

**PAGES
MISSING**

FEATURING—SELLING HOME BAKING MATERIALS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXIX

PUBLICATION OFFICE : TORONTO, NOVEMBER 26, 1915

No. 48



TODHUNTER'S
COCOA
PURE

**Absolutely
Pure**

Here is a good Seller—

Pure Cocoa put up in the most attractive and useful package on the market—Can be sold at a reasonable price.

Always uniform in quality—Is sure to please consumers.

The memory of quality lingers when prices are forgotten.

TODHUNTER, MITCHELL & COMPANY

Importers and Manufacturers

Toronto, Ont.

Winnipeg, Man.

CANADIAN GROCER



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

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

Grown and Packed in California

They're ready for your finest
Christmas trade with their sun-

cured wholesomeness, their fine quality—clean and dry (not
processed).

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

YOUR WHOLESALE GROCER HAS THEM—ORDER FROM HIM.

Put up only in this Package.

AMERICAN VINEYARD COMPANY, Growers and Packers

CANADIAN AGENTS:

Eugene Moore, Toronto, Canada.

Nicholson & Bain, Winnipeg, Canada

Universal Importing Co., Montreal, Que.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

Lantic Sugar

Is your sugar business on the right side of the ledger?

Sugar is one of the items in your business that perhaps you have never checked up.

It might surprise you if you kept track of all the broken paper packages on account of which considerable of your profit is wasted in the course of a year.

It is no secret that it takes an all mighty lot of patience and care to get 20 5-lb. bags or 50 2-lb. bags out of a hundred-pound sack. It takes time, too, and valuable time very frequently.

Why not try the Lantic way—Sell sugar in original packages. Your responsibility ceases once you pass these packages over the counter to your trade.

We stand back of every pound sold. The quality, the weight, the cleanliness and the purity are all guaranteed.

If you haven't tried the modern way of handling sugar, let a few cases of Lantic demonstrate the possibilities.

Order from your wholesaler.



Atlantic Sugar Refineries, Limited
MONTREAL ST. JOHN

You can bank on these

“Codou’s” Macaroni

They are the kind of high-grade products whose established selling qualities have built up bigger business for progressive dealers.

—acknowledged by experts to be a perfect paste product—is favorably known in every part of Canada. Made of finest selected wheat, Codou’s quality and wholesomeness has made it a “special” in the quick-selling line.

“Thistle Brand Fish”

is going to be a splendid seller during the coming weeks of Advent. Pushing them will not only win you bigger profits, but create the confidence which is the only sure way to permanently build up business and profits.

Fill up your stock of both these lines to-day.

Arthur P. Tippet & Co.
Agents

MONTREAL

TORONTO

Incomparable

—that one word best describes the purity and selling quality of

Borden's Eagle Brand Milk Products

Their impeachable purity and business-building reputation make them the "sure thing" to feature for quick, profitable winter selling. Appetizing and wholesomely delicious, Borden's Milk Products can be confidently recommended to your very best customers.

Pushing the Borden Line insures you against customer dissatisfaction; the Borden Quality will create that confidence which means bigger and better business.

Feature Borden's "Eagle Brand" from now on. A display in your windows, counter, or show case will make all the difference in the world in your sales.

Begin to-day.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

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



SUN-KIST Seeded Raisins are **NOT PACKED** by any association or combination of growers or packers like thousands of other brands are. They **ARE PACKED** by the owners of the SUN-KIST Brand, who have absolute control of the quality and who cater to the desires of particular people.

SUN-KIST Seeded Raisins have an individuality of their own—not only in the **WAY THEY SELL** but in the satisfaction they give. Your customers will use more raisins if you give them SUN-KIST because that is the kind they want.

Wholesale distributors in every territory. **ASK THEM**

"SPECIALS"

	Doz.
Finest Refugee Beans, 2s (c/s 24)	85c
Cherry Grove Molasses, 2-lb. Tins (c/s 36)	95c
(Freight paid in 5-case lots)	

	Per Tin
Finest French Packed Olive Oil—Ex Virgin—½-Gal. Tins (20 to case)	\$1.10
Finest French Packed Olive Oil—Ex Virgin—1-Gal. Tins (10 to case)	2.15

ROWAT'S OLIVES—

	Per Doz.
D.W.C., Peacock, 12-oz. (Manz)	\$1.50
16-oz., Oval Superior Queen ...	2.25
ROWAT'S PICKLES—A Few Casks, 20-oz., Lever Tops, Mixed, Chow and Onions	2.00

Warren Bros. & Co.

LIMITED

Queen and Portland Streets
TORONTO, ONT.

CANADIAN GROCER



Look at the difference

You cannot help but notice it. Other dealers, too, were inclined to be skeptical, but a trial convinced them of the additional selling value that the **ANCHOR CAP** gives to a line of bottled goods. Where before there was lack of customer confidence (owing to doubtful sealing), loss through spilling, muss, etc., etc., the Anchor Cap gives absolute security, preserving contents in a way that leaves no doubt regarding their freshness.

Think what this means to you—to prevent loss of profit in spilled goods or dissatisfied customers.

It is well worth while to have your next supply of bottled goods sealed with Anchor Caps. Your wholesaler can supply them on any line whatever.

Anchor Cap & Closure Corporation of Canada

LIMITED

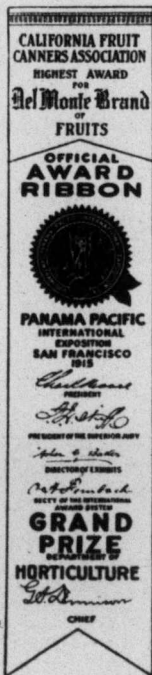
Sudbury St. W., Foot of Dovercourt Road

TORONTO, CANADA



OUR CANNED FRUITS RECEIVED THE
GRAND PRIZE
AT BOTH CALIFORNIA EXPOSITIONS

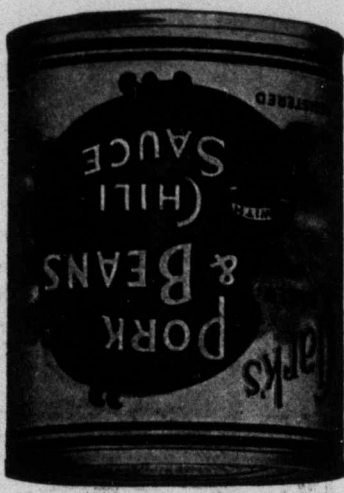
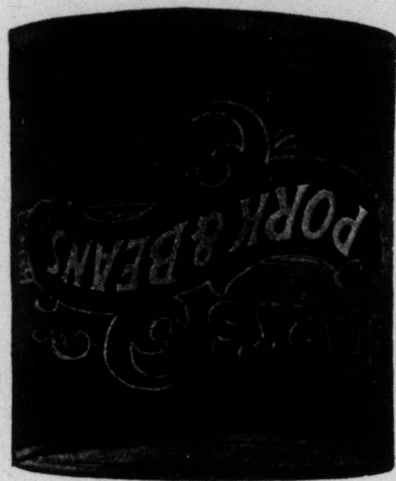
This is the Highest Possible Award



PACKED WHERE THEY RIPEN THE DAY THEY'RE PICKED



W. Clark, Limited, Montreal



Seasonable Goods



CANADIAN GROCER

**The Children's
Bread
and
Jam**



never tastes so good as in cold weather when the ripping, romping lads and lassies come tearing into the house with half a dozen chums hungry as young cubs. And when mother comes to the timely rescue with great slabs of bread liberally besmudged with

E.D.S. JAM

there are several light hearts and watery mouths.

You know it, Mr. Grocer. You know the families with hungry young folk by the weekly order.

These are the families we would suggest offering E.D.S. Jam to in No. 4 and 5 tin pails. The cost to them is less and the convenience of not having to buy so often will be appreciated.

Encourage the daily use of E.D.S. Jam by large families. Order a few pails.

Made only by

E. D. SMITH & SON

WINONA, ONTARIO

"Made in
Canada"



**The One Price Line is
The Square Price Line**

Manufacturers, who try to deal direct with the retailers, don't always give special prices to one grocer only. You may be sure of that.

Rebates and discounts sound well—but a grocer who puts in a "cut price line" never knows whether his competitors are getting a little deeper cut.

"WINDSOR" AND "REGAL" SALT

are sold through jobbers only, at fixed prices. All Retail Grocers are given the same terms and treatment, and the same high quality in every bag and package.

"WINDSOR" AND "REGAL" are so well known that to sell any other salt you must first overcome the strong preference for "WINDSOR" AND "REGAL." Is it worth the trial, and the risk of offending so many of your good customers?

The Canadian Salt Co., Limited

Windsor, Ont.

BLACK JACK

**QUICK
CLEAN
HANDY**

½-lb. tin—
3 doz. in case



TRY IT

**SOLD BY
ALL
JOBBER**

BUY

STARBRAND

"Made in Canada"

**Cotton Clothes Lines
and Cotton Twine**

Cotton Lines are as cheap as Sisal or Manila and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

A "Made in Canada"
"SAUER KRAUT"

To the Retail Merchants of Canada:—

Dear Sirs:

We are now in a position to make deliveries of 1915 Pack Sauer Kraut of finest quality, in Sanitary Tins of the following sizes, namely: 2's, 2½'s, 3's and Gallons, also in bulk in 25 gallon barrels, or any other size required.

Our Canadian Sauer Kraut is fully guaranteed as to quality, and the price is right. It is packed by Canadians from the best variety of Cabbage grown in Canada.

Full particulars of prices and terms on application, or may be obtained through the Wholesale Trade.

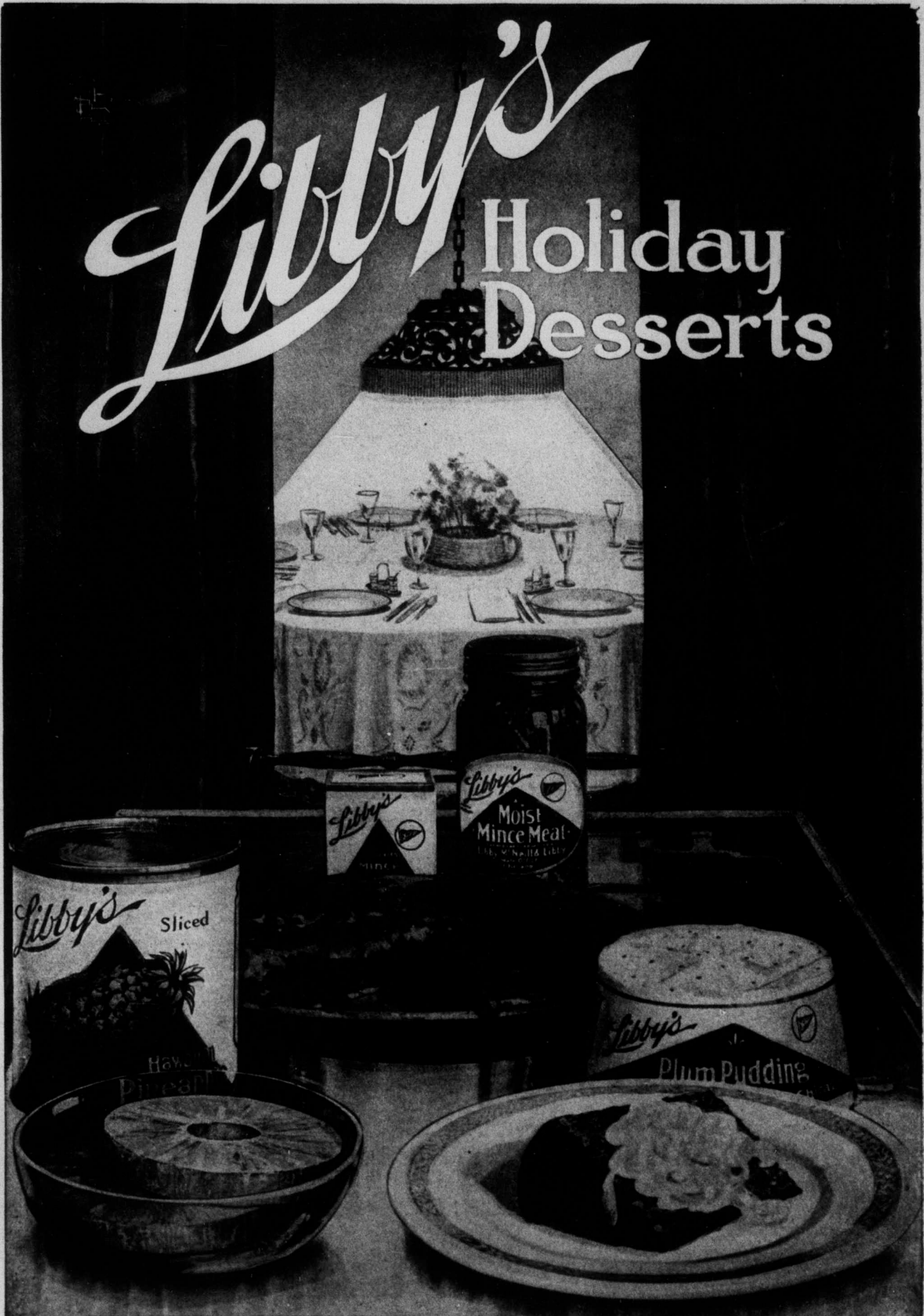
Place your order now

Dominion Cannery, Limited
Hamilton, Ont.

CANADIAN GROCER

Libby's

Holiday Desserts



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

GIPSY

Stove Gloss

sells well and pays well. True, there are other stove polishes, but consider the GIPSY selling points.

