceal inferiority. The announcement reads:

"The Bureau of Chemistry has received repeated requests to define the terms 'immature' and 'maturity' as used in food inspection decision 133, relating to the coloring of green citrus fruits. Such a definition seems desirable in view of the uncertainty now existing regarding the scope of this decision.

"As a result of the investigations carried out during the season of 1913 and 1914 the Bureau of Chemistry considers California oranges to be immature if the juice does not contain soluble solids equal to, or in excess of 8 parts to every part of acid contained in the juice, the acidity of the juice to be calculated as citric acid without water of crystallization. Owing to the fact that opportunity has been given to study the composition of California oranges during one season only, the ratio set at this time is lower than that which is believed to be the minimum for properly matured fruit. It may, therefore, be expected that the requirements will be made more strict after data from several crops are available."

Belgium for the Germans--Sugar Situation There

Belgian People Not Allowed to Ride on Trains Or to Have Mail Service—An Interesting Report Which Gives an Insight Into Business in the Stricken Land—Sugar Beet Crop Turns Out Well.

IF there is any section of the globe to-day in which it might be expected that business would not be as usual it is in war-stricken Belgium over-run by the hordes of the Kaiser. In fact, that there is any business at all is hard to conceive from the descriptions of the campaign which have been published, and yet we find that Fr. Sachs, a sugar authority of Belgium, states that "the fears that the Belgian sugar crop would not turn out well are groundless, in spite of the fact that sugar in Belgium costs 20 francs per hundred kilograms." The report continues:

"The number of Belgian factories severely damaged by the war has not been large. There are several factories, however, which were in process of repair and this work cannot be finished. The war has only passed over a few beet fields and the beet crop in general has not suffered to any serious extent. However, transport of beets is already very difficult, as almost all of the horses and wagons have been requisitioned for military purposes. Tramways could be used, but cars and locomotives are lacking. Of all the railroads that are working, none are running on regular schedule. Passengers are only carried on one line and there is only one train a day on this line.

"The trip from Brussels to Aix-la-Chapelle which in normal times requires three hours, cannot now be accomplished in less than forty hours. This is not to be wondered at, as switches and signal apparatus no longer exist, and the passenger trains on this account, and also on account of countless military trains that are running, can only make slow progress and must make long waits at every station. In these trains only Germans and citizens of neutral countries are allowed to ride. Belgians are prohibited from using these trains.

"The postal service is even worse. A resident of Brussels who wishes to write to another resident of Brussels must take his letter himself to the principal post office, where the addressee must personally call in order to receive the letter, as there are no longer any letter-carriers.

"From one Belgium city to another there is no postal service, and naturally, therefore, no telegraph or telephone. Difficulties with the sugar harvest will be small stocks of coal, bags, lime, etc.,

and also the transportation of raw sugar."

So while Belgium will have a good crop it is questionable what disposition will be made of it. Factories will not be energetic about grinding because some of them have tied up to contracts which they cannot fulfill without accepting almost ruinous prices.

HE PAID FOR IT.

Old Cummings, the grocer, was noted for the wretched horses he kept. He employed a boy, Anthony, who was a very reckless driver. One day Anthony drove one of the grocer's worst old nags a little too hard and the animal died.

"There!" cried the grocer, "you've killed my horse, you miserable boy!"

"I'm sorry, boss," the boy faltered.

"Sorry!" shouted the infuriated grocer. "Sorry be hanged! What good'll that do? Who's going to pay for my horse, I'd like to know?"

"I'll make it all right, boss," replied the boy, soothingly. "You can take it out of my next week's wages."—New York Globe.

A MODERN HAMLET'S SOLILOQUY

To send or not to send—that is the question.

Whether 'tis better to keep the goods,
And so make sure of what is in possession;

Or let them go and run the risk of payment?

To send—to part with—perchance to lose!

Aye! there's the rub.

For once the goods are gone,

What skill can charm them back

Or get the cash from slippery debtors?

What will be done when th' account falls due?

Will cash be paid, or e'en post-dated cheque?

Or promise "to remit" be quickly made
To be as soon forgotten?

And then "reminders"—much like
Thunar's blows,

Softly at first, though each with added force;

Yet no response—silent as a shadow.

Ne'er a stiver; nor soothing plea for
"time."

Will the "A Meeting" end suspense
and hope!

If packed, forsooth, with dotting relatives
Bent on proving claims for borrowed
money;

Yet, solaced by a shilling in the pound!
And that mean pittance fast in lawyer's
grip,

Leaving us nought but sad experience.

Yet sell we must,

And selling, trust

That some, some day

May something pay.

Editorial Note.—There has always been a controversy over the works attributed to Shakespeare. Some say Bacon was the author. Anyway the above parody was written by Bacon, one C. Wilson Bacon, an English grocer.

"WAR PRICES" OF 100 YEARS AGO.

A hundred years ago much of Europe was also at war and prices of food were soaring much as they are to-day.

In the unearthing of an old day-book kept by Abraham Pickett, a storekeeper of Edwardsville, Ill., an interesting side light is thrown on the retail selling prices of some of the necessities of life in this state nearly a hundred years ago.

This document, as quoted by the "Industrial Grocer," and bearing the initial date July 14, 1819, gives an idea of what the men and women of Illinois bought the year after the state was born and what they had to pay. One entry explains why wooden pegs were used instead of nails in the building of houses and barns. The charge for 104 pounds of four-penny nails was \$39, or nearly 38 cents a pound.

In 1819 beef and pork were 4 to 6 cents a pound and flour \$8 to \$12 a barrel. Corn was worth 33 to 50 cents a bushel and wheat \$1. These cereals dropped in the market next year to 15 cents for corn and 37 cents for wheat.

One entry shows that the housewife had to pay \$1.25 for five pounds of sugar. Another entry on the same day showed that one brand of sugar cost 33 1-3 cents a pound and that pepper brought at retail 37 1/2 cents a pound.

Items for wine scattered here and there through the book indicate that the beverage sold for \$6 a gallon and that home-made brandies brought a like return to the merchant. Empty bottles were not thrown into alleys or garbage barrels a hundred years ago. For a quart receptacle of this kind 25 cents was charged. In other words, the bottle was worth two-thirds as much as the whiskey it held.

One bridle cost \$2, a pair of moccasins 50 cents, seven panes of glass \$1.31, a pitcher 87 1/2 cents, a teacaddy \$1 and a pound of tea \$4.



Fruit and Vegetables



General Cut in Fruit Prices; California Sprouts

Most Fruits Cut in Toronto — Big Drop in Oranges, Both Floridas and Navels — Montreal Reports Floridas Up—Evergreens Hard to Get in the East—Cranberries Moving Well—California Cauliflower In.

MONTREAL.

FRUIT.—With the arrival of Christmas, several new lines came on to market, for which there is an exceptional demand at this season. Kumquates, a Japanese orange about the size of an egg, sold at 22c per quart. Hothouse grapes from France and Belgium brought 75c to \$1 per lb. Only about one importer received supplies of California strawberries, these retailing around 75c per quart. Apples still remain firm, and will do until New Year, but is believed by some that a weaker market is probable after the first of the year. Cranberries have been selling well for the Christmas trade, but will be quieter from now on. Grape fruits, too, have enjoyed a good sale during the week. An advance of 25c per box is noted in the price of Florida oranges. Valencias are quoted, 714 size, at \$6 large case. Small California navels are slightly cheaper. Mexicans are slightly higher. Messina lemons are quoted lower this week—\$2.25 to \$2.75, 300 size. Holly is bringing \$1.50 dozen, or \$4.50 a case. Evergreen around the first of the week was scarce, there being a scramble for supplies. It is quoted at \$2.50, 160 yards to the bale.

Apples—		
Baldwins, No. 1, bbl.	3 50	
Spys, No. 1, bbl.	3 75	
Russets, No. 1, bbl.	3 50	
Greenings, No. 1, bbl.	3 50	
Fameuse, No. 1, bbl.	5 00	
McIntosh Reds, No. 1, bbl.	5 00	
No. 2, all varieties, 50c less per barrel.		
Bananas, crate	2 00	2 25
Cranberries, bbl.	5 50	6 50
Grapefruits, Jamaica, case		3 00
Grapes, Malaga, keg	5 00	5 50
Grapes, Belgium hothouse, lb.	0 75	1 00
Lemons—		
Messina Verdelli extra fancy, 300 size	2 25	2 75
Malaga, 420 size		5 00
Oranges—		
Cal. Navel, 150-176-200-216-250-288	3 50	
Cal., 96-126 size box		3 25
Florida, 176-200-216	2 75	
Florida, 126-150		2 50
Mexican, 126-150-176-200-216-250		2 50
Valencias, 714 size, large cases		6 00
Evergreen, 160 yards to bale		2 50
Holly case		4 50

VEGETABLES.—Several Christmas lines have been on the market, such as chalcots, 50c doz.; chicory, 50c doz.; romaine, 50c doz.; endives, 30c lb., all of which have been in demand for salads.

The features of the market are the absence of American beans, a sharp advance in spinach, a rise in fancy cucumbers, and the disappearance of New York celery. American beans are costing \$9 per basket, and few are being imported at this price. There might be several private consignments coming in, but among the wholesalers beans are scarce. Cucumbers rose to \$2.50 a doz., and are hothouse from Boston. New York celery at \$3 a case is done, and the trade must now pay \$4.75 to \$5 for California grown. Spinach was injured by a frost in Florida, and is now worth \$3.50 per barrel. Big bunches of American parsley can be bought for 75c per dozen.

Artichokes, bag	1 25	
Beets, bag	0 75	
Brussell Sprouts, bunch	1 00	
Cabbage, per bbl.	1 25	
Carrots, bag	0 50	0 75
Cauliflower, dozen	1 75	2 00
Cucumbers, fancy, doz.	2 50	
Celery, crate	4 75	5 00
Leeks, doz.		1 75
Lettuce, head, per box		1 25
Curly lettuce, per box		1 25
Onions—		
Spanish, per case	3 75	4 00
Spanish, per 1/2 case		2 25
Red, 75-lb. bags		1 50
Parsnips, bag		0 75
Parsley, doz. bunches		0 75
Peppers, green, 3/4-qt. basket		0 50
Potatoes—		
Montreal, bag	0 65	0 75
Potatoes, sweet, Jersey, hpr.		2 50
Spinach, American, in bbls.		3 50
Turnips, bag	0 50	0 75
Tomatoes, hothouse, lb.		0 22
Watercress, doz.		0 75

TORONTO.

FRUIT.—Cranberries are now going well, though last week dealers thought they were left with big stocks. Christmas poultry demand is largely responsible for increased movement. California navels, which have been on the toboggan for two or three weeks, are down still further, and may be bought for \$2.75 to \$3. Floridas are also down. Stocks are heavy, and both lines are particularly good fruit. Apples are in brisk demand. All lines are 25c ahead of last week's prices. The Christmas trade is noticeable in this regard. Grape fruit is cheaper, and sales are good. Valencia oranges are off the market. They had a good

run. Pineapples are selling exceptionally well, for Christmas use chiefly. Lemons, both Messinas and Californias, are down, and consequent upon decline has come a good rush demand. Trade generally has brightened up because of the near approach of Christmas, and dealers are not feeling so glum after all.