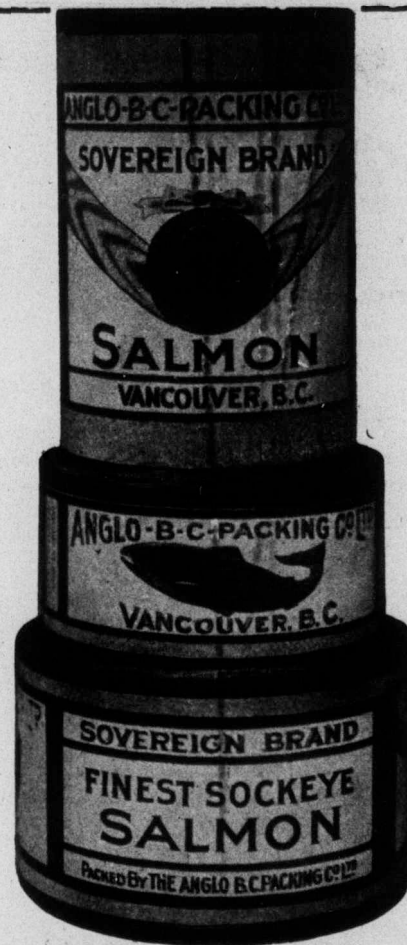
GIPSY quality guarantees permanent satisfaction; the price is no higher than any other but the profit on every gross you sell adds up to a larger total every year.

You can sell Gipsy easily, and easily sell more.

Order from your Wholesaler.

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

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



Golden Wax Beans

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

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

Write for particulars.

Thames Canning Factory
Thamesville, Ont., Canada

More Than Ever in a Class by Itself

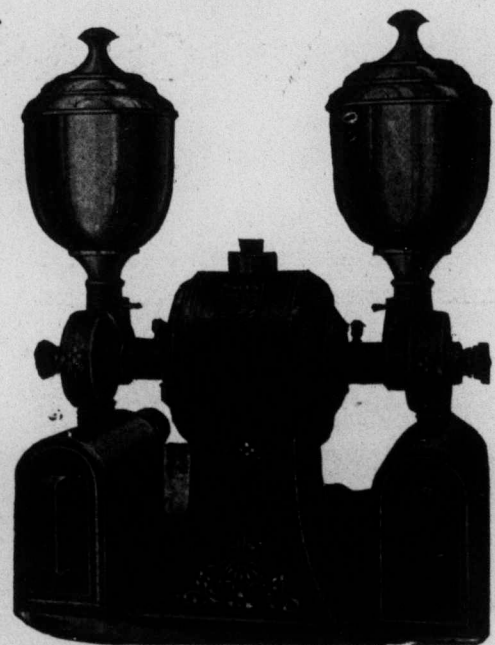
One of our 12 new models.

Wouldn't it be a good idea then to look into the Coles?

It ranks with the best and meets your price.

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.

Tartan
BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos.

3595, 3596, 3597, 3598, 4656

We Sell only Goods of Guaranteed Quality

—Satisfied Customers are our Best Testimonial

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

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

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

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

The best trade calls for our
Coffee. Surely you want
to get a grip on that trade.

CHASE & SANBORN

MONTREAL

High-Grade Coffees

—Winning the Buyer's Favor—

The best possible buyer is not made an actual buyer at a single step.

It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising.


Under ordinary conditions it should not be expected to do more.

CANADIAN GROCER

St. Lawrence

DIAMOND GRANULATED

The Canadian Standard of Quality



SYMINGTON'S


(Regd. Trade Mark.)

COFFEE ESSENCE

SPEDS ALES

Brings delight to the busy housewife. So quickly and easily prepared, so delicious—One bottle makes 40 cups. A splendid seller and profit-maker. Your wholesaler can supply you.

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



MCLEOD'S

SPECIAL FLOUR

IS ALWAYS RIGHT

Quality Maintained

—therein lies the big secret of McLeod success. Every grain of wheat entering into the manufacture of McLeod's "Special" Flour must measure up to our standard of quality. Thus we eliminate any and every chance of the McLeod reputation being injured through use of inferior quality wheat. Ontario's finest Winter Wheat and Manitoba's best Spring Wheat, scientifically blended and milled, produces the peerless McLeod's "Special"—the uniform flour of quality. McLeod's has already been introduced to your customers through our extensive advertising. A little window display is all you require to reach a handsome profit therefrom. McLeod's "Special" is becoming the most popular household flour. It goes farther and gives that satisfaction that means dollars to the McLeod dealer.

ORDER YOUR STOCK NOW!

The McLeod Milling Company, Limited
 Stratford, Ontario



CONCORD CANNING CO.

We guarantee

- 1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
- 2 That fresh caught fish only are used in our canneries
- 3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable
- 4 That we use the greatest care and cleanliness in the preparation

CONCORD CANNING CO.

We ask the consumer kindly to write us if dissatisfied


The above is an exact reproduction of our guarantee appearing on every tin of

Goncord Norwegian Sardines

Their delicate and distinctive flavor is much appreciated by those who know what is good, and the steadily increasing demand for this brand makes it necessary for you to handle them.

They leave a good profit for the retailer. See to your stocks.

List of Agents:
 R. S. McINDOE, Toronto.
 WATSON & TRUESDALE, Winnipeg.
 MARITIME FISH CORPORATION, LTD., Montreal.
 W. A. SIMONDS, St. John, N.B.
 H. C. JANION, Vancouver, B.C.



Results that count

Wonderful soap—the red label winner—has won the approval of the Canadian housewife solely on its merits.

All over the country, wherever displayed, it has lived up to its name—producing selling results that are truly wonderful, and giving service that never fails to create customers' confidence.

Wonderful Soap's neat red label will make an effective selling display in your window or show case.

Why not try it out to-day?

Guelph Soap Company
 GUELPH ONTARIO



KEYSTONE BRAND

Your Brush Trade

Is it a profitable end of your business? Does it bring strong repeat demand? Is it building up desirable trade for you? Good brushes will do all this.

"KEYSTONE" BRAND BRUSHES

are made in a Canadian factory by skilled workers, using only such material as will result in hard-wearing brushes that give all-round satisfaction to you and your customers.

Floor brushes, clothes brushes, shoe brushes, dust brushes, crumb brushes, shaving brushes, every kind of brush used in the home. Write for prices, etc.

STEVENS-HEPNER CO.
 LIMITED
 Port Elgin, Ont.

Get prices and information about the "Nugget" Brooms, and the rest of the famous Keystone line.

The Natural Demand

created by advertising based on the positive purity and goodness of the food and a fair selling policy will pay the grocer better in the long run than free deals or premiums of any kind.

Shredded Wheat



is a steady seller all the year 'round because it is the best advertised breakfast cereal on the market and because the shredding process is now recognized as the best process ever discovered for making the whole wheat grain digestible. It is ready-cooked and ready-to-serve. Always the same high quality and the same price.

MADE IN CANADA

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

The Canadian Shredded Wheat Co., Limited
 Niagara Falls, Ontario

(75-L)

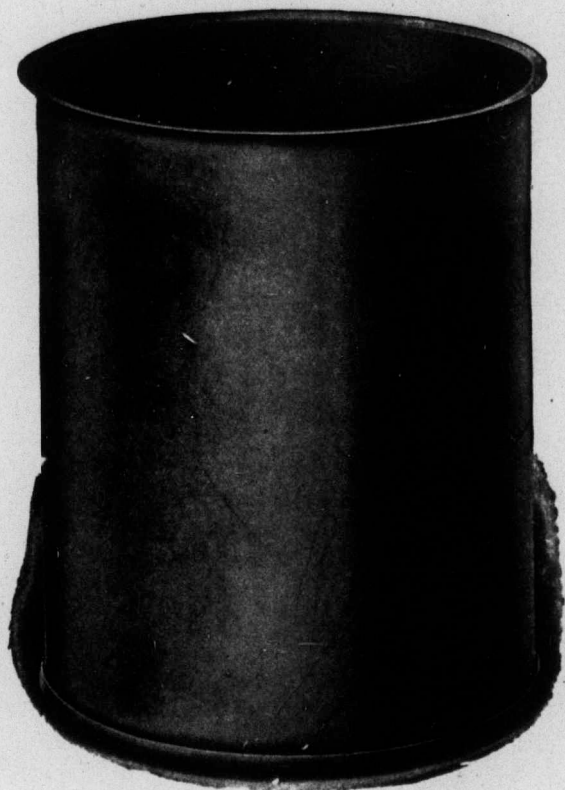
JAPAN TEA

flavor is on the
lips of critical tea-
drinking Canada

That delicious, wholesome flavor produced by centuries of tea cultivation under unequalled conditions in the Sunny Isle of Japan is being brought to the homes of all Canada by our consumer publicity campaign.

WHAT SHARE OF THIS TRADE
ARE YOU GETTING?

ORDER JAPAN TEAS FROM
YOUR WHOLESALER.



Sanitary Cans

"The Can of Quality"

Fruits, Vegetables,
Baked Beans, Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

No. 24

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

Tobacco on the Niagara-Toronto Trek

"The stores along the march of the troops from Niagara to Toronto did a land-office business in tobacco, they tell me.

"There is no getting around the fact, lad, tobacco, if it's good, is in great demand by both soldier and civilian and they don't care where they buy it either or who buys it for them."

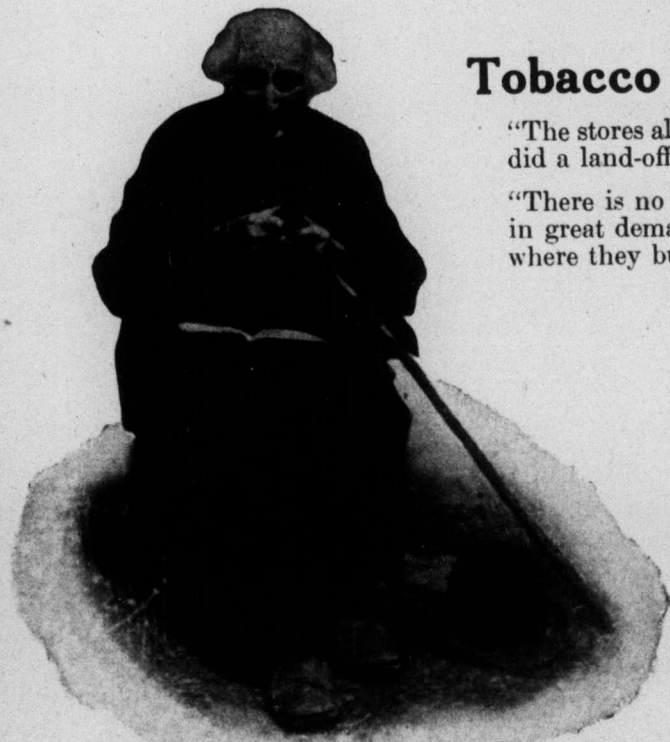
King George Navy

I think would be a mighty strong puller of the men's business for any grocery store. Once a man starts using it, I doubt if he would use any other. I know I would hate to be without it."

Every grocer should sell King George's Navy and push it the same as any line of groceries.



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg



Business is booming!



Write for booklet to
National Cash Register Company
350 Christie Street, Toronto, Ont.
Agents in Every City

Toronto, Ont.
Merchants everywhere tell our 800
salesmen that business is booming.

Farmers have had a record crop, at big
prices, with big demand at home and
abroad.

Stocks of manufactured material are
short, and labor is in great demand.
Exports largely exceed imports.
Factories are busy, a great many work-
ing overtime.

More freight cars are needed, and
steamers are taxed to capacity.

Canada has, in proportion to popula-
tion, greater exportable surplus of
wheat this year than any other country
in the world.

Millions of dollars are passing over the
merchants' counters.

The people who spend this money
want the best service.

They demand it in all kinds of stores,
from the smallest to the largest.

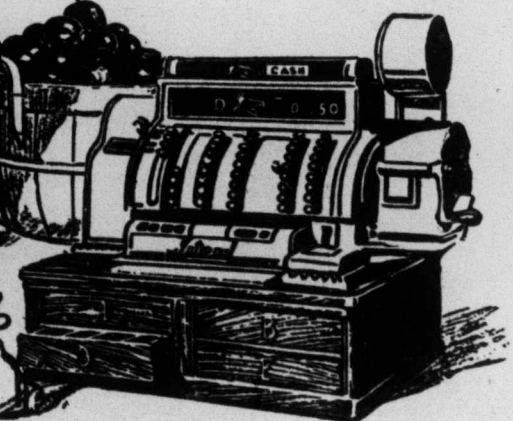
They get it in stores which use our up-
to-date Cash Registers, which quicken
service, stop mistakes, satisfy custom-
ers, and increase profits.

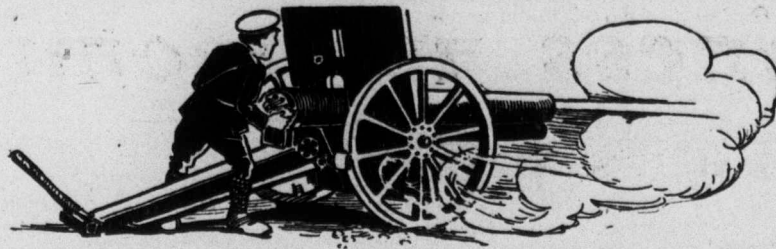
Over a million merchants have proved
our Cash Registers to be a business
necessity.

Last month the N.C.R. in Canada had
the largest sales of any month in the
past seventeen.

President of the
National Cash Register Co. (Signed)

John H. Patterson





Firing out the first shot of the season

FROZEN FISH

FROZEN FISH

We offer now—for immediate delivery, in lots of not less than 5 cases each:

FROZEN DORE @ 7½c per lb.
FROZEN CHICKEN HALIBUT @ 8c per lb.
FROZEN SALMON, HERRING, MACKEREL,
SMELTS, WHITEFISH, PIKE, etc.

Get our late list, and order in time for Advent Season, from the old and reliable headquarters.

D. Hatton Company, Montreal

Established 1874

A Constantly Increasing Demand

The demand for Shirriff's Jelly Powder is constantly increasing, which is evidence that the public consider it an article of real merit.

Shirriff's Jelly Powder



is easy to sell. There's a good margin of profit in each sale. The turnover is quick, especially if you take advantage of the advertising display fixtures we supply.

If you are not handling Shirriff's Jelly Powder you cannot order a case too soon. Write us for a supply of our handsome window dressing material.

Other Well-known Shirriff Products :

Shirriff's True Vanilla
Shirriff's Lemon Extract
Shirriff's Marmalade
Shirriff's Mincemeat.

Imperial Extract Co., Toronto

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

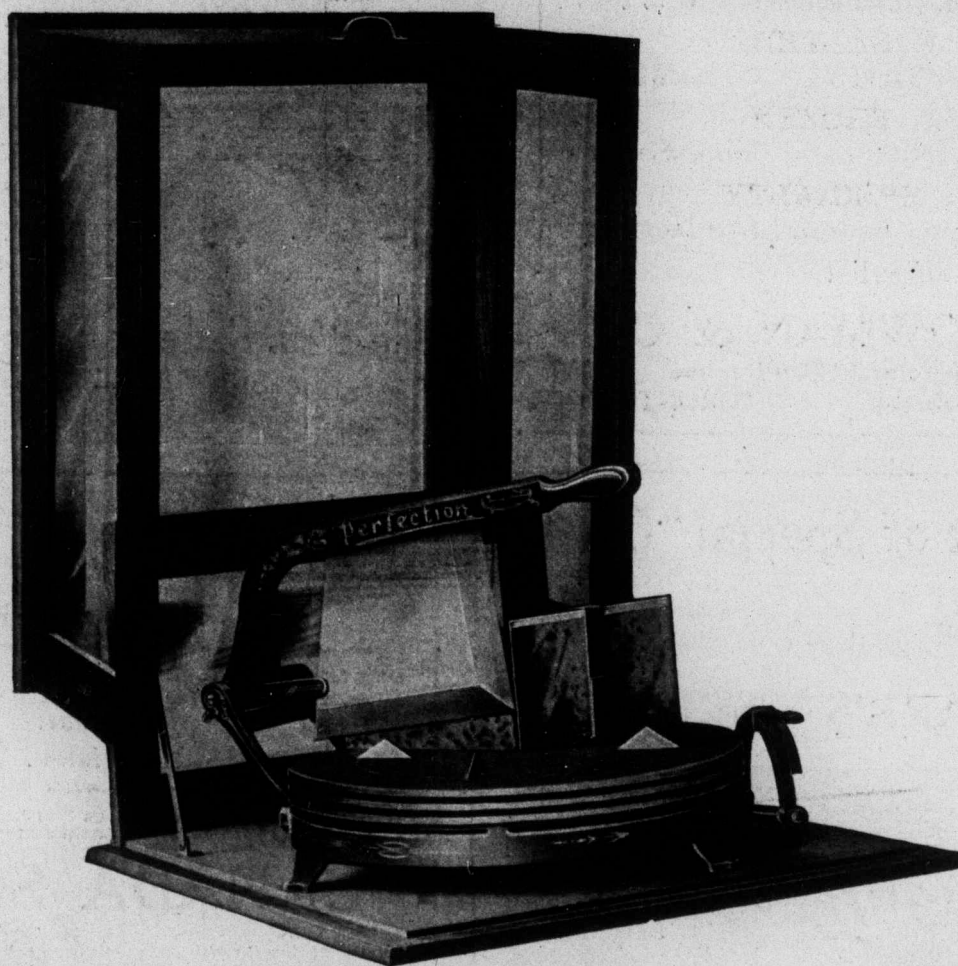
IT IS A CHEESE CUTTER WORTH HAVING.

A REAL COMPUTER

AND YET SIMPLER THAN ALL OTHERS IN CONSTRUCTION AND OPERATION.

ABSOLUTELY NO FIGURING TO DO.

IT STANDS THE TEST FOR DURABILITY, FOR IT LASTS A LIFETIME.



A REAL PROFIT-SAVER

Write for Prices and Terms.

WE HAVE SPECIAL COMBINATION PRICES
WITH CABINETS AND PEDESTALS.

**American Computing
Company**

HAMILTON, ONT.

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

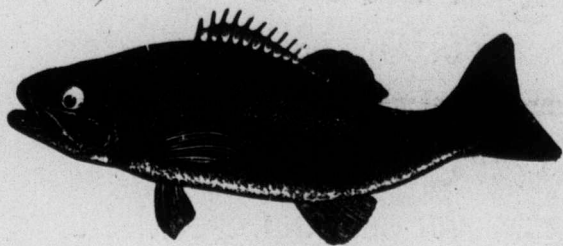
BUY IT NOW.

IF
BUSINESS
is BAD or
GOOD, you
need A PROFIT-
SAVER.

BUY IT NOW.

Port Arthur, Ont.

47 William St.,
Montreal, Que.



SMOKED

Finnan Haddies, Fillets,
Kippers, Ciscoes, Bloaters

SALTED

Cod, Herring, Mackerel

FROZEN

Halibut, Qualla and Cohoe Salmon

SPECIALTY

Salted and Frozen Lake Herring

Ask for a price list.

J. BOWMAN & CO.

Wholesale Fish Dealers

26 Duncan Street TORONTO, ONT.

**Bigger profits for you and
better service for your
customers**

This, Mr. Dealer, is what the
**NEW ALL-CANADIAN, ALL-WOODEN
WASHBOARD**

means to you



The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood—a vast improvement on the wooden washboard of former years.

Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO

Stock of Special "Class"

gives dignity to the entire stock of a grocery. Even though you use only moderate quantity of quality goods, there is no wiser selection for you than

CARR'S BISCUITS



With such stock on hand you invite a trade that will advertise you and make you successful.

Carr's Biscuits are packed for export in air-tight tins.

Write for Prices.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin-Brereton Co., Limited, Winnipeg, Man.; A. N. Cowdry & Co., Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

BESIEGED!!

WITH ORDERS

OUR LINE HAS INTERESTED
MERCHANTS!! MANUFACTURERS' AGENTS!! AND
JOBBER!!

THROUGHOUT THE DOMINION.

Increased business has forced us into larger factory, equipped with modern machinery and facilities to supply the demand.

"CANADA SOUPS"

are made in 16 varieties—put up in dressy packages, and retails at 5c. Absolutely distinct in flavors, containing required food values.



Canada Foods, Limited, Toronto

TEA

We now have a full line of New Season's Japans and now is the time to make your selections and buy.

Write us for samples and they will be cheerfully forwarded with the lowest possible quotations.

John Duncan & Co.

Established 1866

MONTREAL

COIN PURSES

(Our new penny piece)

NIGHT STICKS

WHISTLES

FLEXIBLE STICKS

CIGARETTES

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer,
Druggist and Confectioner

MADE IN CANADA

National Licorice Company

MONTREAL

Furnivall's

FINE
FRUIT
PURE JAM



A good, strong display of Furnivall's in your window, on your counter or shelves, will give a decided "Boost" to your jam sales during the winter months.

Furnivall's is a pure jam, manufactured from the very best Canadian fruits obtainable, and sweetened with the highest grade of Cane Sugar. Truly Canadian in every way, Furnivall's equals in every respect the most expensive imported jams.

Initial sales mean repeat business. Have you tried out Furnivall's yet? Get a trial shipment to-day and watch results.

Agents: Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto, Montreal—W. S. Silcock. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Winnipeg, Man.—W. L. Mackenzie & Co., Ltd. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—Central Brokerage Co.

Furnivall-New
LIMITED

Hamilton, Ontario

JAPAN TEAS

We have now in Warehouse the finest selection for several years past.

Splendid Cup Quality from 20 cents to 50 cents per lb.

5, 10, 20, 40, 80 lb. Boxes.

KEARNEY BROS., LIMITED

WHOLESALE TEA AND COFFEE MERCHANTS

33 St. Peter St.

MONTREAL

ESTABLISHED 1874

Keep Up The Connection

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

Advertising in CANADIAN GROCER is the medium.

Rate Cards and full particulars on request.

Like the onward march of the glacier, the force of example is irresistible, but infinitely slow. Advertising, however, is like the snowstorm that covers the country in a single night—but don't forget that if you want to keep the country covered you have got to keep the snow falling or the heat of competition will melt it.

YOU SHOULD KNOW! SHOULDN'T YOU? WHAT?

Something of the real value and quality of the goods you sell. It's **your** business you are building up. It is **your** judgment your customers must learn to depend on if you are to succeed as you hope to. They must learn that **your** recommendation of anything you sell can be relied on.

Now from **your** own knowledge can you tell your customers which brand of tea in your store is the best? Have **you** tried them all in your home?

Shouldn't you?

Won't you?

When you do, just tell your customers exactly what **you** think of Red Rose Tea. If you will we will send you a pound to make the test with.

Don't tell us what your opinion may be. We are willing to take all the chances.

T. H. Estabrooks Co., Limited
TORONTO

Extra Dollars Count

When trade is backward, advertised specialties help to keep the balance on the right side. All your best customers will use Sani-Flush; it saves disagreeable work and maintains a sanitary condition in the home.

Cash in on the advertising for

Sani-Flush
Cleans Water-Closet Bowls

A display in your store will encourage the purchase of this preparation. Each trial will make a constant user. Sani-Flush supplants nothing, but affords you a new profit.



The Hygienic Products Co.
Canton, Ohio, U.S.A.

Grocery Jobbers who sell Sani-Flush:

ONTARIO
John Sloan & Co., Berlin.
Geo. Watt & Son, Ltd., Brantford.
Gilmour & Co., Brockville.
Macpherson, Glassco & Co., Hamilton.
Edward Adams & Co., Ltd., London.
The F. J. Castle Co., Ltd., Ottawa.
Perkins, Ince & Co., Peterboro.
T. Kenny & Co., Ltd., Sarnia.
W. H. Gillard & Co., Sault Ste. Marie.
H. P. Eckardt & Co., Toronto.
Perkins, Ince & Co., Toronto.
Eby-Blain, Ltd., Toronto.
J. F. Smyth Co., Windsor.

MANITOBA
The Codville Co., Ltd., Brandon.
The Codville Co., Ltd., Winnipeg.
The G. McLean Co., Winnipeg.
Campbell Bros. & Wilson, Winnipeg.
Walter Woods Co., Winnipeg.

SASKATCHEWAN.
A. Macdonald Co., Saskatoon.

ALBERTA
Revillon Wholesale, Ltd., Edmonton.

BRITISH COLUMBIA
The Hudson's Bay Co., Vancouver.

You be the judge

Compare the Eureka Refrigerator with any other on the market to-day and we feel sure its many distinctive features will gain for it your whole-hearted approval.

We will gladly send you full particulars about the Eureka—the scientifically perfect refrigerator. We will show you how the "Eureka" will materially decrease your ice consumption, how securely it will preserve your meat or other foodstuffs, and

how it will increase your sales by its superior display.

Send a postcard for complete information.

REPRESENTATIVES: — James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.

Eureka Refrigerator Co., Limited

31 Brock Ave., Toronto

CANADIAN GROCER



Keen's Oxford BLUE

For the finest table linen

Xmas, and the winter festivities and social functions call for beautiful white table linens—which means the use of Canada's favorite and old reliable blue—Keen's Oxford.

It's the wash-day requisite that is of undisputed quality, always uniformly good, always a big seller.

Keep your stock replenished and on prominent display.

AGENTS FOR THE DOMINION OF CANADA

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

A Rapidly Increasing Demand You Can't Overstock

Our coast to coast advertising campaign has created a tremendous demand for O-Cedar Polish. This demand is increasing steadily and rapidly. Every up-to-date grocery store in Canada is making big sales of

O-Cedar Polish

(MADE IN, CANADA)

A bottle is essential to every household. There is nothing like it for cleaning and polishing furniture, woodwork, hardwood floors, pianos, automobiles, musical instruments, etc. Display it and get your share of the business.

Your Jobber Will Fill Your Order

Channell Chemical Co., Limited

369 SORAUREN AVE., TORONTO, CANADA



*Wonderful
Results*

CANADIAN GROCER

VOL. XXIX

TORONTO, NOVEMBER 26, 1915

No. 48

Sell Baking Materials Now

More Baking in the Home Will Be Done Consequent on Colder Weather — Newspaper Ads, Window and Counter Displays Will Help Greatly—Experience of One Dealer With Campaign Along These Lines.

THE accompanying newspaper ad. suggestion presents a splendid hint for the securing of new business at this time of year. The fact is obvious that now the cold weather is with us once more, the opportunity for more home-baking presents itself to the Canadian housewife. During the summer and the comparatively warm weather enjoyed throughout the fall season it was not necessary to keep the kitchen fire going continuously, so that many women in charge of the culinary operations of the home did not attempt to do much cooking, apart from what was necessary. Ready-made foods were purchased, including cake and pastry from the confectionery store and bread from the baker; but now this situation is reversed. The fire will be kept going from now on throughout the winter months, and it might as well be producing something in the way of eatables as not. It is, too, a good point to impress upon customers that home-baking is more economic as a rule than buying ready-made cooked foods from the confectionery store. It is also more satisfactory, because the housewife usually endeavors to use only the best of

Home-Baking Time Here Again

NOW that the winter season is with us once more and a continuous fire has to be kept going in the kitchen range, the opportunity presents itself for more home-baking. The odor of freshly baked bread, buns, pies, fried cakes, muffins, griddle cakes, scones, cookies, gingerbread, etc., makes the kitchen more home-like and actually creates appetites. To be well cooked, however, the best of materials are necessary and herewith are tendered several suggestions:

Flour—For baking good bread or buns, good flour is absolutely essential. We recommend highly brand made from finest No. 1 Manitoba hard wheat. In various sized sacks, at ...c, ...c and \$...