Apples—		
Wagners		2 25
Greenings	2 25	2 50
Kings	2 25	3 00
Baldwins	2 00	2 50
Spies	2 00	3 00
Seeks	2 25	2 50
Canada Reds	2 00	2 50
Snows	3 25	3 75
No. 2s, 40-50c less.		
Bananas, per bunch	1 50	2 00
Cocoanuts, sack	4 00	4 50
Cranberries	5 50	6 50
Grapes—		
Canadian, 6-qt. bkts.	0 16	0 20
Tokays		2 50
Malaga, barrel	4 50	6 00
Malaga, fancy, barrel	6 00	7 00
Oranges—		
Florida	2 25	2 50
California, late Valencias	4 00	4 50
California navels	2 75	3 00
Lemons, Messinas	2 75	3 25
Lemons, California	3 75	4 00
Limes, per 100		1 25
Pears—		
California, box		3 25
Canadian, late varieties	0 25	0 30
Pineapples, Porto Rico, case 10	2 75	3 25
Grape fruit	2 50	2 75

VEGETABLES.—California celery continues a good seller. Holly is also in big demand, and prices are firm. They may go higher. A car of fresh stuff is in from California, and looks good. Cauliflowers, green onions, and Brussel sprouts are all included. This is the first time Brussels sprouts have come through from California, and the first shipment, which was small, very soon disappeared. The new cauliflower is worth \$3.25 a crate. Potatoes are steady. There is no rush; there never is; but the regular demand keeps up. Onions are firm at prevailing prices, and are moving well. Trade in general is partaking of the universal Christmas rush, though retailers continue to buy only as much as they want, and are noticeably behind last year's orders. This, obviously, indicates that the consumer is careful, even at Christmas, when he feels inclined to let go.

Beets, Canadian, bag	0 50	0 65
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 50	0 60

(Continued on page 45.)



Fish and Oysters



Canadian Lobster from Halifax; Oysters Moving

Good Demand for Halifax Lobster—Cheaper Than Portland Lines, Though Smaller—Frozen Herring Scarce in Montreal—Fish Men Await Dispensation as to New Year's Day Among Religious Sects That Observe Friday With Some Trepidation—No Fish Day This Week.

MONTREAL.

FISH AND OYSTERS.—There are ample supplies of frozen fish in Montreal, with the exception of artificially frozen herring. To replace the latter, large supplies of weather frozen stock are expected from Newfoundland soon. The demand is good. Business all round was good last week, owing to the fact that there were three fish days. This week there are only two, and Advent closes on Christmas Day. Very little fresh fish is coming in; there are a few fresh whitefish, but not worth mentioning, bringing 13c. Fresh haddock and steak cod are coming in well, prices being the same. How long these supplies will continue to come in depends on how long it is before real cold weather arrives. Good supplies of frozen smelts are arriving, bringing 10c for No. 1; extra smelts are scarce. Salt sardines are not to be had, and it is difficult to speak of the future. Finnan haddies and fillets are plentiful. A good demand is expected during Christmas for bulk oysters; shelled oysters are unusually quiet.

TORONTO.

FISH AND OYSTERS.—Canadian lobster is in, from Halifax, and demand is brisk for this line. It is cheaper than the Portland variety, though the Halifax shipments so far are of fairly small lobsters. There is a limited supply of prawns, but only in the hands of one or two dealers. Still they may be had. Price is \$2. Little is heard of this line, but the public buy occasionally, and there has been a better movement this week. They will soon be difficult to get. They come from Biloxi, Mississippi, and there is some hitch with the shippers there. An important point to fishmen is that, though Christmas Day falls on a Friday—which is fish day with some religious bodies—they have been granted a dispensation. They may eat meat on

Christmas Day. Naturally, fishmen are not particularly pleased. They are wondering now whether New Year's Day, which also falls on a Friday, will be another "holiday." So that the dispensation is awaited with some eagerness. Oysters are moving well this week, bulk lines in particular. Halibut is in good demand, and is up 1 cent at 9c.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.07 1/2	.08-10
Haddies, 15-lb. and 30-lb. boxes, lb.07 1/2	.08-10
Haddies, fillets, per lb.10	.11-12
Haddies, Niobe, boneless, per lb.08 1/2	...
Herring, Ciscoe	1.80	.12
St. John's haddies, 100 in box	1.20	1.20
Yarmouth haddies, 60 in box	1.20	1.20
Smoked herrings, medium, box20	...
Smoked boneless herrings, 10-lb. box....	1.10	...
Kipped herrings, selected, 60 in box....	1.40	1.25-1.60
Smoked salmon, per lb.25	.25
Smoked halibut30	.30

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Gaspe, large, per lb.14	.12
Red steel heads, per lb.12-13	.12-13
Red, sockeyes, per lb.10-11	.10
Red, Cohoes or silvers, lb.10	.10
Pale, qualla, dressed, per lb.07 1/2-08	.07 1/2-08
Halibut, white western, large and medium, per lb.08-09 1/2	.09
Halibut, eastern chicken and medium, per lb.08-09 1/2	.10
Mackerel, bloater, per lb.10-10 1/2	.09
Haddock, medium and large, lb.04 1/2-05	.07-08
Market codfish, per lb.08-08 1/2	.07-08
Steak codfish, per lb.08-08 1/2	.09
Canadian soles, per lb.08	...
Blue fish, per lb.15-17	...
Smelts11	.15-20

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 80
Dried hake, medium and large, 100 lb.	6 00	...
Dried pollock, medium and large, 100 lb.	6 00	...
Dressed or skinned codfish, 100-lb. case....	7 25	8 00
Boneless codfish, 2-lb. blocks, 20-lb. box, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. box, per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes....	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 00	1 20
Boneless codfish, in 2-lb. and 3-lb. boxes....	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 65
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	...
Best scallops, imp. gallon	2 25	...
Best prawns, imp. gallon	2 00	...
Best shrimps, imp. gallon	2 25	...
Sealed, best standard, quart cans, each....	0 50	...
Sealed, best select, quart cans, each	0 60	...

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	...
Malpeque, shell oysters, selected J.A.F., per bbl.	9 00	...
Malpeque, shell oysters, C.C.I., bbl.	12 00	...
Clams, per bbl.	6 00	8 00
Live lobsters, medium and large, lb.	0 25	0 40
Live lobsters, medium and large, lb.	0 25	...
Bolled lobsters, medium and large, lb.	0 25	...
Whiskies, bush.	2 00	...
Little Necks, per 100	1 25	...

FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb.	0 05	0 07
Steak cod, fancy, express, lb.	0 06 1/2	0 08-0 09
Market cod, per lb.	0 08	...

FROZEN—LAKE AND RIVER.

White fish, large, per lb.10 1/2-11	.10
White fish, small tullbees, per lb.08 1/2-07	.07
Lake trout, large and medium, lb.10-11	.12
Dore, dress or round, lb.09 1/2-10	.08-10
Pike, dressed and headless, lb.07-07 1/2	.07
Pike, round, per lb.06-06 1/2	.07-08
Tom cods, new, per bbl.	2 25	...

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	...
Salmon, Labrador, bbls., 300 lbs.	14 00	...
Salmon, Labrador, half bbls., 100 lbs.	7 50	...
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	...
Sea trout, Labrador, bbls., 200 lb.	12 00	...
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 300 lb.	12 00	...
Mackerel, N.S., half bbls., 100 lb.	7 00	...
Mackerel, N.S., palis, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 00	6 25
Herrings, Labrador, half bbls.	3 00	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, half bbls.	2 50	3 40
Lake trout, 100-lb. kegs	8 00	...
Quebec sardines, bbls.	6 00	...
Quebec sardines, half bbls.	3 50	...
Tongues and sounds, per lb.	0 07 1/2	...
Scotch herrings, imported, half bbls.	8 00	...
Holland herrings, imp'ted milkers, hf bbls.	7 00	...
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, hf bbls.	7 00	...
Holland herrings, mixed, kegs.	0 75	0 70-0 90
Lochfyne herrings, box	1 25	...
Turbot, bbl.	14 00	...

WINNIPEG.

FISH.—The week has seen a very heavy business. Especially from the country has there been an improvement in orders. This is probably partially due to the Advent season, but the cold weather too has stimulated trade. Grocers who have installed the line this year are finding it one which moves rapidly.

New fresh jackfish	0 65 1/2
Lake Superior herring	0 65 1/2
New tullbees	0 04
Fresh mulletts	0 03
Fresh whitefish	0 08 1/2
Fresh pickerel	0 07 1/2
Trout	0 12 1/2
Gold eyes	0 05 1/2
Halibut	0 12
Frozen halibut	0 08 1/2
Salmon	0 11
Frozen salmon	0 10
Fresh cod	0 10
Fresh smelts	0 11
Oysters, per gal.	2 00
Shell oysters, per cwt.	2 00
Shell oysters, per bbl.	17 00
Haddies	0 09
Haddies, fillets	0 12 1/2
Bloaters, per box	1 80
Kippers, per box	1 75

A horse belonging to the Harding Fruit and Grocery Company, St. Thomas, Ont., slipped on the pavement and broke its leg. It had to be shot.



Produce and Provisions



Turkeys Bring Higher Prices Prior to Xmas

Distinct Scarcity in Toronto Market of Christmas Poultry — Better Demand for Butter, Though Quality Continues Poor—New Laid Eggs are Cheaper—Cheese Market Firm.

MONTREAL.

PROVISIONS.—Abattoir fresh-killed hogs command a higher price this week, being quoted \$10.50 to \$11. The supply seems to be good, and prices are comparatively low. It is currently reported that large Montreal retailers are cutting prices of meats in order to secure bulk of business, which is making things harder for the small retailer. The secret of the whole matter is that people are not buying as much as they usually do, which is making competition keen. Packers claim not to have changed their prices since last week. Medium and large hams are quoted 17c and 16c; plain backs, 21c; breakfast bacon, 18 to 19c, roll bacon 16c, and boiled ham 24c. Clear fat pork continues to rule high, \$29 being asked. A fair demand exists for lard, with no change in price. The consumption of compound increases, and if price falls, compound will follow. The latter is selling very cheap just now.

Hams—		
Medium, per lb.	0 17	
Large, per lb.	0 16	
Backs—		
Plain, bone in	0 21	
Boneless	0 23	
Peameal	0 24	
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	0 16	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16 1/2	
Cooked Meats—		
Hams, boiled, per lb.	0 24	
Hams, roast, per lb.	0 25	
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15 1/2	
Long clear bacon, 80-100 lbs.	0 14 1/2	
Flanks, bone in, not smoked	0 15 1/2	
Barrelled Pork—		
Heavy short cut mess	27 00	Per bbl.
Heavy short cut clear	27 00	
Clear fat pork	29 00	
Clear pork	26 00	
Lard, Pure—		
Tierces, 350 lbs., net	0 12	
Tubs, 50 lbs., net	0 12 1/2	
Boxes, 50 lbs., net	0 12 1/2	
Pails, wood, 20 lbs., gross	0 12 1/2	
Pails, tin, 20 lbs., gross	0 12	
Cases, 10-lb. tins, 60 in case	0 12 1/2	
Cases, 3 and 5-lb. tins, 60 in case	0 13	
Bricks, 1 lb., each	0 13 1/2	
Lard, Compound—		
Tierces, 375 lbs., net	0 09 1/2	
Tubs, 50 lbs., net	0 10	
Boxes, 50 lbs., net	0 10	
Pails, wood, 20 lbs., net	0 10 1/2	
Pails, tin, 20 lbs., gross	0 10 1/2	
Cases, 10-lb. tins, 60 in case	0 11	
Cases, 3 and 5-lb. tins, 60 in case	0 11	
Bricks, 1 lb., each	0 12	
Hogs—		
Dressed, abattoir killed	10 50	11 00

BUTTER.—The colder weather of the past week has improved the market for butter, and has tended to improve the demand from outside sources. Receipts, however, are small, and spot stocks are constantly decreasing. There seems to be plenty of poor, and plenty of good butter offering. There is a steady demand for butter, cheese and eggs, but the demand is not what it was last year at this time, but is considered good.

Butter—		
Finest creamery, new milk	0 29	0 30
Dairy butter	0 23	0 25

CHEESE.—A steady export business continues to be done, and the tone of the market is firm, as stocks are inclined to be small. Prices remain the same, 16 to 17c being asked for new made.

Cheese—		
New make	0 16	0 17
Old specials, per lb.	0 18	0 19
Switzon	0 18	0 19

EGGS.—The only change of any note in this market is an advance of a cent in selects. The market was slightly easier last week, but with an improved demand around Christmas, the price was put back again. New-laid remain firm around 60c. The production at this time of the year is very limited, and good prices are easily secured. It is understood that quite a number of good inquiries are coming in from England for storage eggs, so that prices in the new future may be higher.

Eggs, case lots—		
New laid	0 60	
Selects	0 31	
No. 1s	0 27	
Splits	0 20	

HONEY.—There is no feature in the honey market of any importance, a steady demand continuing at quotations. The principal demand is for white clover in comb.

Honey—		
Barrels	0 11 1/4	0 08 1/4
Tins, 50 lbs.	0 12	0 09
Tins, 30 lbs.	0 12 1/4	0 10
Tins, 5 and 10 lbs.	0 12 1/4	0 10
Comb, 13-14 oz. section	0 17-0 18	0 14-0 15

POULTRY.—With the approach of Christmas, the market for turkeys im-

proved slightly, prices for dressed fancy ranging from 17 to 18c. There is a fair demand for live turkeys at 13 to 14c. Demand for all kinds of poultry has been good for Christmas. Dressed geese have sold well at 10-12c. Prices generally remained about the same throughout the week. The receipts of geese and ducks were small considering the good demand for them.

Fresh Stock—		
Fowl	0 08-0 10	0 10-0 14
Spring chicken	0 07-0 08	0 10-0 13
Fancy, crate-fed chicken, 5 lbs.	0 10-0 13	0 14-0 17
Turkeys, fancy	0 13-0 14	0 17-0 20
Ducks	0 12-0 13	0 11-0 13
Geese	0 11-0 12	0 10-0 12

TORONTO.

PROVISIONS.—There is little change in conditions and none in prices. Christmas trade in this line is—as one dealer put it — nothing to write home about. Hams, backs and bacons are moving fairly well. Cooked hams are in good demand. People don't mind paying for someone else to do the cooking. It saves them the trouble, if they have to pay a little more for their meat. Lard is firm at prevailing prices, though a decline is looked for in pure. There was some little liveliness in clear fat pork last week.

Hams—		
Light, per lb.	0 16	0 16 1/2
Medium, per lb.	0 15 1/2	0 16
Large, per lb.	0 15	0 15 1/2
Backs—		
Backs, per lb.	0 21	0 22
Boneless, per lb.	0 22	0 23
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 17	0 18
Roll, per lb.	0 16	0 17
Shoulders, per lb.	0 15 1/2	0 16 1/2
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13 1/4	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 00	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11 1/4
Tubs, 50 lbs.	0 11 1/4	0 11 3/4
Pails	0 11 1/4	0 12
Tins, 3 and 5 lbs., per lb.	0 12 1/4	0 12 1/2
Bricks, 1 lb., per lb.	0 13	0 13 1/4
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09 1/4
Tubs, 50 lbs., per lb.	0 09 1/4	0 09 1/2
Pails, 20 lbs., per lb.	0 09 1/4	0 09 1/2
Hogs—		
F.O.B., live, per cwt.	7 45	
Live, fed and watered, per cwt.	7 75	
Dressed, per cwt.	11 50	12 00

CANADIAN GROCER

BUTTER.—Activity keeps up fairly well, last week's total business being better than that of the week before. It does not compare very favorably with last year's corresponding period, however. Buyers hold light stocks, and there is a noticeable better demand. The quality of creamery continues wretched, and doubtless this will be duplicated in dairy, too. It is thought farmers have been feeding roots and so forth instead of better and more expensive feed, for certainly the quality of really good butter is worst in years.

Butter—		
Creamery prints, fresh made	0 30	0 32
Separator prints	0 27	0 28
Dairy prints, choice	0 25	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—The market is firm and prices are all up a quarter of a cent and there is a good local demand at these enhanced prices. Stocks are low in Montreal, and the foreign demand continues good. Offerings generally are November make now, though there are supplies of September lines to be had if they can be found. Rumor says they are all in the hands of one firm. Things will be quiet in this market for some time to come. Very few cheese remain to be sold, particularly on export account.

Cheese—		
Old, large	0 17 1/4	0 18
Old, twins	0 18	0 18 1/4
New, large	0 16 1/4	0 17
New, twins	0 17	0 17 1/4

EGGS.—At last new-laid are to be had. They are coming along more freely now, and this tendency will increase, it is said. Prices are five cents easier, 45 to 55 cents meeting the case. There is a heavy demand for storage eggs, and trade eggs are active. Housewives are busy making puddings. Stocks have been pretty well cleaned up. Generally, business is good. There is a firm undertone. The market is active, and the British demand distinctly better. American market is about the same.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 45	0 55
Selects	0 32	0 33
Straights	0 29	0 30
Trade eggs	0 25	0 25

POULTRY.—The feature of this market—as we go to press—is the scarcity of turkey. Year after year the dealers try to get it on lower prices, and they use all their wits to do it. But the farmer often wins out in the last week. The wholesalers cheerfully admit it. Two weeks ago there were turkeys galore, at 15 and 16c. Last week farmers held off for higher prices and prices advanced to 18 and 19c. Wholesalers are sure there would be a glut this last week from Christmas, and that there would therefore be a slump. It has not materialized. Either the roads are bad—drifted up—or else farmers are exporting turkey over the line where possible. Anyway, at present writing, there are com-

paratively no turkeys in the hands of the wholesalers. Price is 18 to 20c. They may be more plentiful in the two days which still remain before Christmas Day. Geese are pretty well in the same case. There is a good movement in fowl and chicken.

Fresh Stock—	Live.	Dressed
Fowl	0 08-0 10	0 10-0 12
Spring chicken, lb.	0 10-0 11	0 12-0 16
Fancy, crate-fed chicken, 5 lbs.	0 13-0 15	0 15-0 18
Turkeys, fancy	0 13-0 15	0 15-0 20
Turkeys, old Tom	0 08-0 12	0 12-0 16
Ducklings	0 12-0 13	0 12-0 15
Ducks	0 12-0 13	0 12-0 15
Geese	0 12-0 13	0 12-0 14

WINNIPEG.

The market shows little movement this week. In none of the lines has there been any price changes, and with the possible exception of eggs, it does not seem that changes may be looked for. Cured meats remain firm. The same is true of lard, but supplies are ample to fill requirements.

Cured Meats—	
Hams, per lb.	0 20
Shoulders, per lb.	0 15
Bacon, per lb.	0 25
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	23 00

Lard—	
Tierces	0 11
Tubs, 60s	6 75
Pails, 20s	2 32 1/2
Cases, 5s	7 12 1/2
Cases, 3s	7 20

BUTTER.—Stocks are holding out very well. The demand is fair, but not great enough to make the bringing in of Eastern butter seem necessary. As a result prices are steady.

Butter—		
Creamery, Manitoba	0 30	
Dairy	0 25	
Cooking	0 19	0 21

CHEESE.—Trade in this line is quiet. Supplies are sufficient and no changes seem likely to come for some little time.

Cheese—		
New, large	0 16 1/4	
New, twins	0 17 1/4	

EGGS.—From the United States more than from Canada eggs are being taken for export. This has an effect upon the local market which is quite strong. Supplies, however, are holding out well, and it is not certain that there will be any upward movement. This will hardly come before the new year in any event.

Eggs—		
Extra firsts	0 28	
Checks	0 17	0 18
Extra, in cartons	0 30	

POULTRY. — Receipts have been heavy, but it is felt that practically all the Christmas stock is now on the market. Fortunately the demand is very good and at the low prices which prevail, it seems that the great bulk of the large stock will be disposed of. After the new year it is expected the demand will fall off to some extent.

Fresh Stock—		
Turkeys, per lb.	0 14	0 15
Ducks, per lb.	0 10	0 14
Chickens, per lb.	0 12	0 14
Geese, per lb.	0 10	0 12

FRUIT AND VEGETABLES.

(Continued from page 42.)

Cauliflower, doz.	1 00	1 25
Citrons, doz.	0 35	0 45
Cucumbers—		
Slicing, hothouse	1 50	1 75
Medium picking sizes	0 35	0 75
Celery, California, case	3 50	
Holly	3 25	3 50
Mushrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket	0 50	
Onions—		
Spanish, big crate	3 50	3 75
Can., 75-lb. bags	1 50	
Green peppers, basket	0 75	
Potatoes, Delaware	0 90	0 85
Potatoes, Canadian, bag	0 70	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 17	0 20
Turnips, bag	0 40	
Sweet potatoes, hamper	1 65	
Squash, Hubbard, doz.	0 75	
Lettuce, box	2 00	
Fennel, Canadian, bag	0 65	0 70
Persimmons, California, crate	2 50	
Pomegranates, doz.	0 95	
Pomegranates, crate	3 00	3 25

WINNIPEG

FRUIT.—The Xmas demand has been good. Oranges have again been put on a lower level, being now quoted from \$3 to \$3.50, and buying in this line has increased considerably. There has also been a good demand for Japanese oranges. The low price asked for these, however, has obtained. For cranberries there has been a satisfactory call, the low price of poultry having had something to do with stimulating the demand for this line.

Apples—		
Washington	1 25	
Apples, bbls.	3 75	4 00
B. G. box apples	1 50	
Cranberries, bbl.	7 50	
Bananas, lb.	0 04 1/2	
Grapes—		
Almeria, Reg	7 00	
Grape fruit	3 50	
Lemons—		
California	5 50	
Oranges, California Navels	3 00	3 50
Japanese, box	0 50	0 60
Pears	2 00	3 00

VEGETABLES.—Since last week there has been absolutely no change in this market. The Xmas trade here also has been very good. For California celery the demand has been particularly large, also for lettuce and tomatoes.

Celery, California	6 00
Cabbages, per lb.	0 01 1/4
Cauliflower, per doz.	1 75
Head lettuce, California, per doz.	1 00
Leaf lettuce, doz.	0 45
Onions—	
California, 100-lb. sacks	1 75
Valencia, per case	4 50
Parsley, per doz. bunches	0 40
Tomatoes, California, per case	2 00
Honey, comb, per case (24 sections)	5 50

SARNIA SENDS SALT, CLOTHING AND MONEY.

A carload of 25 tons of table salt, done up in 1,000 fifty-pound sacks, was donated by the Dominion Salt Company, Sarnia, Ont., as their contribution to the Belgian relief work. Salt has been freely quoted as being one of the items sorely needed in Brussels and Antwerp, and this gift will doubtless be very timely.

Over \$3,000 in cash was recently raised in the same city and several carloads of clothing and foodstuffs have been collected and sent to Halifax.

It is hoped to get all these materials off by a steamer leaving Halifax on the 23rd December, so that distribution to the suffering should take place early in the New Year.