Shortening—In the making of pies, a lot depends on the shortening. Blank shortening makes that delicious, flakey pie crust that melts in one's mouth. It is, too, cheaper than butter. Per lb., ...c.

Lard—Pure lard always makes certain that smooth flakey taste to the pastry every one appreciates. We recommends pure lard at ...c per lb.

Pancake Flour—Who is there who does not enjoy a steaming hot dish of pancakes and syrup? With pancake flour you can make the most delicious cakes. All prepared in handy packages, with recipe, at ...c per pkg.

FOR TO-MORROW'S LUNCHEON

Try one of these:

Fried Cakes—With corn or cane syrups and coffee home-baked fried cakes make a most appetizing and satisfying meal. Good flour and shortening are essential.

Potato Cakes—With plenty of good butter — or maple syrup — the old-fashioned potato cakes are delicious. A real treat for the family. Pure Maple Syrup at ...c per bottle.

Gingerbread—You will be surprised at the improvement a few large juicy raisins make in the gingerbread. For this delicacy we recommend fancy molasses at ...c per tin.

Cranberry or Raisin Pie—Pie time is here again, and for a change for dinner we would suggest cranberries or raisins for the filling. Together they make a most appetizing pie. Cranberries are now only ...c per quart.

G. ROCER

57 Water St.

'Phone 75

A good subject for a newspaper ad just now is more home-baking. Try the above suggestion with brands desired and prices.

materials for her bread, pastry, cakes, etc.

The writer recently met a retailer who was featuring these home-baking materials and getting good results from his

kept on anyway, and they supposed their customers would be doing more baking at home, etc., etc. Customers were asked if they had looked over the goods in the

(Continued on page 45.)

campaign. He had an attractive and inviting window display of goods, such as flour, lard, various kinds of vegetable shortening, pancake flour, raisins, cranberries, cooking molasses, maple syrup, corn and cane syrups, condensed milk, prepared icings for cakes, baking soda, baking powder, cream of tartar, fine salt, extracts, pastry spices, packaged dates, etc. On the counter inside he also showed a number of these lines on dishes and in their original packages with a show-card reading: "Choice Home-baking Materials." Had this campaign been followed up by a good advertisement or two in the local newspaper, it would have been an ideal one. As it was, this dealer secured a great deal of business from his window and counter, both of which of course were backed up whenever the opportunity presented itself with logical personal salesmanship. The clerks were urged to suggest that now the cold weather was here, fires would be

Sugar Imports Have Declined

During Fiscal Year Ending March 31 Last, They Were 26,468,288 Lbs. Under Previous Year
—No Doubt Higher Prices With War Tax Has Had Much to Do With This—
Some Interesting Observations From Statistics

STATISTICS giving details of all sugars imported into Canada during the fiscal year ending March 31, 1915, indicate that the war and the consequent higher prices have resulted in a reduced consumption. The reduction amounts to a total of 11,816 tons of 2,240 lbs. each, or altogether of 26,468,288 lbs., both raws and refined. With a population of eight million in Canada, this would indicate a reduction of more than 3 pounds per capita.

The figures show that during the year ending March 31 last, the total importations were 677,488,860 lbs., or a per capita consumption of more than 84 lbs. During the preceding year the total importations of both raws and refined were 703,957,148 lbs., or almost 88 lbs. per capita.

With some six or seven sugar refineries in Canada with large capacities, it is natural that the bulk of our sugar comes to us in the raw state and is refined here. As a matter of fact, during the last fiscal year we imported 671,639,837 pounds of raws and only 5,849,023 lbs. of refined. In 1901 things were a little different. In 12 months then 37,514,922 lbs. of refined were imported and 299,179,911 of raws, or a total of only 336,694,833 lbs.—less than half of present total importations. Gradually, however, since that time, with a few exceptions, imports of refined sugar have declined and there has been an increase in raws.

An interesting situation developed during the last fiscal year in so far as the tariff is concerned under which our sugar was brought in. The 1914 figures show importations under the General Tariff of 412,324,956 lbs., and under the Preferential 255,684,002 lbs. But the 1915 statistics present a reverse of these. Under the General Tariff 285,970,

186 lbs. came in and under the Preferential 373,431,958 lbs. Apparently the addition of the war tax last fall which amounted to about 70 cents per cwt., on a refined basis, and which brought the duty up to a pretty high figure, had the effect of causing refiners to purchase their raws in the cheaper market, from

and the United States. It will be noted that 1,103,078 lbs. came from Germany. This must have arrived between March 31, 1914, and the outbreak of the war in August, as none could be imported after that time.

The following table shows in detail the quantities and sources of refined sugar

Year.	General Tariff. Lbs.	Preferential Tariff. Lbs.	Surtax Tariff. Lbs.	Special Tariff. Lbs.	Total. Lbs.
1901.....(12 mos. June 30)	304,015,962	32,678,871	336,694,833
1902....."	326,824,196	43,251,251	370,075,447
1903....."	288,150,338	100,091,559	128,935	388,370,832
1904....."	100,128,451	290,414,865	1,344	390,544,660
1905....."	71,740,809	274,863,036	148,753	346,752,598
1906....."	77,919,591	371,042,486	446	448,962,523
1907.....(9 mos. Mar. 31)	27,016,234	283,941,781	3,784	310,961,799
1908.....(12 mos.)	51,867,068	393,564,054	22,056,516	467,507,638
1909....."	51,158,971	392,562,583	37,579,086	481,540,640
1910....."	100,633,638	343,932,936	53,221,907	497,788,481
1911....."	97,590,946	390,589,876	85,927,342	574,108,164
1912....."	148,804,549	516,831,681	60,165,262	585,801,492
1913....."	304,888,835	295,060,279	39,348,852	640,197,946
1914....."	412,324,956	255,684,002	35,948,190	703,957,148
1915....."	285,970,186	373,431,958	18,086,716	677,488,860

Above statement shows imports of sugar into Canada during the past 15 years under the various tariffs.

a tariff standpoint. The trade, of course understands there was a clause in the sugar tariff which gave the privilege to Canadian beet sugar manufacturers of importing at preferential rates certain quantities of sugar from General Tariff countries. This, however, expired automatically on December 31 last and therefore statistics relating to it include the last fiscal year only up to that date. Under this basis 18,086,716 lbs. were imported, the sources being Belgium and San Domingo.

Another interesting observation is the source of the bulk of imported sugar consumed in Canada. From British Guiana we received 108,096,555 lbs. raws, and from the British West Indies 192,361,433 lbs.—a total of 300,457,988 lbs., or almost half the total raws imported altogether. Other big sources are the Fiji Islands, Cuba, Peru, San Domingo,

imported into Canada during the last fiscal year under the two tariffs:

	General Tariff. Lbs.	Preferential Tariff. Lbs.	Total. Lbs.
Unit. Kingdom.	183,388	2,889,800	3,073,188
Brit. W. Indies.	3,334	3,334
Hong Kong	2,405,282	2,405,282
Newfoundland	1,936	1,936
Belgium	13,579	13,579
China	3,233	3,233
Hawaii	150	150
United States	348,321	348,321
Totals	2,950,223	2,889,800	5,849,023

Our raw sugar came from the following sources:

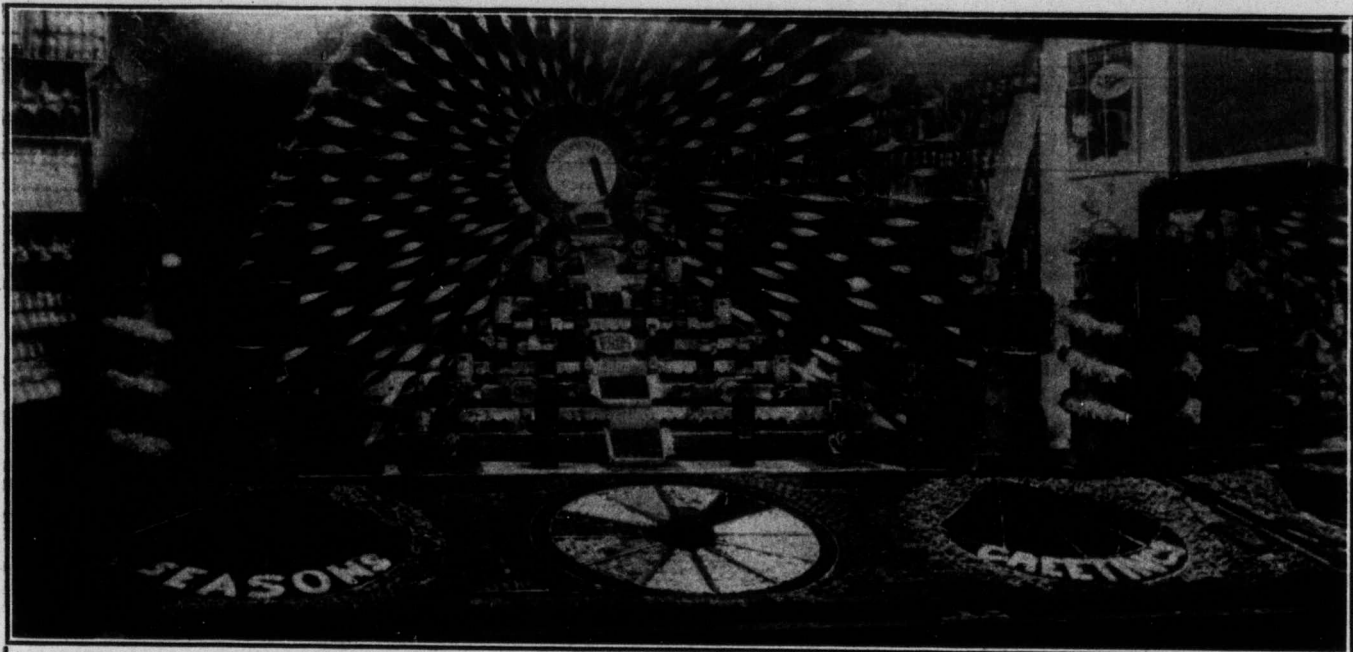
	General Tariff. Lbs.	Preferential Tariff. Lbs.	Total. Lbs.
Brit. Guiana.	550,000	107,546,555	108,096,555
Brit. W. I.	45,804	192,315,629	192,361,433
Fiji Islands.	70,679,974	70,679,974
Hong Kong.	129	129
Brazil	6,572,532	6,572,532
Cuba	35,494,860	35,494,860
Danish W. I.	5,349,461	5,349,461
Dutch E. I.	2,776,825	2,776,825
Dutch Guiana	7,854,109	7,854,106
Germany	1,103,078	1,103,078
Guatemala	2,158,260	2,158,260
Peru	54,085,587	54,085,587
S. Domingo.	125,555,033	125,555,033
Unit. States.	41,465,285	41,465,285
Totals	283,010,963	370,542,158	653,553,121

In reviewing these statistics it should be remembered that they do not give the entire consumption of sugar in Canada. Consumption of sugar made from sugar beets is a purely domestic affair and figures would not show in the imports.

E. L. Cleverly, a grocer on Bloor St., Toronto, has enlisted for overseas services. Mr. Cleverly is secretary of the Toronto Grocers' Section, Retail Merchants' Association.

	Above 16 D. S. and all Refined Lbs.	Not above 16 D. S. Lbs.	Total Lbs.
1901.....(12 months June 30)	37,514,922	299,179,911	336,694,833
1902....."	51,379,428	318,696,019	370,075,447
1903....."	26,672,033	361,698,799	388,370,832
1904....."	23,734,365	366,810,295	390,544,660
1905....."	19,517,812	327,234,786	346,752,598
1906....."	28,532,913	420,429,610	448,962,523
1907.....(9 months March 31)	26,294,767	284,667,032	310,961,799
1908.....(12 months)	32,945,709	434,561,929	467,507,638
1909....."	28,115,512	453,425,128	481,540,640
1910....."	35,484,778	462,303,703	497,788,481
1911....."	31,043,174	543,064,990	574,108,164
1912....."	22,996,392	562,804,500	585,801,492
1913....."	19,996,511	620,201,435	640,197,946
1914....."	9,620,648	694,336,500	703,957,148
1915....."	5,849,023	671,639,837	677,488,860

Comparative statement, showing imports of both refined and raw sugar during past 15 Years, With totals



The attractive Christmas window presented last year by Island & Bamford, Toronto. Note the large amount of mechanical work put on it. In candy alone 15 pails were sold from it.

Much Work on This Christmas Window

Clever Trim Arranged by Toronto Grocery Firm Last Year—How the Various Features Were Constructed—Sold 15 Pails of Candy Apart From Dried Fruits, Nuts and Other Christmas Lines

THE accompanying Christmas window presents a great deal of labor, and the feature of it is the precision with which it was mechanically worked out. There is, however, not only the hand of the mechanic behind this, but the head of the artist. It is a very attractive display, one that was well reasoned out beforehand and one that should sell a large quantity of Christmas goods.