Flour and Cereals



Ontario Wheat and Flour for South Africa

Toronto Market Reports Good Business on This Account—Christmas Spirit Pervades Community — Buyers Not Bothering; They Have Good Stocks—Bran and Shorts Moving in Montreal.

MONTREAL.

FLOUR.—The market is slow and sluggish, dealers still buying hand-to-mouth. At the same time the wheat market is fairly strong, but this does not help things much. It is claimed that prices are too high to permit of much export business. There continues to be a small enquiry from England, but with the high price and scarcity of ocean freight space, sales are small. Local market for spring wheat lacks feature, prices being maintained, with little business done. Trade in winter wheat flour is also small, but spot stocks are light, and offerings from Ontario millers light.

Manitoba Wheat Flour—		Per bbl.
First patents	6 70
Second patents	6 20
Strong bakers'	6 00
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		Car Small lots.
Fancy patents	6 00 6 25
90 per cent., in wood	5 50 6 00
90 per cent., in bags	2 50 2 60
Straight roller	5 70 5 90
Blended flour	5 75 6 25

CEREALS.—Rolled oats continue quiet, but after New Year, when the real cold weather arrives, people will consume more porridge for warmth, and the market then should have a better tone. While \$3.07½ is being quoted, sales are being made around \$2.95 and \$3. Demand for export is said to be fairly good.

Cornmeal—		Per 96-lb. sack.
Gold dust	2 20 2 25
Unbolted	2 05 2 15
Rolled Oats—		
Small lots	3 10
25 bags or more	3 07½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled Wheat—		100-lb. bbls.
Small lots	3 50
Hominy, per 96-lb. sack	2 75

FEEDS.—Bran and shorts throughout the past week have been in fairly good demand, especially shorts, the supply not being as plentiful as bran. Millers make more of the latter, and good stocks appear to be on hand. Shorts are changing hands at \$26-\$27. Good middlings are in fair demand, bringing \$30, large millers, however, quoting \$31, at which price few sales are being made. The demand for moulee is also good, and prices are firm, pure grain grades bring-

ing \$35-\$36, and mixed \$31-\$32. The tone of the whole market is good under a steady demand from all sources.

Mill Feeds—	Car lots, per ton
Bran 25 00
Shorts 27 00
Middlings 31 00
Wheat moulee 33 00
Feed flour 40 00
Mixed chop, ton 38 00
Crushed oats, ton 40 00
Barley, pot, 96 lbs. 4 00
Oats, chop, ton 38 00
Barley chop, ton 36 00
Feed oats, cleaned, Manitoba, bush. 0 68

TORONTO.

FLOUR.—There is little doing just now. Flour men generally have got the Christmas spirit, and they do not look much for any improvement in business until after the first of the year. Buyers are not bothering; they have good stocks. A feature of the earlier part of the week was the big demand for Ontario wheat and flour for export to South Africa, upon which prices advanced 10c a barrel to the mills. There is a noticeably bigger export demand, which shows that were ocean freights anything like reasonable, Canadian millers could compete successfully with those over the line.

Manitoba Wheat Flour—		Small Car lots.
		per bbl. per bbl.
First patent	6 80 6 80
Second patent	6 30 6 10
Strong bakers'	6 10 5 90
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—		Small Car lots.
		per bbl. per bbl.
Fancy patents	5 80 5 30
90 per cent.	5 10 4 80
Straight roller	5 00 4 80
Blended flour	5 35 4 95

CEREALS.—Market is generally firm, and in most lines pretty high. The demand for peas from Ontario farmers, referred to last week, keeps up, but it is felt that prices are too high, and probably the good buying at these prices won't last. As to other cereals, there is little doing. There are lots of enquiries, but when these are answered, but when these are answered, that is, often as far as business goes just now. Cereal men are looking to the New Year to put more "go" into their business.

Barley, pearl, 96 lbs.	5 00
Ruckwheat grits, 96 lbs.	6 00 6 00
Corn flour, 96 lbs.	2 80 3 00

Cornmeal, yellow, 96 lbs.	2 55 2 65
Graham flour, 96 lbs.	3 00 3 30
Hominy, granulated, 96 lbs.	3 00
Hominy, pearl, 96 lbs.	3 00
Oatmeal, standard, 96 lbs.	3 92½
Oatmeal, granulated, 96 lbs.	3 92½
Peas, Canadian, boiling, bush.	2 90 3 00
Peas, split, 96 lbs.	5 00
Rolled oats, 90-lb. bags	3 37½ 3 57½
Rolled wheat, 100-lb. bbl.	3 75 4 00
Rye flour, 96 lbs.	3 00
Wheatlets, 96 lbs.	3 75 4 00
Whole wheat flour, 96 lbs.	3 75 4 00

MILL FEEDS.—The activity noted last week flickered out, despite the continuance of the cold weather, which is propitious usually. Here, again, several dealers think prices are too high, and that they will go down before they advance. On the other hand, prices are not too high when the price of grain is taken into consideration. Bran has had a better run this week.

Mill Feeds—	Mixed cars, per ton
Bran 26 00 27 00
Shorts 28 00 29 00
Middlings 30 00 32 00
Wheat moulee 30 00
Feed flour, per bag 1 85 1 90
Oats—	
No. 3, Ontario, outside points 0 50 0 51
No. 3, C.W., bay ports 0 60

WINNIPEG.

FLOUR AND CEREAL.—The principal feature of the market is the quiet tone. Orders are reported not up to normal. This, of course, is regularly a season when a quietness is felt, but it was hardly expected this year as dealers have been adopting the principle of keeping their stocks down. There have been no changes in price and still there is no indication of any such movement.

Manitoba Wheat Flour—		Per bbl.
First patents	6 60
Second patents	6 20
Strong bakers'	6 10
Cereals—		
Rolled oats, per 90 lbs.	2 80
Oatmeal, fine, standard and gran'd, 96 lbs.	2 80

The W. T. Ott Co., Inc.
 Toronto
 Clicquot Club Beverages
 Priscilla Prepared Flours
 Bass Islands Grape Juice
 Snow-Mellow

55-J



*Merry
Christmas
and
Happy
New Year*



The year is rapidly drawing to a close. Our home ties demand the attention of everybody. Therefore we shall not worry you about business. We want to thank all the merchants of Canada for their loyal support of

Canadian Products
MADE IN CANADA
BY CANADIANS

1914 has been a prosperous year for us. YOU have done your share to distribute our products. Accept our thanks. In turn we are going to promise you that 1915 will bring you increased sales for all our products, especially

Tillson's Oats and Rainbow Flour

Our house to house campaigns will be continued during the coming year. Make one of your New Year's resolutions that you will handle **ONLY** goods "Made in Canada" and also see to it that the money **STAYS** in Canada.

By stocking our products every cent remains in Canada and benefits Canadian labor.

Canadian Cereal and Flour Mills
LIMITED
TORONTO

Methodist ... the present plant in Richmond ... will be ...

That's My Boy!

Every parent looks with joy at their children as they romp and play; their rosy cheeks speak their robust health. Start your boy out each morning ready to face the fight. Give him a liberal dish of those energy-building, heat-producing

TILLSON'S OATS

Friday Night is Gift Night

If you present a package when our agent calls, **YOU WIN A DOLLAR**. Watch for our card vassers.

RAINBOW FLOUR MAKES GOOD BREAD

Canadian Cereal and Flour Mills, Ltd.

stand who wanted it. They will be treated in the same way as the "Tom-"



BUCK UP

Don't let your customers find you, days after the holidays are over, with the dusty Christmas decorations still sticking around, making everything look like a half-wiped-out Belgium Village.

Buck up,—tear down the trimming, dust up, fix up and get the New Year Bigger-Business-Than-Usual atmosphere about you, for don't you know that ninety-nine people out of every hundred are heartily sick of Christmas and its strenuous preparations?

Let them forget it by showing them the hard, matter-of-fact things that they really need now and need all the time.

If trade is dull, make it brisk—trim up your windows and clean out odds and ends, do some special buying and selling and remember that Canada, though at war, is the best-off country in the world right now.

And also remember that you have our sincere best wishes for a ripping big business in 1915.

WHITE SWAN SPICES AND CEREALS, LIMITED
TORONTO, ONTARIO

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

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs. \$ 2 25	
No. 1 (25c size), 2 doz. cs. 2 30	
No. 10 (20c size), 4 doz. cs. 1 80	
No. 10 (20c size), 2 doz. cs. 1 85	
No. 8 (15c size), 4 doz. cs. 1 30	
No. 2 (10c size), 6 doz. cs. 0 80	
No. 2 (10c size), 3 doz. cs. 0 85	
No. 3 (5c size), 4 doz. cs. 0 45	

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Per doz.	Bbl. lots Less than 10 case lots. and over
Dime	\$.95	\$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2 1/4-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	\$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

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

COUPON BOOKS—ALLISON'S.

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

UN-NUMBERED.

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

CEREALS.

WHITE SWAN. Per case.

Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	\$2 85
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00

Per case.

Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 00

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack ...	\$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum Jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 00
Lemon	1 00
Pineapple	1 00
Ginger	2 25

Aylmer Pure Preserves—Bulk

5 lbs. 7 lbs.	
Strawberry	0 72 1 00
Black currant	0 65 0 85
Raspberry	0 65 0 85

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	3 40
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 85
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22
Special quotations for Cocoa in barrels, kegs, etc.	

(Unsweetened Chocolate).

Supreme chocolate, 1/4's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35



Will Your Competitor Secure the Big Advantage?

One of the rigid policies of the Nicholson & Bain organization is that only one brand of a given product can be included in their list. And all the efforts of an army of salesmen, all the service of our efficient organization, all the value of our extensive and intimate connection are brought to bear upon that brand—and that alone. Once we close for a new line, immediately all other brands of that product are closed for good.

Will your competitor secure the big advantage and incidentally turn the greatest prevailing selling force in the West against even your present efforts? Wouldn't it be better to investigate NOW while the opportunity of placing your product is still open? Write to-day.

Nicholson & Bain,

WHOLESALE COMMISSION AGENTS AND BROKERS
 HEAD OFFICE: WINNIPEG. Branches: Regina, Saskatoon,
 Edmonton, Calgary, Vancouver

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

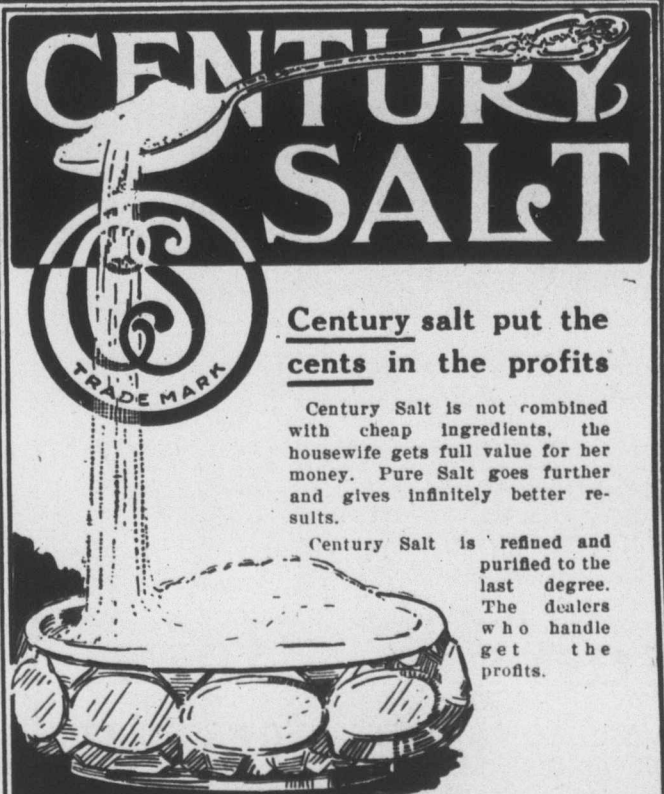
St. George Brand Coffee, 2 doz. in case \$4.80
 St. George Evaporated Milk, 4 doz. in case 3.60
 Banner Condensed Milk, 4 doz. in case 5.25
 Princess Condensed Milk, 4 doz. in case 4.50
 Premier Machine Skimmed, 4 doz. in case 3.80

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO






CENTURY SALT

Century salt put the cents in the profits

Century Salt is not combined with cheap ingredients, the housewife gets full value for her money. Pure Salt goes further and gives infinitely better results.

Century Salt is refined and purified to the last degree. The dealers who handle get the profits.

THE DOMINION SALT CO. LIMITED
SARNIA, ONT.



Right—Always right

It has never been anything else since we first turned out the goods in 1846. Its absolute purity, full strength and reliability make it always in demand by careful cooks.

COW BRAND BAKING SODA

is the best for satisfaction and profit—as such you should never fail to recommend it.

Get it from your jobber.

CHURCH & DWIGHT
Manufacturers LIMITED
MONTREAL

Diamond, 8's, 6 and 12-lb. boxes	0 29	Peerless Brand, Hotel, each, 2 doz.	4 25
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26	Jersey Brand, Hotel, each, 2 doz.	4 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 27	St. Charles Brand, gallons, each ¼ doz.	4 75
Icings for Cake—		"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00	"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
Chocolate Confections Per lb.		"Regal" Coffee and Milk, each, 2 doz.	4 50
Maple buds, 5-lb. boxes..	0 37	"Reindeer" Cocoa and Milk, each, 2 doz.	4 80
Milk medallions, 5-lb. boxes	0 37		
Chocolate wafers, No. 1, 5-lb. boxes	0 31	COFFEE.	
Chocolate wafers, No. 2, 5-lb. boxes	0 28	WHITE SWAN SPICES AND CEREALS, LTD.	
Nonpareil wafers, No. 1, 5-lb. boxes	0 31	WHITE SWAN	
Nonpareil wafers, No. 2, 5-lb. boxes	0 28	1 lb. tins, 2 doz. to case, weight 35 lbs.	39
Chocolate ginger, 5-lb. boxes	0 31	1 lb. tins, 4 doz. to case, weight 80 lbs.	38
Milk chocolate wafers, 5-lb. boxes	0 37	ENGLISH BREAKFAST COFFEE.	
Coffee drops, 5-lb. boxes..	0 37	¼ lb. tins, 2 doz. to case, weight 22 lbs.	23
Lunch bars, 5-lb. boxes..	0 37	1 lb. tins, 2 doz. to case, weight 40 lbs.	20
Milk chocolate, 5c bundles, 3 doz. in box, per box..	1 36		
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85	MOJA.	
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37	¼ lb. tins, 2 doz. to case, weight 22 lbs.	32
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37	1 lb. tins, 2 doz. to case, weight 40 lbs.	30
Nut milk chocolate, 5c bars, 24 bars, per box	0 85	2 lb. tins, 1 doz. to case, weight 40 lbs.	30
Almond nut bars, 24 bars per box	0 85	PRESENTATION COFFEE.	
		A Handsome Tumbler in Each Tin.	
		1 lb. tins, 2 doz. to case, per lb.	27
		Shipping weight, 50 lbs. per case.	
		MINTO BROS.	
		MELAGAMA COFFEE.	
		1s, ¼s, Grd.	Whol. Retail 25 30
		1s, ½s, B. & G.	32 40
		1s only, B. & G.	35 45
		1s, ½s, B. & G.	38 50
		Packed in 30 and 50-lb. cases.	
		Terms net 30 days prepaid.	
		(MINTO COFFEE (Bulk))	
		M Bean or Gr.	38
		I Bean or Gr.	35
		N Bean or Gr.	33
		T Bean or Gr.	30
		O Bean or Gr.	28
		Spec. Grd. Compound	25
		Packed in 25 & 50-lb. tins.	
		FLAVORING EXTRACTS.	
		WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS	
		1 oz. bottles, per doz., weight 3 lbs.	\$ 1 15
		2 oz. bottles, per doz., weight 4 lbs.	2 25
		2½ oz. bottles, per doz., weight 6 lbs.	2 50
		4 oz. bottles, per doz., weight 7 lbs.	4 00
		8 oz. bottles, per doz., weight 14 lbs.	7 50
		16 oz. bottles, per doz., weight 23 lbs.	14 40
		32 oz. bottles, per doz., weight 40 lbs.	28 80
		Bulk, per gallon, weight 16 lbs.	10 00
		CONDENSED AND EVAPORATED MILK.	
		BORDEN MILK CO., LTD.	
		East of Fort William, Ont.	
		Preserved—	Per case.
		Eagle Brand, each 4 doz.	\$ 6 25
		Reindeer Brand, each 4 doz.	6 25
		Silver Cow Brand, each 4 doz.	5 75
		Gold Seal Brand, each 4 doz.	5 60
		Mayflower Brand, each 4 doz.	5 60
		Purity Brand, each 4 doz.	5 60
		Challenge Brand, each 4 doz.	4 85
		Clover Brand, each 4 doz.	4 85
		Evaporated (Unsweetened)—	
		St. Charles Brand, small, each 4 doz.	2 00
		Peerless Brand, small, each 4 doz.	2 00
		St. Charles Brand, Family, each 4 doz.	3 90
		Peerless Brand, Family, each 4 doz.	3 90
		Jersey Brand, Family, each 4 doz.	3 90
		St. Charles Brand, tall, each, 4 doz.	4 50
		Peerless Brand, tall, each, 4 doz.	4 50
		Jersey Brand, tall, each, 4 doz.	4 50
		St. Charles Brand, Hotel, each, 2 doz.	4 25



GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills

LIMITED

Oak Lake

Manitoba

The Choicest Chew In a 10c Plug

is the new Royal Crown Black Chewing Plug Tobacco. No tobacco has ever met with such unqualified success, and Repeat Orders indicate that Royal Crown quite deserves its unusual popularity. You'll get steady demand in pushing Royal Crown.

**The Rock City Tobacco
Company, Limited
Quebec**

Look back over the year's expenditures and to be able to say with truth that every purchase was made with wisdom, forethought and economy—

Isn't that something to be proud of—something to find satisfaction in?

The numerous ideas and information you'll find in the advertising columns of this paper will give you a sound basis on which to decide satisfactory purchases.

Look over the advertising columns **now**—while you think of it.

CAMP COFFEE

Be ready with your supplies

Never let a customer who wants 'Camp' go without, for every sale of 'Camp' is of permanent advantage to your business. The public *will* have it, and they are bound to go where it is sure to be obtained.

R. Paterson & Sons, Ltd., Coffee Specialists, Glasgow.



Medical Science and Sardines



By Special Royal Permission.

Medical science tells us that the sardine supplies an excellent proportion of nitrogenous material — a body builder and brain food.

This, together with the fact that

"King Oscar" Brand Sardines

are packed in pure Olive Oil makes them a most desirable food.

Recommend "King Oscar" Brand Sardines, they will make for more business and better profits.

Canadian Agents
J. W. Bickle & Greening
(J. A. Henderson)
HAMILTON, ONTARIO

January Fish Campaign

Crisp, cold weather will make the fish business a profitable line for you to handle, Mr. Grocer. Stocks bristling with new fresh goods, and our prices are in line with the market always.

Oysters—Fresh in every day, in 1, 3, and 5-gal. tins sealed at the coast.

Haddies, Ciscoes, Smelts, Fillets, Bloaters, Halibut, Whitefish, Trout, Pickled Herrings, in kegs and pails.

Get our complete list.

WHITE & CO., LIMITED
TORONTO

GELATINE.

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 (1-qt. size), per doz. 1 10

W. CLARK, LIMITED,
MONTREAL.

Compressed Corned Beef, 1/2, \$1.75; 1, \$3.00; 2, \$5.50; 3, \$17.00; 14, \$45.00.

Roast Beef, 1/2, \$1.75; 1, \$3.25; 2, \$6.25; 6, \$18.00.

Boiled Beef, 1, \$3.25; 2, \$6.25; 6, \$18.00.

Jellied Veal, 1/2, \$1.75; 1, \$3.25; 2, \$5.00; 6, \$18.00.

Corned Beef Hash, 1/2, \$1.75; 1, \$2.25; 2, \$3.35.

Beefsteak & Onions, 1/2, \$1.75; 1, \$3.00; 2, \$6.00.

Cambridge Sausage, 1, \$3.00; 2, \$5.00.

Boneless Pigs' Feet, 1/2, \$1.75; 1, \$2.50; 2, \$5.00.

Lambs' Tongues, 1/2, \$2.50.

Sliced Smoked Beef, Tins, 1/2, \$1.80; 1, \$2.90.

Sliced Smoked Beef, Glass, 1/4, \$1.50; 1/2, \$2.00; 1, \$3.00.

Tongue, Ham and Veal Pate, 1/2, \$1.30.

Ham and Veal Pate, 1/4, \$1.20.

Potted and Devilled Meats, Tins—Beef, Ham, Tongue, Veal, Game—1/4, 50c.; 1/2, \$1.00.

Potted Meats, Glass—Chicken, Ham, Tongue, 1/4, \$1.50.

Ox Tongues—Tins, 1/4, \$2.75, 1, \$6.00; 1 1/2, \$9.00; 2, \$10.50.

Ox Tongues—Glass, 1/4, \$10.00; 2, \$12.00.

Mince-meat—Hermetically sealed tins, 1, \$1.25; 2, \$1.95; 3, \$3; 4, \$4; 5, \$5.

In Pails, 25 lbs., 8c. lb.

In Tube, 45 lbs., 7 1/2c. lb.

In Glass, 1, \$2.25.

Plum Pudding, 1, \$1.90; 2, \$2.40.

Clark's Peanut Butter—Glass Jars, 1/4, 95c.; 1/2, \$1.40; 1, \$1.85.

Clark's Peanut Butter—Pails 24 lbs., 15c. per lb.

Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.95; 16 oz., \$2.40

Pork & Beans, Plain Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.

Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1.00; 3, \$1.40; 6, \$4.50; 12, \$7.25.

Pork & Beans, Chili Flat, 1, 60c; 2, \$1.00; 3, \$1.15.

Pork & Beans, Tomato Flats, 1, 60c; 2, \$1.00; 3, \$1.15.

Fork & Beans, Plain Flats, 1, 60c; 2, \$1.00; 3, \$1.15.

Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.

Clark's Chateau Concentrated Soups, 95c.

Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder—"Anchor" Per case.

50 cases, 6 doz. \$2 50

10 cases, 3 doz. 2 50

5 case lots, freight prepaid, Ontario points .. 2 25

Baking Powder—"Anchor" Per doz.

4 oz. tins, cases 4 doz. 0 67 1/2

6 oz. tins, cases 4 doz. 0 90

8 oz. tins, cases 3 doz. 1 20

12 oz. tins, cases 3 doz. 1 65

16 oz. tins, cases 2 doz. 2 00

2 1/2 lb. tins, cases 1 doz. 4 50

5-lb. tins, cases 1 doz. 8 40

Chocolate—Unsweetened—"Anchor"

10c cakes, boxes 2 doz. 0 90

Cocoa—"Anchor" Per doz.