This window was shown last year by Island & Bamford, grocers, at 262 Dundas St., Toronto. A number of Island windows have appeared in Canadian Grocer in recent years and they have all been highly attractive. The photograph, of course, does not do justice to the actual window. It will be noted that there are a number of ribbons shown in circular form in this window. These ribbons, actually in the shape of a large funnel, extending from the wide mouth into the flashlight in the centre. As the ribbons were of various colors, the effect can easily be imagined on the eye of the passer-by. Another feature

of this display was the row of steps from the window up to the flashlight. The central steps were made of boxes of confectionery with the lids off. On the steps to either side were shown dainty Christmas goods, such as fancy cherries, fancy fruits in glass jars, olives, fancy pitchers, confectionery, etc. The floor of the window is also worthy of note. The centre is a wheel with various kinds of candy and nuts between the spokes, and rings of nuts around the wheel itself. On either side of this will be seen a section of a wheel-shaped arrangement containing dried fruits. The words "Season's Greetings" are spelled out on these in loaf sugar and both are surrounded by nuts of various kinds and other dried fruits. This window shows how nice a Christmas display can be made if the necessary attention is given it.

It is worthy of note that no less than 15 pails of candy were sold alone from this display, apart altogether from the dried fruits, nuts and other goods.

Association Work in the U.S.

National Head Frank B. Connolly Talks to Canadian Grocer of What is Being Done There—He is a Great Believer in Manufacturers Protecting Their Prices — Agitates for Fairer Profits on Staples—Conferred with Canadian Officials

AS intimated in last week's issue, Frank B. Connolly, President of the National Retail Grocers' Association, of the United States, visited Toronto and Montreal during the weekend. He was on his way from Detroit where he addressed the American Specialty Manufacturers' Association, to Boston, Mass., and other U.S. cities where he was billed to appear at a number of trade meetings.

In conversation with a representative of Canadian Grocer, Mr. Connolly reviewed some of the work the National Association of the United States has undertaken for the betterment of the retail trade. His home is in San Francisco, Cal., and as might be expected he is very familiar with the work going on there, as well as the work being advanced by the National Association.

Some Fees as High as \$60

"Over in our State," said Mr. Connolly, "local associations charge their members from \$1 a month up to \$5 according to their size. This means from \$12 up to \$60 a year for each member and of course we have got to show them that it is worth it. We are great believers in the Price Maintenance Plan, and have got a great number of manufacturers throughout the State to place their products to the trade under the contract selling plan. For instance, flour used to be sold at any old price, and we usually got a maximum profit of about 5 cents on a sack. Now we are getting much more than that, and when anyone thinks they are being charged too much for membership fee, we simply point out to them the extra money they are getting from flour, which is usually sufficient in a week to pay their annual subscription. We show them, that should the association cease its energies, just so soon would that flour be sold on an open basis again.

"That is but one instance of how we have assisted our members to make money. We have, too, certain brands of butter sold on the price maintenance basis and even eggs in cartons."

In the United States there is an agitation to have what is known as the Stevens' Bill put through Congress which would give manufacturers the right to place their products on the contract selling basis. Canadian Grocer has often referred to this bill and given its most important provisions. Mr. Connolly was asked how it was progressing.

"Since the Stevens' Bills was first

proposed," he said, "Mr. Stevens has left the Senate and now we have to re-introduce it at the next session. There is naturally a great deal of opposition to it, which we are doing our very best to overcome. You will appreciate the fact of course that this is somewhat of an innovation so far as the public is concerned, and when our opposition cries "restraint of trade," etc., the public is aroused, even if they do not know exactly what it all means. It takes time to educate those outside the trade and we feel that just as soon as our propaganda has advanced sufficiently the Stevens' Bill will go through."

Getting Fair Profits

The claim of the National President is that manufacturers should follow the sale of their goods to the consumer, and should make sure that the intermediate distributors are looked after so that the co-operation of the retail trade would be secured. Without this the best results could not be attained. He has too, decided views in regard to getting a fair margin of profit on all goods sold. No dealer, he maintains, should have to sell

a ten-cent article, which costs more than 90c a dozen; or for 12½c articles which cost more than \$1.10, 15-cent articles costing over \$1.35, or 25-cent articles costing over \$2.25.

The work of the association, as he saw it, was to go energetically after reforms in this regard, and to be particularly careful about profits on staples such as sugar, flour, canned goods, butter and eggs, etc., which constituted probably some 60 per cent. of the total sales in the average grocery store. At the present time in a great many instances these were the articles on which the margin of profit was small. In a great many cases they were used as baits or leaders which had the natural tendency to demoralize the profits of all retailers of the community.

Mr. Connolly declared that the great hope for the retailer to-day was organization, and on a good big scale. While there may be some who think they do not need the assistance of their confreres, yet he felt sure that the time would come when they would feel the need of this advantage.

Met Canadian Officials

While in Toronto Mr. Connolly was the guest of E. M. Trowern, Secretary Dominion Board, Retail Merchants' Association, and W. C. Miller, Ontario Secretary. Association work in the two countries was compared and gone into exhaustively and the only regret Mr. Connolly expressed was that he could not have remained longer in order to get in touch with actual association meetings here. He is keenly interested in the work and no doubt could have given many beneficial helps to the trade in this country. While in Montreal he was the guest of J. A. Beaudry the Quebec Provincial Secretary, and A. Laniel. Those who met him are in the hope that sometime in the future they will have not only another opportunity of hearing him discuss association work, but of addressing a large gathering of grocers in Ontario and Quebec. It is only recently that he talked to Vancouver grocers, an account of which appeared a few weeks ago in this paper.

Standish Cathcart, general merchant, Courtright, Ont., is dead at the age of 68 years. His father was also a merchant in Courtright, and one of the pioneers of the district.

MARKETS AND ADS. MAKE IT VALUABLE

MacLean Publishing Co.

Dear Sirs: Enclosed find postal note for \$2 for renewal of my subscription to CANADIAN GROCER. I have been in business here for eight years and during that period CANADIAN GROCER has been of great service to me; it contains many market forecasts as well as the best market quotations.

CANADIAN GROCER also contains advertisements of the leading manufacturers and importers. Thus enterprising merchants in the country are able to procure new goods months before they otherwise could and therefore keep the stock up-to-date and abreast with city merchants.

I find something of value in every number. Wishing you continued success, I remain,

GEO. PHILIP,

Brougham, Ont., Nov. 18, 1915.

A Fine Prize Apple Window

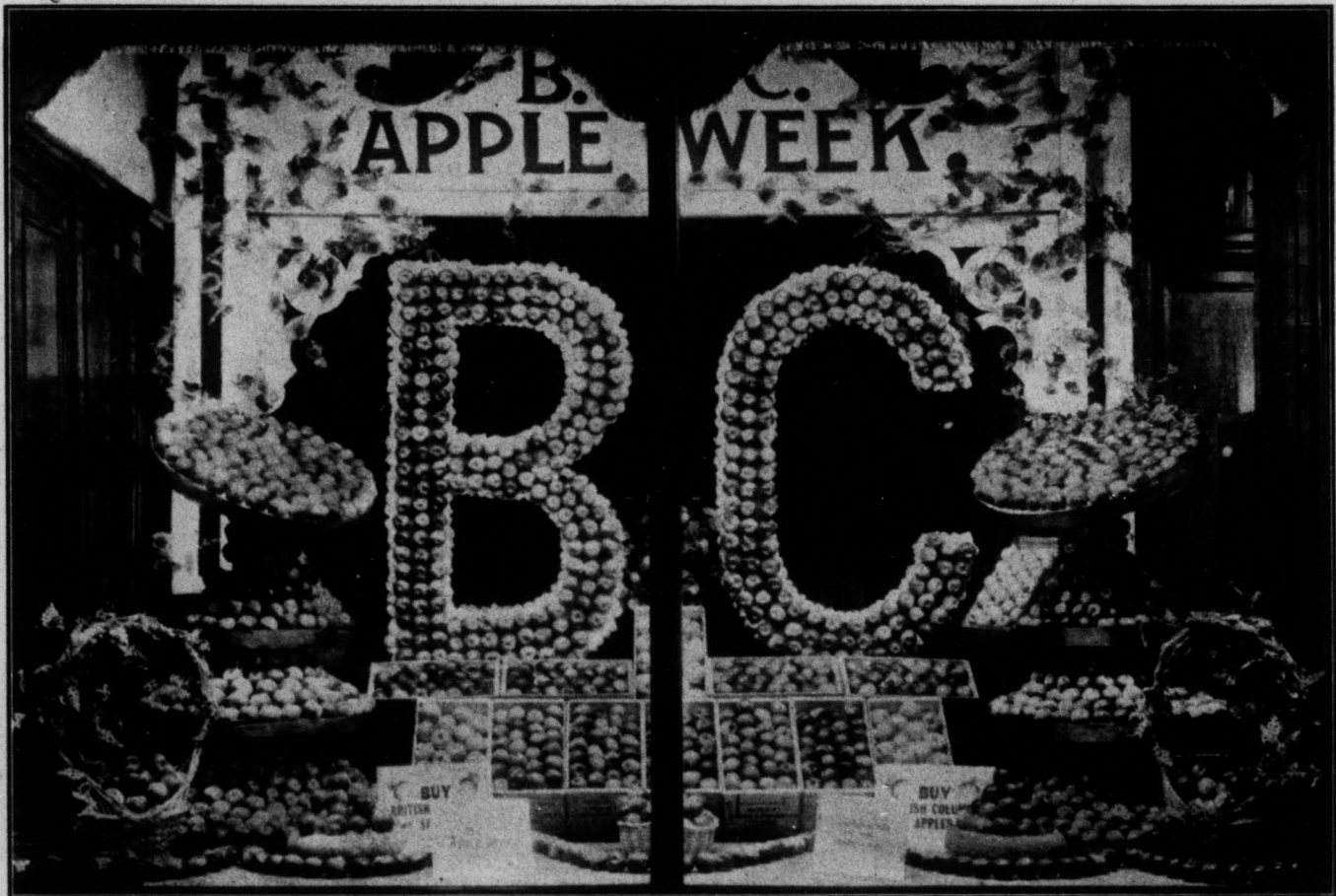
Display Shown by the Hudson Bay Co., Calgary, The Winner in Contest—A Well Balanced Trim—Apples Tacked on to Window Background

IT isn't very often that retailers devote an entire window to the display of apples, but recent competition in British Columbia during an apple week brought out some exceedingly attractive trims.

The first prize winner was the Hudson Bay Co., of Calgary, who presented the display reproduced herewith. The construction of this trim can readily be seen. The central feature is, of course, the letters "B.C." made of apples. These are fastened with pegs on to the background of the window and on a white piece of paper cut out in the shape of the letters. On either side is a fixture with four round receptacles, on which apples are piled up regularly. The floor of the display to the rear contains a number of boxes of apples already packed and in the front is a string of apples from one end of the window to the other and

apples in fancy baskets. The competition was put on by Stirling and Piteairn, fruit packers in Kelowna, B.C.

This display tenders a splendid suggestion to retailers in all parts of Canada. Now is the time to sell apples and to sell as many of them as possible. Some varieties are not good keepers and should be consumed before Christmas. These should be immediately moved into the hands of the consumer. Nothing will move them faster than a good apple selling campaign, backed up chiefly by a good window. The apple, too, is a most nutritious food, is a promoter of good health and is also an economic food. It is a food, too, that should be placed on the daily ration of Canadian soldiers in training. The Government could not do better than order a supply of good apples for the men of the Overseas Contingents.



Apple display recently shown by the Hudson Bay Co., Calgary, Alta., and which was the winner of first prize in a contest during British Columbia apple week.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, President
H. T. HUNTER, General Manager

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

CANADA— OFFICES:

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

UNITED STATES—

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

GREAT BRITAIN—

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

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

PUBLISHED EVERY FRIDAY.

Vol. XXIX.

TORONTO, NOVEMBER 26, 1915

No. 48

GO AFTER ADVENT BUSINESS

NEXT to Lent the Advent season is a most important one from the standpoint of fish sales. With extra fast days during this season, more fish will be consumed and the business will go to the dealer who displays it and gets behind it most aggressively.

In addition to fish there are many other meat substitutes that can easily be sold from now until Christmas. These include eggs, macaroni, spaghetti, etc., baked beans, canned tomatoes, canned salmon, sardines, herring, tuna fish, etc.

For the country trade salt herring in barrels is always a big seller. Some farmers in fact purchase a whole keg of these at one time for their winter supply. The attention of every farmer customer should be drawn to salt herring at the present time.

POTATO CROP GENERALLY POOR

WITH the exception of British Columbia and Alberta, the potato crop in Canada this year has been considerably below the normal. CANADIAN GROCER has already familiarized its readers with the conditions and early in the season pointed out that potato prices in Eastern Canada this year would be pretty high. They have already reached the \$1.35 and \$1.40 mark in Toronto and are similarly high in Montreal and the Maritime Provinces.

The Census and Statistics Office, House of Commons, Ottawa, issued a report on the potato situation on November 16. It points out that the conditions governing the production of potatoes have this year been as bad as last year they were good.

The total estimated yield is 62,604,000 bushels from 478,600 acres, an average yield per acre of only 131 bushels. Last year the corresponding figures

were 85,672,000 bushels, 475,900 acres, and 180 bushels. Not since the average of 119 bushels in 1910 has the rate per acre been so low; it is 27 bushels below the average of 158 bushels for the five years 1910-14. In Ontario, where the record yield of over 167 bushels per acre was obtained last year, the average yield per acre this year is not more than 92.6 bushels, the lowest yield on record for the province. In other provinces the potato yield is also poor, excepting in Alberta and in British Columbia. In the former province the total yield is 5,155,000 bushels from 27,300 acres an average of 188.8 per acre, and in the latter the yield is 3,956,000 bushels. In both provinces the yield per acre is larger than in any year since 1911 when the respective yields were 211.6 and 252 bushels. For all Canada the quality is 84 p.c. of the standard as compared with 90 p.c. last year; but in Ontario the quality is down to 66 p.c. as compared with 101 p.c. last year. In Prince Edward Island the quality is 81; in Nova Scotia it is 76, and in New Brunswick it is 88 p.c. In Alberta the quality is good with 91 p.c. and in British Columbia it is 84 p.c. The average price per bushel to the grower works out to 57 cents for Canada, 76 cents for Ontario and 33 cents in Alberta. Potatoes are generally reported as affected with rot and blight, especially in Ontario, and the indications are that the keeping qualities this year will be poor.

PUT APPLES ON SOLDIERS' RATION

APPLES should be placed on the daily rations of the soldiers in training in this country. The Canadian apple is far famed for its flavor on account of our moderate climate. It is a most healthy and nutritious food and economic as well. The Canadian Government could not do better than purchase a

good supply of apples for the soldiers. When they leave Canadian shores, the prospects are they will not be able to secure any apples except those being sent through friends, unless a high price is paid for them. It is too a most necessary thing that the health of the soldiers be kept up to the highest possible mark, and nothing that one eats will help more than the apple.

CANADIAN GROCER would therefore strongly urge the Fruit Branch of the Department of Agriculture to prevail upon the Government to have apples added to the daily ration of Canadian soldiers in training. A national food like the apple would certainly not be out of place on that ration.

GREAT BOON TO WESTERN BUSINESS

THE rise in the price of wheat during the past month or six weeks represents millions of dollars more to the Western Canadian farmer than he anticipated getting. Six weeks ago the price of No. 1 western wheat was around 88c in Winnipeg. The price has gradually advanced since then until to-day it is around \$1.04½. This means an advance of 16½ cents per bushel.

The estimated production of wheat in Manitoba, Saskatchewan and Alberta is somewhat over 300,000,000 bushels. At 16½ cents this would mean no less than \$49,500,000 more for the Western wheat than the farmers expected six weeks ago it would be worth.

The last report of the grain situation in Winnipeg available shows that after allowing for seed, feed, etc., there was a balance of wheat in farmers' hands to market of 121,203,100 bushels. At the extra 16½ cents this would mean practically \$20,000,000 in excess of what would have been received by the holders had the price of wheat remained at the 88 cent mark. At \$1.04½ cents it will be seen that altogether it will mean some \$126,000,000 yet to be handed over to the farmers of the three Prairie Provinces.

What this huge amount of money will mean to the business of the country can only be surmised. That the benefits will be great goes without proof. It illustrates the splendid situation of the Western farmer at the present time and reflects the splendid trade that retail merchants will secure this Fall, Christmas and Winter. "Two crops in one" is the way some of the Western farmers designate the yield this year.

CANADA'S EXPORTS TO FRANCE

A DISPATCH from Northern France states that French War Office has given a Canadian flour manufacturer an order for from seven to ten thousand tons of bakers' flour. This flour is to arrive in France by the second week in December and prospects are that further orders will be placed in this

country. Moreover, the contract was won by the Canadian firm in competition with one of the largest milling concerns in Chicago.

Canada is also sending frozen meat to France, the report stating the first shipment had proved to be over the standard and that it sold well on the Paris market. It is now figuring on the menus of several restaurants in that city. In addition to the above, contracts have also been let for motor trucks, rolling stock, steel rails, locomotives, heavy flannel goods, etc., etc.

All this indicates the growing importance of this country as an exporter. While the times have had almost everything to do with this extra business, nevertheless there is no reason why Canada should not continue to be a big exporter to France when the war is over.

INDUSTRIAL ACTIVITY

CITIES regarded as manufacturing centres are now reporting generally that orders are improving. Most of their industries, says The Financial Post, have on hand demands from the Government for munitions for one kind and another, but in addition, other orders of a domestic character are beginning to increase in volume.

Taking Hamilton as an instance, it will be found that its work people very generally are employed at good wages which they are now spending in a normal way in necessaries of life. That city is to some extent a wholesale centre and the houses engaged in that business state that substantial orders are now arriving from the Canadian West. We have referred to this city as being typical of manufacturing cities generally. Undoubtedly their position at present is very much better than at the corresponding period a year ago. Then the outlook was very uncertain, in fact, gloomy, but to-day, almost despite the fact of war existing, it does not appear that such cities can be again faced with a period of depression such as existed during the months following the outbreak of war.

EDITORIAL NOTES

CUSTOMERS appreciate prompt service even if they have plenty of time.

* * *

CHRISTMAS is gradually coming nearer. Have you displayed those dried fruits yet?

* * *

DECEMBER month opens next week—that means cold weather and good business in cold weather foods.

* * *

IF THE HOUSEWIFE were convinced that many dried fruits are scarce this year, she would certainly purchase earlier than usual.

Handling and Selling Cheese

Large Handler of Cheese Gives His Ideas on How the Retailer Should Look After This Line—
Urges Display of More Than One Variety—Use of Glass Covers

Written by A. C. Chapman, Montreal

THE conditions governing the Canadian retail cheese trade make the merchandising and handling of cheese a somewhat difficult problem to approach from the cheesemonger's point of view. The limited variety, the climatic conditions—extremes of heat and cold—and the comparatively small volume of sales of this staple article of food, make the grocer over-cautious to guard against loss, so that in nine cases out of ten, when one goes into a store, one has to search diligently for a display of cheese. Yet this article can be made very attractive, and bring profitable sales.

In the first place, it is not good policy to relegate it to the back of a dark ice box, nor to have your one variety put under an opaque cover.

Cheese, being largely fat, does not easily dry or waste, and even this can be avoided when fresh cuts are shown on the counter by applying a damp cloth to the cut face on returning it to the ice box at night, so that it will come out fresh again in the morning. Then, too, when sales are made, each piece should be wrapped in a piece of grease-proof paper, which has been dipped in a bowl of cold water, and wrung out so that it reaches the purchaser in perfect condition, and shows him how to care for it in the home when away from the table.

Handling Different Varieties

If we take the varieties which are principally handled on the Canadian market, a few hints as to general treatment, according to the nature of the cheese, will not be out of place.

Canadian Cheddar, red and white; do., loaf or Stilton; do., Twins; do., Oka or Port du Salut; Swiss, Gruyere; American Gruyere; English Cheddars; do. Stiltons; French, Camembert; do. Brie; do. Roquefort; Italian Gorgonzola; do. Parmesan; do. brick shape; various cream cheeses; Dutch, Edams.

Gruyere should always be wrapped in cloth or paper moistened in salt and water.

Parmesan should be slightly oiled on the face with good salad oil.

Edams are better kept in a cool moist cellar, to mature before sending out.

Camembert are usually over-ripe before reaching this continent, owing to delays.

The proper temperature in which to ripen cheese is from 50 deg. to 60 deg., with a fair amount of humidity, and they should be turned frequently.

A really tempting display can be made with a white Canadian, a loaf cheese, a cut Roquefort, a piece of Gruyere, an Oka, and two or three kinds of cream cheese, which will pay for itself every day of the week, if properly taken care of, without risk of loss. This would not take up more than three feet of counter room, and if it is not desired to show so much, the use of a refrigerated silent salesman will take care of the surplus. One trader whose store I sometimes visit has a number of large glass covers ranged along his counter, showing a freshly-cut sample of each kind under it. This takes up a lot of space, though it is an excellent selling device.

Advice for Customers

Retailers should advise their customers to keep their cheese in a tin box, on a stone floor, if possible, to retain its moisture and an equable temperature. And by pushing the sale of cream cheese dealers can build up a good cheese trade.

The grocer is sometimes at a disadvantage in the cities because the wholesaler goes after the hotel and restaurant and the big institution trade. In England the wholesaler will not sell less than a whole cheese unless it be Gruyere. Then, too, every butcher also carries cheese, bacon and butter, as well as vegetables, like his Scotch confrere, though he does not kill his own meat, but purchases from the packer. The English butcher slaughters all his meat, and seldom handles either hams or bacon, and in the rarest cases does he sell cheese; while the vegetable and fruit trade is entirely separate. So the country grocer, not being troubled by his wholesale competitor, can always "beat out" the meat market on account of his greater knowledge, and by a careful cultivation of this branch of his business. By storing and maturing, and mellowing his cheese, taking care not to send it out too new, tough or stringy, but with a "come-back" flavor, he can build up a splendid business.

A GOOD FRUIT BUSINESS

F. C. Harp, a Brantford, Ont., grocer, reports splendid fruit sales during the past year. "As far as our business was concerned," he says, "we had the best year for fruit, both domestic and foreign, we ever had, and we must say that publicity had a lot to do with same. We

advertised in our local paper and used our window jointly, and by so doing we received the benefit of the advertising of the Government and Fruit Growers. Of course, personal salesmanship was another big factor in our sales."

KNOWLEDGE OF COSTS IMPORTANT

The New York Journal of Commerce has reprinted the figures in the Fall Sales Number of Canadian Grocer dealing with the expenses of retailers. Introducing the article, it says:—

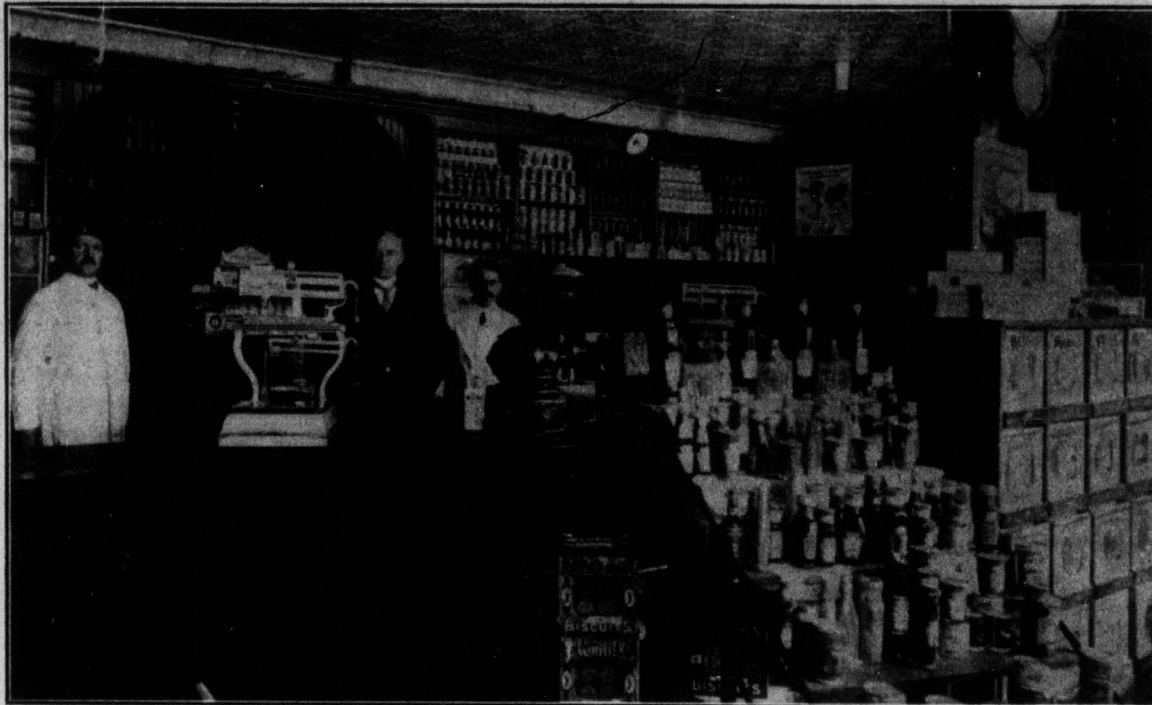
"Grocery trade leaders have been appreciative of the fact that the one most important fundamental fact of which there must be definite knowledge if the grocer is to be successful is the real cost of doing business, and to that end both wholesalers and retailers are now bending their efforts to secure facts from the experience of their members. The uniform system of cost accounting evolved by Harvard University is attracting much attention, and is being commonly used here as the basis for comparisons among retailers.

"Up in Canada the same situation exists, and recently the Canadian Grocer sought to gather dependable statistics from some of its readers, selected as to fidelity to type and willing to furnish definite data."

FOOD PRICES IN ENGLAND

According to a report to the Department of Trade and Commerce from Canadian Trade Commissioner Bickerdike of Manchester, the average increase in the retail prices of food, affecting the average working-class household in England is about 40 per cent. since the beginning of the war. Compared with July, 1914, British meat has increased about 40 per cent. on the whole, and imported meat only a little more than 5 per cent. Flour and bread have advanced about 40 per cent. each.

Since the beginning of 1915, when the movement to increase wages began in consequence of the increased cost of living, about four and a half million people, according to the Board of Trade estimates, have had their wages increased by more than \$3,750,000 per week. These figures relate only to organized labor. In other industries, where individual employers have granted advances, it is estimated that three million workers have received increases amounting to \$2,500,000 per week.



Interior view of the Arthur Drolet grocery in Quebec, P.Q. Note the shelving under the archway and the display stand for fancy goods.

Veteran of Quebec Grocery Trade

Arthur Drolet, in Business in Canada's Old Capital, Tells of the Early Days When Hours Were From 5.30 to Midnight, When Clerks Washed the Floor Before Leaving at Night—How Times Have Changed Since Then—Is Grocer of To-day Better Off?

TO be able to point to two clerks in the store, and say they have been working there uninterruptedly for twenty years, is something few grocers can do. Arthur Drolet, 712-716 St. Valier street, Quebec, is an exception. Moreover, he was able to add this about the clerks: "I have never had any trouble with them." That is saying a great deal.

These two clerks are Ulric Lachance and Joseph Dubuc, who went into Mr. Drolet's employ as boys within a few weeks of each other. To-day they are married men, with large families.