10c tins, cases 4 doz. 0 90

1/4s, tins, cases 4 doz. 0 36

1/2s, tins, cases 2 doz. 0 35

1s, tins, cases 1 doz. 0 35

Coffee—"Anchor" Per lb.

1 lb. tins, whole or ground, ca., 30 lb. 0 36

2 lb. tins, whole or ground, ca., 30 lb. 0 35

Cream of Tartar—"Anchor" Per doz.

2 oz. pkgs., box 4 doz. \$ 0 90

3 oz. pkgs., box 3 doz. 1 35

1/4 oz. pkgs., box 4 doz. 1 75

1/2 oz. pkgs., box 4 doz. 3 50

1 oz. tins, box 2 doz. 6 00

Flavoring Extracts—"Anchor"

20c bottle \$ 1 15

1/2 oz. bottle 2 50

4 oz. bottle 4 00

8 oz. bottle 7 50

16 oz. bottle 14 40

32 oz. bottle 28 80

80 oz. bottle 60 00

Flour—Potato—"Anchor" Per doz.

Cases 2 doz. 1 20

1cings, Prepared—"Anchor"

10c pkgs., cases 3 doz. ... 1 00

Mustard, D.S.F.—"Anchor"

50c tins, boxes 4 doz. ... 0 50

10c tins, boxes 4 doz. ... 0 95

Per lb.

1/4s, tins, boxes 12 lbs. ... 0 40

1/2s, tins, boxes 12 lbs. ... 0 39

1s, tins, boxes 12 lbs. ... 0 38

Rice, Special Grain—"Anchor" Per doz.

Cases 2 and 4 dozen. 0 90

"Anchor" Brand Per case

Shaker Table Salt, free running, cases 2 doz., case 1 60

"GOLD MEDAL" COFFEE.

Whole or Ground— Per lb.

1/2 lb. tins, cases 30 lbs. ... 0 37

1 lb. tins, cases 30 lbs. ... 0 36

2 lb. tins, cases 30 lbs. ... 0 35

"GOLD MEDAL" ROLLED WHITE OATS. Per case.

25c pkgs., cases 12 pkgs. 2 50

"KING" NAPHTHA BORAX WASHING COMPOUND.

5c pkgs., cases 50s 1 90

5c pkgs., cases 100s 3 75

10c pkgs., cases 3 doz. 3 50

"KOLONA" CEYLON TEA. Per lb.

40c black, green or mixed, 1/4 and 1 lb. pkgs. 0 30

50c black, green or mixed 0 35

60c black, green or mixed 0 42

80c black, green or mixed 0 55

Per doz.

"Meat of Wheat" Breakfast Food, cases 2 doz. 1 45

"Wheat - Os" Breakfast Food, cases 2 doz. 1 45

Per doz.

"Piccaninny" pancake and buckwheat 1 00

LAPORTE, MARTIN, LIMITED, MONTREAL. Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case. 6 00

Efficace 6 50

Neptune 7 00

San Rival 8 00

VICHY LEMONADE.

La Savoureuse, 100 pts., case. 10 00

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil. Cs. 25 11 lb. bars, lb. 0 11

Cs. 200 3 1/2 lb. pieces, ca. 5 50

ALIMENTARY PASTES. BLANC & FILS.

Macaroni, Vermicelli, Spaghetti, Small Pastes, etc.

Box, 25 lbs., 1 lb. 0 08 1/2

Box, 25 lb., loose 0 08

MINERVA PURE OLIVE OIL. Case—

12 litres 8 00

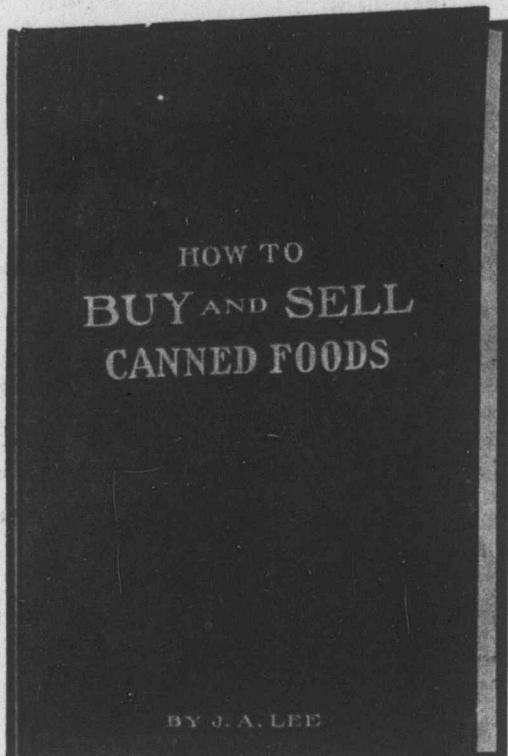
12 quarts 7 00

24 pints 7 50

24 1/2 pints 5 00

Tins—

20s, 1/4 gal. 3 00



A Practical Text-Book of the Canning Trade

it was written by a practical man for practical men and intended to help all distributors of canned foods.

INDEX TO CONTENTS

Origin and History of Canned Foods.
 How to Regulate Stocks and Purchases.
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 Advantages and Disadvantages of Private Labels.
 Advantages and Disadvantages of Packers' Labels.
 Window and Counter Displays; Illustrated.
 Hard Work and Hard Play.
 Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.
 How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated. Price \$2.15 per copy, postage paid.

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Send in your orders now.

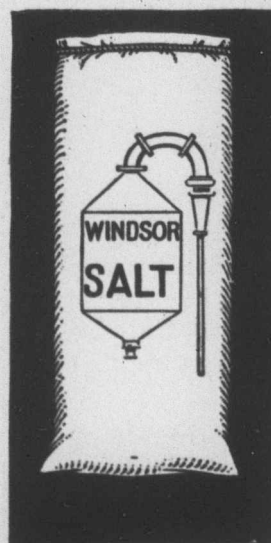
Every piece will be nicely wrapped in parchment paper. Nothing better for Christmas and nothing better than the

“STAR BRAND”

F. W. Fearman & Co.

LIMITED

HAMILTON



Ninety-nine people out of a hundred in Canada use

WINDSOR TABLE SALT

Isn't it better for you to make ninety-nine sales, than only one?

A well-filled Pocket Book

is a guarantee against hard times. Many persons of moderate income are increasing their salaries by representing us during their spare time. Our representatives are earning from five to thirty dollars a week during their off-time by taking new subscriptions and renewals for MacLean's Magazine and The Farmer's Magazine among their friends and acquaintances.

MacLean's Magazine is the largest and most influential monthly in Canada, presenting articles on national subjects and strong Canadian fiction in addition to a digest of world events.

Farmer's Magazine is the herald of agricultural progress—a monthly magazine which deals with the problems of the farm in virile and readable form.

Let us show you how you can earn the extra money you need.

Write to-day to

The Agency Division

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LIMITED

143-153 University Ave., TORONTO

**BOAR'S HEAD LARD
COMPOUND.**

N. K. FAIRBANK CO., LTD.

Tierces	0 10%
Tubs, 60 lbs.	0 10%
Pails, 20 lbs.	0 10%
Tins, 20 lbs.	0 10%
Cases, 3 lbs., 20 to case...	0 11%
Cases, 5 lbs., 12 to case...	0 11%
Cases, 10 lbs., 6 to case...	0 11%

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

Per doz. tins	
D. S. F., ¼-lb.	\$1 50
D. S. F., ½-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., ¼-lb.	0 95
F. D., ½-lb.	1 63
Per jar.	
Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

WHITE SWAN LYE

Single Cases, 4 doz.	\$3 40
3 case lots, 4 doz.	3 30
5 case lots, 4 doz.	3 20
Shipping weight 50 lbs. per case.	

JELLY POWDERS.

WHITE SWAN SPICES AND
CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	\$ 0.90
List Price.	

JELL-O.

Assorted case, contains 2 doz 1 80	
Straight.	
Lemon, contains 2 doz.....	1 80
Orange, contains 2 doz.....	1 80
Raspberry, contains 2 doz..	1 80
Strawberry, contains 2 doz.	1 80
Chocolate, contains 2 doz...	1 50
Cherry, contains 2 doz.....	1 50
Peach, contains 2 doz.....	1 80
Weight, 8 lbs. to case, Freight rate, 2nd class.	

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50	
Straight.	
Chocolate contains 2 doz....	2 50
Vanilla contains 2 doz.....	2 50
Strawberry contains 2 doz. 2 50	
Lemon contains 2 doz.....	2 50
Unflavored contains 2 doz..	2 50
Weight 11 lbs. to case. Freight rate, 2nd class.	

**SOAP AND WASHING
POWDERS.**

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case.	
5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.	

FELS NAPTHA.

Prices—Ontario and Quebec:	
Less than 5 cases	\$5 90
Five cases or more	4 95

STARCH.

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

BRANTFORD BRANDS

Boxes. Cents.

Laundry Starches—

40 lbs., Canada Laundry....	.06%
40 lbs., Boxes Canada white gloss, 1 lb. pkg.06%
48 lbs. No. 1 white or blue, 4 lb. cartons07%
48 lbs., No. 1 white or blue, 3 lb. cartons07%
100 lbs., kegs No. 1 white ..	.06%
200 lbs., bbls., No. 1 white ..	.06%
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs. ..	.07%
48 lbs. silver gloss, in 6-lb. tin canisters06%
36 lbs., silver gloss 6-lb. draw lid boxes06%
100 lbs., kegs, silver gloss, large crystals07%
28 lbs., Benson's Satin, 1-lb. cartons, chrome label07%
40 lbs., Benson's Enamel (cold water) per case ..	3 00
20 lbs. Benson's Enamel (cold water), per case ...	1 50
Celluloid—boxes containing 45 cartons, per case	3 00

Culinary Starch.