Arthur Drolet might well be classed among the veterans of the grocery business, as he started as a youngster, and has now passed his sixtieth year. Thus he has witnessed many changes in the trade of this ancient city.

He started his career in the store of Dion and Dubeau, who were considered among the city's leading grocers. Their place was on Crown street (now probably the busiest thoroughfare of the city), on the site occupied to-day by the department store of Myrand and Pouliot, who also have a grocery department.

Mr. Drolet thought he was paid well to start, his wages amounting to four dollars a month, and his board. Clerks in the same store were drawing ten and twelve dollars a month.

Work in a grocery store was no snap in those early days. The doors opened at 5.30, and by six o'clock business was in full swing. At that time Quebec was an important shipbuilding town, these being the days of wooden ships. At six o'clock, workmen passed along the street on their way to the yards, and grocers were ready for their business. Hours were long, and wages were small. Stores closed at 11 p.m. On Saturdays it was midnight, and it was often well into Sunday morning before business was really suspended. The floor was of tile, and it was the duty of the clerks to wash this clean before leaving at night.

Those were busy days in the grocery store. There were no telephones, and every order was given over the counter. Most people took their goods away with them, deliveries being very few. Profits were higher, grocers buying direct as a rule, instead of through the wholesale houses. Mr. Drolet is of the opinion even that in the early days the lot of the grocer was a happier one than it is to-day. Competition was less keen, fewer lines were carried, and customers were far readier to pay their bills.

"People did not live so 'high' as they do to-day," he said. "Consequently they had more money to spend on eatables. The way people dress to-day does not permit them to buy food as they did in those days. To-day the average working

girl goes about attired in an expensive set of furs. Then, if a girl had thought of such a thing, she would have deserved a good spanking.

"Prices were mostly lower, except on sugar, which was then imported from England. We also used English currency, and continued to do so until about 1870."

Mr. Drolet has a high opinion of the training which clerks received then. He speaks in most felicitous terms of Arthur Dion, now dead many years, and who was very particular that every customer left the store satisfied. If he saw a person carrying a parcel away which was badly tied, he had it returned and tied properly.

Mr. Drolet stayed with the firm of Dion and Dubeau six years, leaving them in 1875 to take a position with A. J. Turcot, who is still in business. Four years later, at the age of twenty-six, he started in business for himself two doors below his present location. In the following year he was married, and in 1886 moved to his present store, which he purchased, and in which he has continued to do business for twenty-nine years.

The store is located in a district known as St. Sauveur. It is not far from St. Malo, where the shops of the National Transcontinental Railway are being built.

Letters to the Editor

DEMAND ACTION IN PURE FOOD LAWS

Editor Canadian Grocer.—Your article in a recent issue of Canadian Grocer re the warranty and the Pure Food Law was quite appropriate and timely. This is a matter that should interest every grocer in Canada individually as well as an associated body, and is a matter that should be taken up by the Grocers' Branch of the Retail Merchants' Association with more vim than they are doing. The grocers of Canada cannot afford to have the impression given out that they are a lot of fakers selling impure goods. This is the impression that a suspicious public get from these prosecutions of retail grocers, whether the grocer is guilty or not, or whether it is some thing beyond his control, such as canned goods that are sealed.

Last week the writer was called on by a Government inspector of butter. This inspector informed the writer that he invariably prosecuted the maker when the maker could be traced out. That is, when the grocer could give him the name of the maker of the butter, then he proceeded against that maker, whether it was farmers' butter or creamery. On the other hand, another Pure Food inspector landed in our town to prosecute a grocer for selling an article not up to the requirements of the Food Standards and Adulteration Act. This inspector says he always prosecutes the retailer. On looking up the law, I find the mode of procedure in the matter of prosecutions can be the retailer or the manufacturer.

As a retailer, I believe the manufacturer more often guilty than the grocer, either through ignorance or otherwise. In many cases it is ignorance of the Pure Food Laws, which are a comparatively new thing in Canada. But is it right or fair that a retailer's life's reputation as a reliable and straightforward grocer should be shattered in the twinkling of an eye by a prosecution of a Pure Food inspector, when some ignorant or dishonest manufacturer is the guilty party?

It is quite true, as the inspector says, that the grocer can go back at the manufacturer, and that the manufacturer invariably settles, but the retailer is the "goat" in the eyes of the purchasing public, and to a certain extent loses the confidence of this same public. If the manufacturer is so good at settling, why do the inspectors not enter their charges of breaking the law against him as they should do, and as the butter in-

spector does, and as the Grocers' Branch of the Retail Merchants' Association should see they do. This matter is past the joke stage, and should wake every grocer in Canada to the importance of unitedly acting in the matter. Many merchants begrudge the very small fee it costs to belong to an association, but by accomplishing something along these lines, if they are not blind, they could then see the advantage of being united to protect their interests and to raise the grocery business to a higher level.

ONTARIO GROCER.

ANOTHER LETTER FROM MAJOR LUMB

The following letter has been received by S. W. Ewing, of the S. H. Ewing & Co., Montreal, from Major Lumb who, before the outbreak of the war, was a traveller in the above firm's employ:

Felixtowe, Suffolk, England.

My Dear Mr. Ewing:

Once again I am finding time to send you a few lines to let you know I am still in the land of the living. I am just back from France again, after having taken over a large number of men for reinforcements, and I saw a number of Canadians up country. I was only 20 miles from the firing line, and the boom of the big guns was as if only a mile or so away. I am terribly disappointed at not getting nearer. I have done everything in my power to get there, but to no avail. However, they have promised me to go shortly. My old regiment went up two weeks ago, and have had a large number of casualties already. Our second batallion is wiped out again for the third time.

Things are looking very much better on the Western front now. I may get command of an advanced line of communication close to the firing base. They allowed three of my branch to go to the firing line for several days, but I could not get permission. Am going up to the War Office next week to ask to go personally.

On my way home the other day I met some Australian wounded who criticized very severely the red tape and traditions of our army that ought to be scrapped, but, they added, "it's a fine army for all that, and when the 29th Division comes home, what there is left of it, if the English people fell on their knees as the men pass and gave them all the gold in the Bank of England, it will not be more than they have deserved of their country. They are wonders." This

was from the men who have earned the name of the Soul of Anzac. I thought it was splendid.

Going over to France, we were hit by a submarine, but luckily it only stove in our bows. We were head on for Havre. We shipped two feet of water and could only go 8 knots instead of 25. There was no panic; everything orderly. All men wear life-belts across, and everyone was on deck. I was in charge and had my Piquets all at their station, and our escort had to be ready to tranship. We saw the submarine again, and our destroyer got it, rammed it fair in the centre. The explosion was terrific, and it was an anxious time for us until we got to Havre. The men were splendid, 1,200 of them. We wear belts now the whole way across.

I saw Cameron of Ottawa (Bate's brother-in-law), last week in a French seaport; had a long chat with him. He looks fine and very fit; if you see Gerald you might tell him. I also met Major Kaye of Gerald Son's regiment, and he spoke very highly of young Bate.

We have had some good news to-day from the Balkans. I cannot tell you what it is, but it is good. One cannot talk all one would like to, but I am storing a great deal up for when this terrible war is over.

I hope all are well at the factory, and would like to be remembered to all, and the office staff. I thank Wilson and Coghill for their letters and know you will let them know the contents of this as far as is possible or advisable, and with kindest regards to Mr. S. H., A. H., and yourself and also from my wife,

Yours faithfully,
HAROLD W. LUMB.

SERVICE DEPARTMENT

Readers will please remember that only signed enquiries will be answered in this department. In reproducing enquiries in this column, however, the name does not necessarily have to appear, but name and address must accompany all requests for information as a matter of good faith.

Editor Canadian Grocer:

Dear Sirs,—Would you kindly inform me by return mail the different clauses of "The Trading Stamp Act," which you referred to on page 26 of Grocer dated Nov. 29th.

B. E. DUNCAN.

Editorial Note.—This information has been forwarded.

Editor Canadian Grocer,—Kindly give me some names in Toronto and Montreal where I can buy feed oats by the car, at your earliest convenience.

A. A. FINLEY.

Editorial Note.—This list has been sent to Mr. Finley.



England in Control of Canned Foods

The American Food Journal.

Through the indirect operation of her war embargo on tin, England has seized possession of America's canned foods trade. Not till recently did it dawn on the canners and exporters, and, although it will not actually cause much trouble in practice, it has caused some surprise.

It appears that England controls virtually all the available block tin that goes into American tin plate and is made into American tin cans and boxes. Some time ago she established rules to prevent it going to her enemies in the present war and in that direction set up a complete embargo. Later, the authorities were persuaded to modify this embargo on agreement that the cans would be used at home and the importers arranged for certain guarantee forms to be signed by importers of tin. These, in the following substantial form, have been agreed upon by the New York Metal Exchange, and all receivers of tin are expected to sign them and observe them, filing them with the British Consul before tin will be released:

"All orders received by us for tin plates or tin canisters and tin boxes suitable for food packing made therefrom or for tin foil, solder, babbitt's metal, type metal or any metallic alloys containing tin, to be sent to neutral European countries shall be executed from stocks maintained by us in the United Kingdom or be executed by shipments to the United Kingdom and re-shipment from there, under license to be obtained for export therefrom.

"We will not execute any orders for tin plates, or tin canisters and tin boxes suitable for food packing made therefrom, or for tin foil, solder, babbitt's metal, type metal or any metallic alloys containing tin, to be sent, either directly or indirectly, to any country or state at war with Great Britain."

Furthermore, the forms require that the agreement shall be passed along to those who buy from the original signers so that it amounts to a watch over the American career of the tin, even when the cans are filled, sealed, and labeled. Fortunately, however, most of our exports of tinned foods go to England anyway, and there is still some old tin plate to be had which will cover necessary shipments to other lands if packers can

distinguish between the various "vintages" of tin they receive, and pack accordingly.

Financing the Farmer

The Canadian Farmer.

One of the subjects that must be gone into fully by the National Commission in investigating agricultural conditions in Canada is that of farm credits, or providing the farmer with better facilities for financing his farming operations. The farmer's business is unlike the business of the manufacturer or the merchant, as returns for his labor are slow in materializing. The farmer can make but one turnover of his working capital in a year. The merchant or manufacturer may make several turn-overs in a year. The farmer begins early in the year to plan for the season's crop. He selects the seed, he prepares the ground for the seed, he sows the seed, and then waits several months for the harvest. By the time harvest is over, the grain threshed and marketed, the year is near its close. During all this time the farmer has been putting time, labor and capital into the work of growing crops, and gets not a single dollar in return for it until the crop is marketed. When live stock and dairying are made a feature the returns come more often during the year, and there is a steadier income. But even here the farmer is not in the same position as the merchant in financing his business. If he decides to keep milch cows, it will take him at least a couple of years to pay for his investment in cows, although he may get direct returns from the milk product right away. But the cows have to be fed, help has to be paid for, and the margin left each month to pay off his original investment in cows does not accumulate very fast. The need for a different system of credit from that of the business man is apparent in carrying on the everyday operations in the farm itself. A mortgage of a few thousand dollars on a hundred acre farm keeps the owner right down to the grindstone the greater part of his life. On many farms there is little or nothing left over when the interest is paid.

Christmas Boxes

The Grocer, London, Eng.

There are many reasons why, in the conditions now ruling, retail grocers

should reduce their working expenses to the lowest possible level consistent with efficiency and the fair treatment of their employees, and one direction in which a saving can be effected by many members of the trade is by the abolition of the Christmas-box system. This system represents a voluntary tax which many shopkeepers were well able to bear in years past when net profits were on a more liberal scale than they are to-day; but few grocers can now afford to give presents to their customers, and we are glad to learn that the movement for the abolition of the system is gaining new adherents in many districts. A Braintree subscriber, C. H. Howard, writing in our correspondence pages to-day, informs us that the grocers of his district have agreed to discontinue "this self-imposed tax," and as they are undecided as to the best way to inform their customers of the fact he invites readers to give hints as to the procedure to be adopted. This invitation will, we hope, be promptly accepted by grocers who in recent years have abolished the system; and information sent either direct to Mr. Howard or for publication in our pages for the guidance of grocers in Braintree and elsewhere will be appreciated.

New Ontario's Resources

Journal of Commerce, Montreal.

Considering the vast resources buried in our outlying districts, it is remarkable how little many people know about our new northern lands. Many think nothing but bears and cold weather can be found so far north; they have no idea of the valuable asset we have in New Ontario. This district has a climate very similar to Minnesota and the Dakotas, or like the best part of our own North-West Provinces. It has about as much sunshine, probably more rain, better water on the average, and more easily obtainable, finer winters, less storms or blizzards and less danger of getting lost at night. Plenty of timber for building and fencing, also plenty of fuel, and in three years' time clearings may be free of stumps, and where fields are fenced (as they generally are) the prairie farmer has nothing to put over the new northern settler, especially as he is within 15 hours' ride on the railway of a civilization more than a century old. Of course there is a good deal of poor land; sec-

(Continued on page 46.)



Thou Shalt Not Steal--Time

By A. F. Sheldon in the Business Philosopher

(Continued from a previous issue.)

Don't tell me that it would soon result in a vast "over-production."

I have no sympathy with those who cry "over-production."

The trouble is under-consumption, through lack of capacity to purchase. The "high cost of living" is due to under-production per human unit.

There is no such thing as over-production when millions of people are merely existing and not really living.

The cry of "over-production" is all nonsense while there is one worthy one left who has not enough food, raiment and shelter and then some for the accoutrements of culture.

Don't tell me that employers are generally such a bad, selfish lot.

Millions of employers are almost breaking their backs under the burden of proprietorship. These burdens are, in nine cases out of ten, due to the tactics of the time killer.