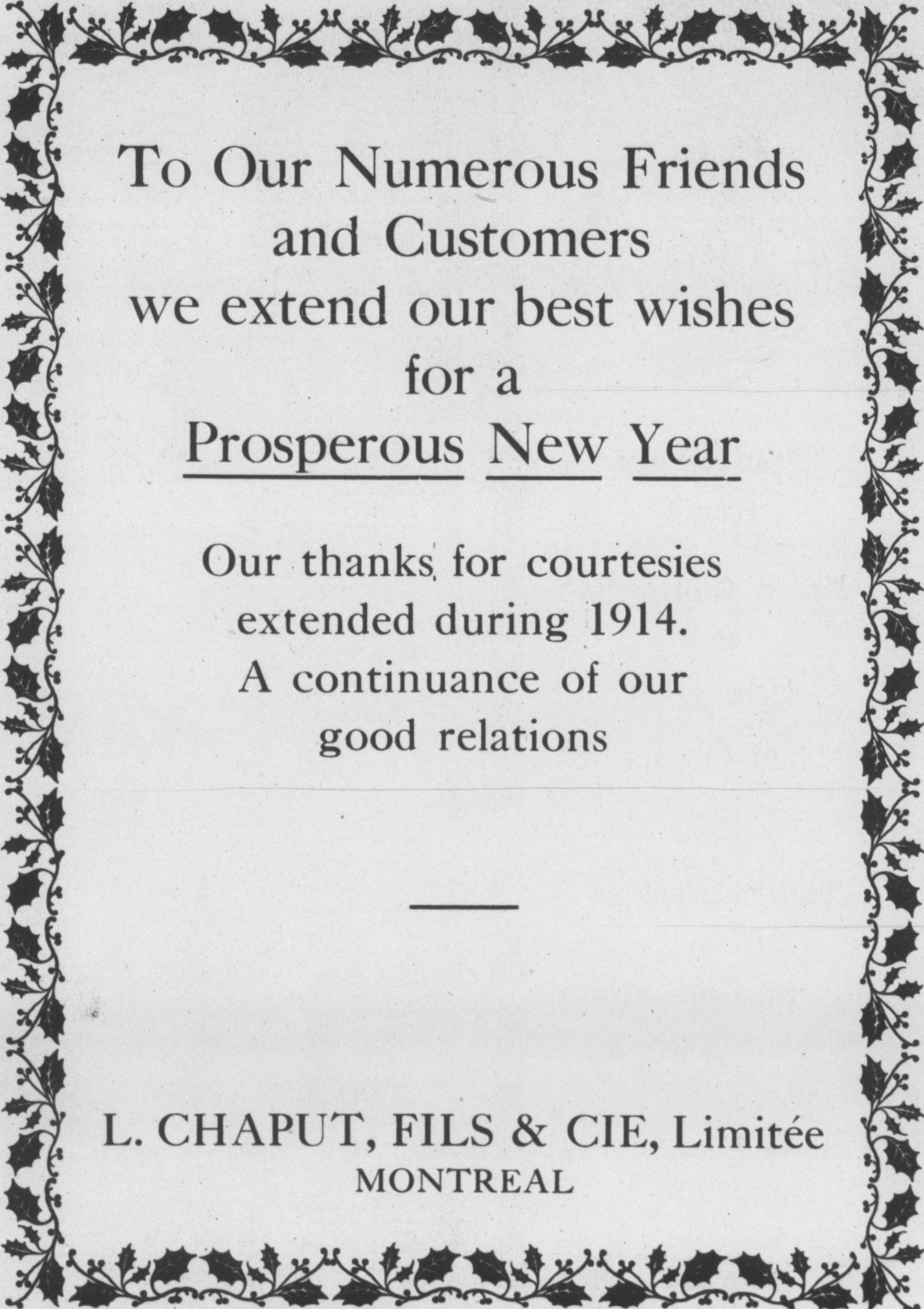
40 lbs. W. T. Benson & Co.'s prepared corn07%
40 lbs. Canada pure corn starch06%
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—	
Boxes about 40 lbs.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.06%
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs. ..	.07%
Barrels, 200 lbs.06%
Kegs, 100 lbs.06%
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs.07%
8 in case06
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case06%
Kegs extra large crystals, 100 lbs.07%
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 00
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	.06%
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	.07%
"Crystal Maise" Corn Starch—	
1-lb. pkts., boxes of 40 lbs..	.07%
(20-lb. boxes ¼c higher than 40's.	



To Our Numerous Friends
and Customers
we extend our best wishes
for a
Prosperous New Year

Our thanks for courtesies
extended during 1914.
A continuance of our
good relations

L. CHAPUT, FILS & CIE, Limitée
MONTREAL



That you may
 enjoy a
Merry Christmas
 and a
New Year
Full of Prosperity
 is the
 hearty wish of the
 packers
 of **Brunswick Brand**
Sea Foods

Connors Bros., Limited
 Black's Harbor, N. B.

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, \$3.00; King Corn Starch, 16 oz. pack., 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, \$4; Ocean Borax, 8 oz. pack., 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, \$3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, \$5; Chinese Washing Powder, 8 oz., 120 pack., per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, \$4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, \$7.20.

COW BRAND BAKING SODA.

In boxes only.
 Packed as follows:
 5c packages (96) \$3 20
 1 lb. packages (60) 3 20
 1/2 lb. packages (120) 3 40
 1 lb. 30 } Packages, Mixed. 3 30
 1/2 lb. 60 }

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 9 doz. in case... \$2 65
 5-lb. tins, 1 doz. in case... 3 00
 10-lb. tins, 1/2 doz. in case.. 2 90
 20-lb. tins, 1/4 doz. in case. 2 85
 Barrels, 700 lbs. 3 1/2
 Half barrels, 350 lbs. 4
 Quarter barrels, 175 lbs. 4 1/4
 Pails, 38 1/2 lbs. 1 95
 Pails, 25 lbs. each 1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 9 doz. in case... 3 00
 5-lb. tins, 1 doz. in case... 3 35
 10-lb. tins, 1/2 doz. in case.. 3 25
 20-lb. tins, 1/4 doz. in case.. 3 20
 (5, 10 and 20-lb. tins have wire handles.)

CANNED HADDIES

"THISTLE" BRAND.

A. P. TIPPET & CO., Agents
 Cases, 4 doz. each, flats, per case \$5 44
 Cases, 4 doz. each, ovals, per case 5 40

INFANTS' FOOD.

Robinson's patent barley, 1/2 lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case.. 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s. Tins, 2 doz. to case.
 Quebec, per case \$1 85
 Ontario, per case 1 90
 Manitoba, per case 2 30
 Saskatchewan, per case ... 2 60
 Alberta, per case 2 70

DOMOLCO BRAND.

2s. Tins, 2 doz. to case.
 Quebec and Ontario, per case 2 95
 Manitoba, per case 3 40
 Saskatchewan, per case ... 3 65
 Alberta, per case 3 75
 British Columbia, per case. 3 55
 British Columbia, per case. 2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

1/2-pint bottles 3 and 6 doz. cases, doz. 0 90
 Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
 Cases of 3 dozen 1 90
 H. P. Pickles—
 Cases of 2 doz. pints ... 3 25
 Cases of 3 doz. 1/4-pints.. 2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.
 2a size, gross 2 50
 6a size, gross 2 40

NUGGET POLISHES.

Polish, Black and Tan 0 85
 Metal Outfits, Black and Tan 3 65
 Card Outfits, Black and Tan 3 25
 Creams and White Cleanser 1 10

TEAS.

THE SALADA TEA CO.
 East of Winnipeg.

Wholesale, Rt'l.

Brown Label, 1s and 1/2s .29 .35
 Blue Label, 1s, 1/2s, 1/4s, and 1/8s 35 .45
 Red Label, 1s and 1/2s... 41 .55
 Gold Label, 1/2s 49 .65
 Red-Gold Label, 1/2s 55 .80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's \$2 15
 4's 0 35
 5's 0 42
 7's 0 60
 30's, wood 0 05
 12-oz. glass jar 1 15
 Tumbler, glass 0 95

MARMALADE.

2's, per doz. \$2 30
 4's, per pall 0 40
 5's, per pall 0 45
 7's, per pall 0 65
 30's, wood, lb. 0 08 1/2
 12-oz. glass jar, doz. 1 20
 Tumbler, glass, doz. 1 00

Prices subject to change without notice.

MINTO BROS., Limited.

Toronto.

We pack in 60 and 100-lb. cases. All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or 1/2s	0 29	0 35
Green Label, 1s, 1/2s, 1/4s	0 32	0 40
Blue Label, 1s, 1/2s, 1/4s	0 37	0 50
Yellow Label, 1s, 1/2s, 1/4s	0 42	0 60
Purple Label, 1/2s only	0 55	0 80
Gold Label, 1/2s only	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs., 1 15
IMPERIAL TOBACCO CO. OF CANADA, LIMITED.
EMPIRE BRANCH.

Black Watch, 7s, 1/2 butts, 9 lbs., boxes 6 lbs. \$0 33
 Bobs, 6s and 12s, 12 and 6 lbs. 0 46
 Currency, 12s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 46
 Currency, 6s, 1/2 butts, 9 lbs. 0 46
 Stag Bars, 6s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 45
 Walnut Bars, 8 1/2s, boxes 7 lbs. 0 64
 Pay Roll, thick bars, 8 1/2s, 6 lb. boxes 0 67
 Pay Roll, thin bars, 8 1/2s, 5 lb. boxes 0 67
 Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies 0 67
 Shamrock, plug, 7 1/2s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 57
 Empire, 7s and 14s, caddies 15 lbs., 1/2 caddies 6 lbs. 0 52
 Great West, pouches, 9s 0 67
 Forest and Stream, tins, 11s, 2 lb. cartons 0 80

J. H. Wethey, Limited

and

The T. Upton Co., Limited

join hands in
wishing their many
friends a most
Happy and Prosperous
New Year.



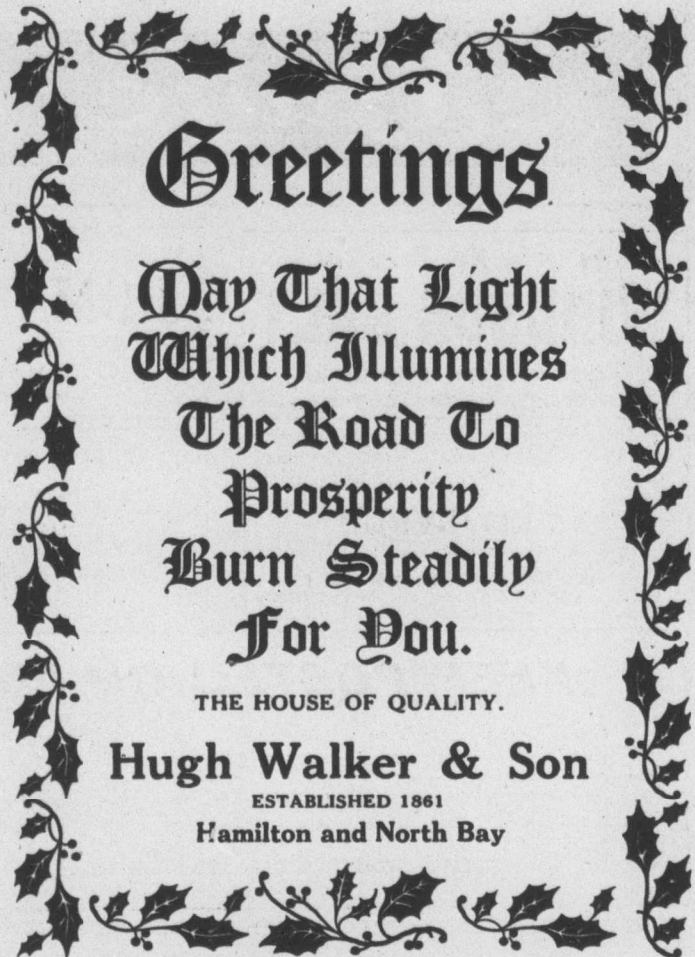
is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—MOTT'S.

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA



Greetings

May That Light
Which Illumines
The Road To
Prosperity
Burn Steadily
For You.

THE HOUSE OF QUALITY.

Hugh Walker & Son

ESTABLISHED 1861

Hamilton and North Bay

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1 CANADA, 5 stg.	- -	\$4.50
" 2 " 4 "	- -	4.00
" 3 " 4 "	- -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

Write us for New Price List of
WINDSOR SALT

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

Dr. JACKSON'S
ROMAN MEAL

Made in Toronto
ROMAN MEAL CO.
MONARCH ROAD

STORAGE IN OTTAWA
BOND AND FREE

Direct Railway connection. Car distributing. Write for rates.
Dominion Warehousing Co., Ltd.
Phone R54. 46 to 56 Nicholas St., Ottawa.

The Best for all forms of Coughs, Asthma, Bronchitis, and all ailments of Respiratory Organs.

MERIT SYRUP

FOR AGENCY, WRITE
THE MERIT CHEMICAL CO.
725 Notre Dame E. MONTREAL

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

EGG FILLERS

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

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

**Irish Grocer, Drug, Provision and
General Trades' Journal**

If you are interested in Irish trade.

Mathieu's Nervine Powders



are a simple but effective remedy in all forms of headaches — a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name
With (Name of firm)
Street
City or town Prov.....

HOLLAND RUSK

is not an article that will be tried and disused after one day. It has real merit and it will be well worth your while to push it.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand
Fixtures,

Then you should use
Canadian Grocer's Classified Ad.
Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveler, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches
All These Men.

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent insertions.

5c extra per insertion when replies are to be addressed c/o Canadian Grocer.

Canadian Grocer

143-153 University Ave., Toronto

AN AD IN THIS PAPER WILL
BRING RESULTS AND HELP TO
BUILD UP YOUR BUSINESS.

CANADIAN GROCER

FOR SALE

McCASKEY ACCOUNT REGISTER—GOOD AS NEW. Sixty accounts. Twenty-five dollars f.o.b. Fruitland, Ont. Terms, draft against bill of lading. Church & Ross.

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

GROCERY STORE FOR SALE—GOOD CENTRAL location in the City of Windsor, Ont. Butcher business in connection. Two-family residence. Flat rented at \$20.00 per month. Turnover, \$20,000 yearly. Will sell cheap. Reasons: retiring from business. Write Box 67, Canadian Grocer, Toronto, Ont.

STORE TO RENT OR LEASE—TWO-storey frame corner building, size 25 x 60, perfectly fitted for general merchant business in a Southern Saskatchewan coal mining town. A good business proposition to the right man, with immediate occupation. For full particulars write A. H. McConnell, Box 11, Roche Perce, Sask.

GENERAL MERCHANT'S BUSINESS, POST office attached, for sale, on Vancouver Island. Turnover \$75,000 yearly. Sound business; \$10,000 will handle; \$3,000 yearly can be made. Apply Box 68, Canadian Grocer, Toronto. Principals or solicitors only treated with.

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover \$15,000.00. Stock \$5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 69, Canadian Grocer, Toronto, Ont.

The

CONDENSED AD.

PAGE

WILL INTEREST YOU

Safe Investments

The Financial Post of Canada is the recognized authority on Canadian investments.

Each week it gives much exclusive information respecting Canadian companies; also reliable news on bond and stock issues, mining and real estate conditions.

The INVESTOR'S INFORMATION BUREAU is maintained free to subscribers and answers by letter all inquiries about investments. Write for sample copy and our subscription offer.

**The Financial Post
of Canada
Toronto**

"The Canadian Newspaper for Investors"

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.

MISCELLANEOUS

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

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

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

(1f)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WANTED

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

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.

TRAVELLER CALLING ON THE GENERAL trade, with good connection in Saskatchewan, wants one or two lines on commission. Box 1692, Saskatoon, Sask.

AGENCIES WANTED

WANTED—AGENCIES FOR PROVINCE OF Prince Edward Island on a commission basis for any special or good general lines handled by the drug or grocery business. Firm has good connection with local trade and already represents several manufacturers. Special facilities for advertising or distributing samples if required. Write P. E. Island Agency, Box 265, Charlottetown, P.E.I.

HOLLY DAYS

are confection days.

MAPLEINE

is indispensable for flavoring and coloring bonbons, icings, candies, ice cream.

Order from

Frederick E. Robson & Co., 25 Front St. E., Toronto.

**CRESCENT MFG. CO.
SEATTLE, WASH.**



OAKLEY'S KNIFE POLISH

WILLI-ZOHOZ

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



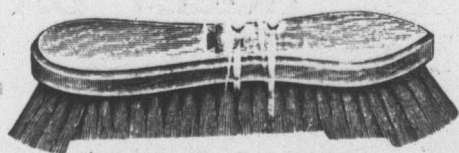
You can't get away from credit business without driving away trade. And if you don't use Allison Coupon Books you are bound to lose some money on credit accounts. Allison Coupon Books make credit business "good as gold."

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

**ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.**



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company
Limited
PORT ELGIN, ONTARIO



The perfect production of olives for years has made

D.W.C. Spanish Olives

famous the world over—a name inseparable from "Olives of the highest quality." Naturally grocers find it profitable to feature prominently D. W. C. Be sure your supply is kept high.

ROWAT & CO.
Glasgow - Scotland

CANADIAN DISTRIBUTORS
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Don't think you can jump in when trade begins to boom and head off the man who stuck to his advertising guns. It cannot be done, the other fellow has too big a handicap.

What Do You Earn?

Don't think us impertinent. We want you to put the question to yourself, and to supplement it with the further question, "Could you earn any more?"

Certainly you could, if your wasted evenings could be used to advantage.

Why not let The MacLean Publishing Company help you out? They will appoint you circulation solicitor in your district for MacLean's Magazine.

When you have tried it you may find it pays you well enough to give your whole time to it. That has been the experience of many before you.

The MacLean Pub. Co.

143-153 University Ave.
TORONTO

Apples

We will pack

10,000

barrels

of the celebrated
Georgian Bay Apples

this Fall. Place your orders early.

LEMÓN BROS.

Owen Sound, Ontario

Compliments of the Season

from

Franc Tracuzzi
Packer, Messina

J. J. McCABE

Agent

Toronto



Mr. Retailer:

*Have you calculated the profit
you make when selling*

TUCKETT'S

T & B

10c. PLUG

?

Tuckett Ltd., - Hamilton

BUSINESS LOGIC!

ADVERTISING is intended to stimulate trade; to establish a connection for the advertiser and make his name well known; to standardize his product and educate the public to an appreciation of its advantages.

¶ If advertising is useful in times of peace, should it not be just as helpful in times of war?

¶ Should not the connection established during a period of commercial prosperity be maintained, even strengthened, until prosperity returns?

¶ Should not the process of familiarizing and educating go on?

¶ If not, why not?

¶ Changes are taking place in the industrial life of Canada. New businesses are coming into existence, some encouraged by the unusual conditions—others undaunted by them. New markets are being opened up. The industrial map of Canada, like the geographical map of Europe, is changing.

¶ The persistent advertiser will keep in touch with his old friends and meet the newcomers. During times of war he will get his share of business and when the war is over his prestige will have been strengthened and his connection enlarged. He will have lost nothing and gained much.

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INCREASE YOUR TRADE

BY

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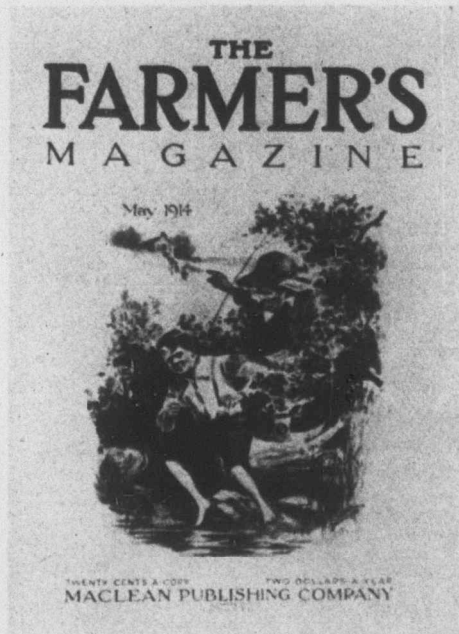


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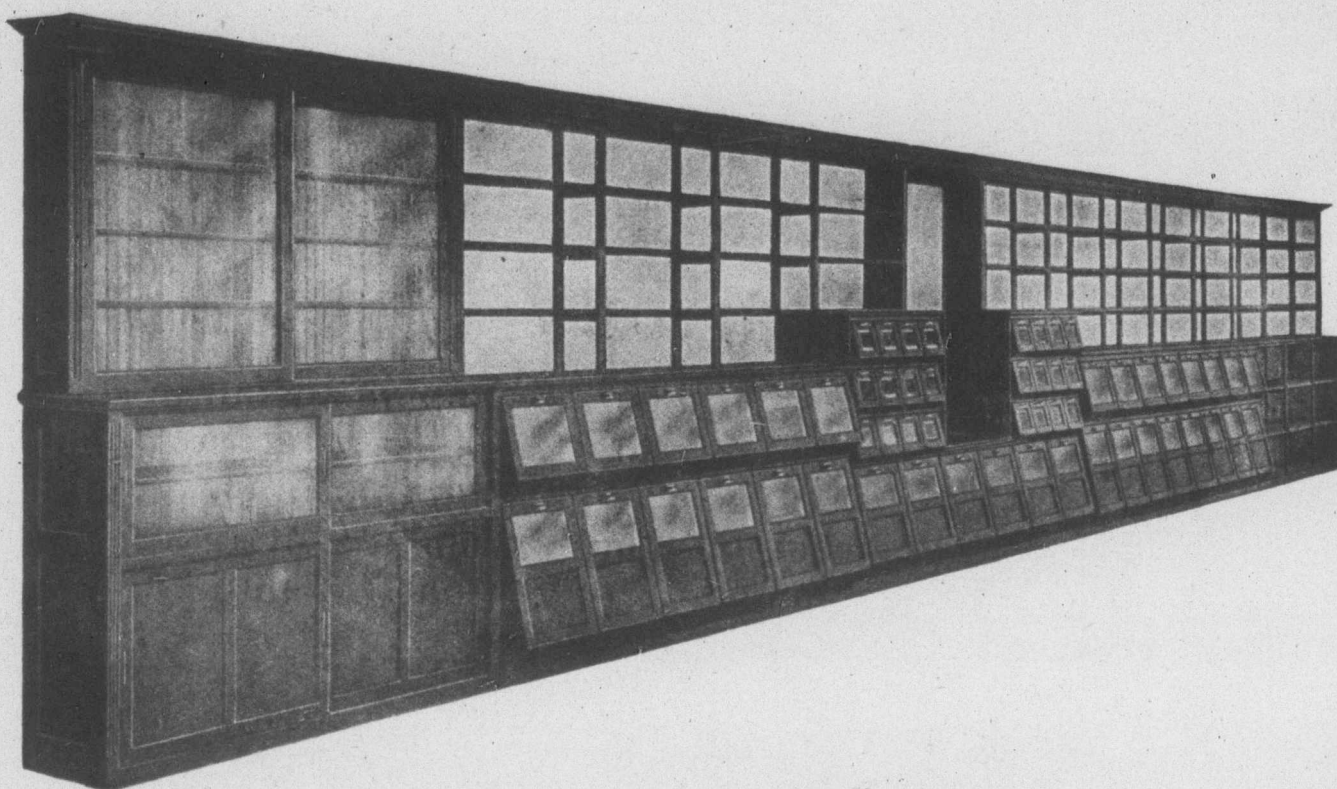
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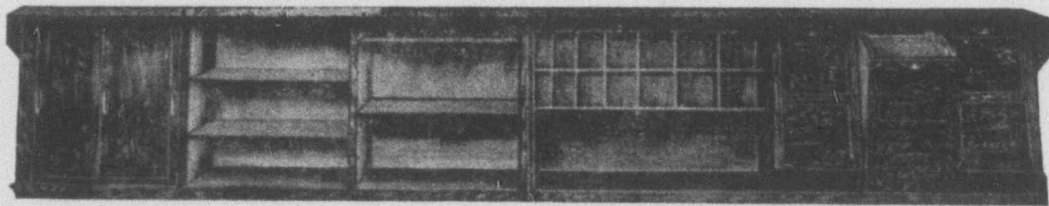


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