Don't tell me that they would not increase wages and be glad to do it if everyone would get busy and do his best.

There would then be something besides deficits and borrowed money out of which to pay wages.

Millions of employees are at their jobs just to see "how much they can get out of it" instead of to see "how much they can put into it."

The result is that there is not enough in the business, which is furnishing them the job, to enable the owner of the business to take much out with which to pay big wages.

Go to the bee, thou time killer, study his ways and be wise.

The workers and honey makers in a real beehive have no use for the drones. They kill them off.

If you must kill something, kill the drones; don't kill time, for by killing time you yourself become a drone and are deserving of financial death.

An employee in a department store was once standing with his hands in his pockets doing nothing but nothing.

A fellow employee came up to him and said to him, "Take your hands out of my pockets."

The time killer got angry and said,

"Mind your own business, I have not got my hands in your pockets."

Whereupon the honey maker answered and said unto the drone, "You are stealing the time of the man I am working for. You are taking the time he has paid you for and idling it away. By doing this you subtract from the profit making power of this business. By subtracting from the power of the business to pay the rest of us, who are doing the best we can, you are literally taking money out of my own pocket and the pockets of your fellow employees; when you kill time standing there with your hands in your pockets doing nothing—when there are plenty of things you could find to do if you were working for this store instead of in it."

Granted, the circumstances of a business beehive employing 100 people. Granted that even ninety per cent. of the employees are rendering faithful service.

Thus do we see the far-reaching evil consequences of the time killer.

Don't kill him literally. Don't commit murder. But unless he mends his ways ostracize him. If you don't know what that means look it up in the dictionary.

Yes, yes, John, my dear fellow, I know full well that there are two sides to this great question.

I know there are employers who in some previous incarnation possibly not remotely removed, undoubtedly belonged to the hog family.

There are still types of the human hog but let me tell you this. He cannot long survive. There are not many of him left. His tribe is rapidly decreasing.

What's more, if I was working for a human hog and he wanted to get great service from me without giving in return I would then build the biggest fire of service possible. I would literally make it hot for him.

Doing so, I know full well that one of two things would be bound to happen to me.

My employer would either become ashamed of himself and begin to distribute the heat of reward or else some worthy employer would find me out.

You cannot hide the light generated

by the fire of faithful service under the bushel of any one business.

Let your light (of service) so shine that it shall be seen among men.

If in my prelude of the telling I have seemed harsh upon the time killer and time thief; if, perchance you, reader, have unconsciously been one, then remember the wisdom of Shakespeare when he said that we must sometimes be cruel to be kind.

If perchance my words have been very plain, remember it is not that I love the employer or the employee less but truth more and humanity more; and employers and employees are a large part of humanity.

I know that the interests of each are mutual, and may God speed the day when all see it so.

Seeing it so, and the truth of it is self-evident when once made plain, the only sensible thing left for each of us to do is to try it.

And "the way to resume is to resume."

An unwritten law of God has been thundering through the ages since man was made, which if put in writing, would read: "THOU SHALT NOT KILL TIME. NEITHER SHALT THOU STEAL TIME."



CORRESPONDENCE FROM CLERKS

In a recent issue of Canadian Grocer there appeared a window display with a description which had been sent in by a grocery clerk in an Ontario town. This clerk is a young man who keeps his eyes open, and he has made considerable capital out of the illustration. In writing Canadian Grocer he says in part: "I left the Canadian Grocer lying on the counter with the book open at this particular page. Many travelers and outsiders saw the picture and then enquired what paper it was. I told them all about it, especially how it keeps tab on the markets and about the various window displays which appear from time to time. I should not be surprised if a few subscriptions result from some of the people who saw the paper."

Canadian Grocer appreciates hearing from clerks at any time. We want to know how they are dressing their windows and invite photographs of good displays. We also want to know how clerks are selling goods which customers do not ask for. The more we hear from clerks the brighter and better will be



CURRENT NEWS OF WEEK

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



Quebec and Maritime Provinces

W. J. McIntosh, general merchant, Esdracton, N.B., died recently.

James Reid, M.P., and a general merchant at Charlo Station, N.B., died recently. He was born at River Charlo in 1839, and was seventy-six years of age. He was elected to the House of Commons as the representative of Restigouche in 1900, and was re-elected in 1904, 1908 and 1911.

Six of thirty-one grocers summoned in Hull, Que., for keeping their stores open after seven o'clock in the evening appeared before the recorder recently and each pleading guilty was fined \$1 and costs. The other 25 will appear on a future occasion, but will probably ask the council to amend the by-law, thus making it legal to keep their stores open later in the evening than is now permitted in the by-law. The clerks and some of the larger stores will likely oppose the amendment. The matter will be dealt with at the next meeting of the council.

The Dominion Commercial Travelers' Association, Montreal, has held its election of officers, the following being chosen by acclamation: R. C. Watkins, president; James Armstrong, first vice-president; Roseau Brosseau, second vice-president; Maxwell Murdock, treasurer. Messrs. Glackmeyer, Joyce, Shea, Smith and Plante, were elected to the board of directors and with the five members who held over from last year, constitute the board of management, with John E. Wright, a member. A theatre night for a patriotic purpose is being considered in lieu of the annual dinner.

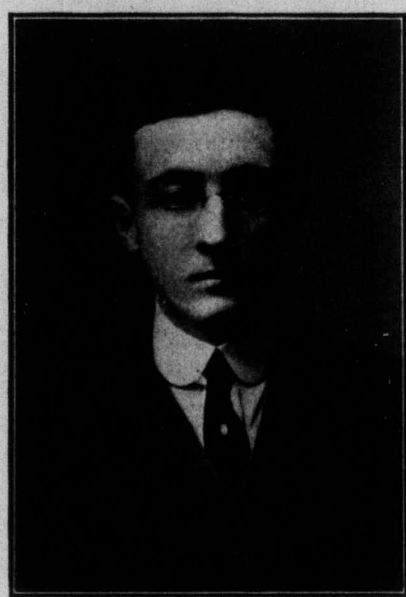
The quarterly meeting of the members of the Dominion Commercial Travelers' Mutual Benefit Society, was held in Montreal recently. The president, Chas. Roberts, occupied the chair. The nomination of officers resulted in the election of M. Salmon as president, W. J. Joyce as vice-president, and Chas. Gurd as treasurer. The following five members were unanimously elected as trustees: David Watson, Maxwell Murdock, F. S. Cote, R. Laurence and Paul Bernard. Notwithstanding the heavy calls during the year for indemnities, the total paid being \$24,000, the society still retains over \$14,000 in reserve. The board of directors, through the president, gave notice of motion to make three important changes in the by-laws with a view

to strengthening the security of the society. The meeting heartily approved of the changes, which will be voted on at the annual meeting, December 18th.

Ontario

H. C. McEwen, grocer and baker, Westport, Ont., suffered a fire loss recently.

Fred Paisley, manager of the grocery department of Moody & Clark, St. Thomas, Ont., and an old Alvinston, Ont. boy has enlisted.



E. L. CLEVERLY, a Toronto grocer who has answered the Empire's call. He was secretary of the Grocers' Section, R.M.A., Toronto branch.

H. C. Herschman, sales manager of the Swift Canadian Company, Toronto, spoke at the Tuesday luncheon of the Toronto Advertising Club. His subject was "Breaking Into a New Territory."

A. E. James is making extensive alterations in his store block on East Colborne street, Brantford, Ont. The grocery and meat market business, formerly operated by James Brothers, is now being run in future by the James Grocery Company.

W. Bridge and A. Sitler, Palmerston, Ont., are opening a new grocery in the stand vacated by the National Railway Association, and George Detwiler, of Cargill, has purchased the general stock from G. W. Dulmage, of the same town, who retires after many years of successful business.

Western Canada

C. Holmes, grocer, Yorkton, Sask., is succeeded by B. Smith.

R. B. Lambert succeeds Edward Tissot, grocer, St. Claude, Man.

J. Gavin has opened a grocery and fruit business in the Sanitary Market, Regina, Sask. He was formerly proprietor of a restaurant in Regina but during the past five years has been in business in British Columbia.

A five-storey warehouse, 225 feet by 120 feet, is to be built at the corner of Hargrave street and Graham avenue, Winnipeg, Man., by the T. Eaton Company. The foundation of the building will be for a ten-storey structure, but at present five storeys will be put up.

A. H. Doe, who has been for years assistant stores commissioner of the Hudson's Bay Company, Winnipeg, Man., and who has resigned from his office for the purpose of accepting an appointment to the imperial munitions department, was the recipient of a purse of gold and an illuminated address at the hands of his associates. Mr. Doe leaves soon for England.

At the annual meeting of the Calgary, Alta., branch of the Northwestern Commercial Travelers' Association, the suggestion of a battalion formed for overseas duty of western travelers was advanced. The Northwest Commercial Travelers' Association has a roll call of about 6,000 members and many of these men have had previous military training in various parts of the world. The chief centres of the association are at Winnipeg, Brandon, Regina, Moose Jaw, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver, Victoria, Nelson, Port Arthur and Fort William. The average age of the commercial travelers would be between 30 and 35.

J. M. Scott was unanimously elected president of the Northwest Commercial Travelers' Association at their annual general meeting held in Winnipeg. H. W. Lethbridge and George Bolton were named for the office of vice-president. L. C. Macintyre was again unanimously elected treasurer by acclamation. The following nominations were then made by the executive committee: J. E. Holland, W. J. Platt, A. Webber, O. H. Dingman, J. Snydal, John Brockest, E. M. Chantler, H. Turner, A. W. Johnston, George Harvey, Major C. M. Scott, J. G. Keir, G. O. Maecker, J. P. Minhinnick. The annual meeting will be held Dec. 18.

Beans Higher in All Centres

Advances Reported From East to West—But it May be the Highest Point Before an Easing Off
—Freight Rates Increase Will Affect Molasses — Spanish Cooking Figs on the
Market—New Almonds in Good Demand—Low Grade Teas
Easier, But Good Teas Firm.

Office of Publication, Toronto, Nov. 25th, 1915.

IN both Montreal and Toronto this week the potato situation is up so tight that there has been another advance. As the trade and public alike know, this situation has been very firm for several months now, because of the rot which has gotten into the potatoes, owing to the wet weather, and the potato market has simply been a series of advances. There are, however, other happenings to offset this. This week, for the first time in the history of the vegetable market, British Columbia has sent potatoes down East. These are now coming into Toronto, and what is more they are laid down here for about 5c less than the present market price of either Delawares or Ontarios. This new departure of British Columbia is significant in two ways: First of all it is significant because it is an extra line in which the West is helping the East. A couple of years ago hogs were sent down East from Western Canada for the first time. Now the West comes along and helps again in the matter of food provisions by sending potatoes to Eastern Canada. There is an excellent crop in both Alberta and British Columbia this year. The second way in which this news is significant is that it will help to relieve the tightness in the market of the price of potatoes. More competition means, of course, an easiness in the market, particularly when these potatoes are laid down here for the first time at 5c lower than the present market levels obtaining in Toronto.

The canned goods situation grows interesting because gradually, but none the less surely, canned goods are firming up and getting dearer in price. About three or four months ago canned tomatoes, peas, beans and corn, were selling in Toronto and Montreal for 20 to 30c per doz. less than what they are selling for to-day. This is a noteworthy advance. Canadian Grocer some time ago predicted that the price of tomatoes would be at least that much higher by the end of the year and its prediction has already come true and there is still one month of the year to go. There is a large export of these canned vegetables to England, partially for the men in the trenches, and the production has not been anything like as large in Canada this year. Last year was a bad year for canned goods in the Dominion, but this has certainly proved better so far, and high prices are obtaining. It looks as if the trade and the public alike can look for still higher prices in the case of tomatoes, although corn and peas are not quite so likely to advance. They may do so, however.

A good many English products are on the trek again towards higher prices. Among the changes this week are noticed that mustard in quarter-pound tins is up 10c per pound, while pickles, preserves and malted vinegar are all showing advances from a few months ago. Other lines on the upgrade are capers, currie powders and marmalades. The trade will welcome the news that shelled walnuts will arrive much earlier this year than they did last. Grocers remember, with no very pleasant feelings, that last year the shipments were tied up and they only just got to the trade in time for very last Christmas business. This time, however, it is different, and although at one time it was expected that we should duplicate last year's experience, we now know that shelled walnuts will arrive earlier. In fact a big shipment is due to reach St. John's next week. That means the trade will get them fairly early in December. The demand for nuts by the way is exceptionally heavy, particularly in almonds, filberts and walnuts, both shelled and in the shell.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Weakening of wheat market.
Supplies of Ontarios scarce.
Big demand for all kinds of feeds.
Rolled oats market weaker.

PRODUCE AND PROVISIONS—

Geese and ducks in good demand.
Small fowl dropped to 10-12c.
Good demand for heavy fowl.
Shortening up ¼c per lb.
Breakfast bacon and backs selling.
Expect butter demand from West.
Cheese market been skyrocketing.
New laid eggs jumped to 50c.

FISH AND OYSTERS—

Advent starts next week.
Navigation close means big business.
All fish tend high except codfish.
Frozen fish prices hold up well.
B.C. salmon may advance sharply.
Oysters in Montreal below average.

FRUIT AND VEGETABLES—

Spies getting scarce; \$6.50 quoted.
Baldwins and Greenings bring \$4.50.
Fameuse and McIntosh up to \$6.
Malaga lemons drop to \$4.
Blue grapes done; Tokays up.
Hothouse tomatoes take another rise.
Sweet potatoes now \$1.75 per hamper.

GENERAL GROCERIES—

Fancy molasses advanced a cent.
Bean market as firm as ever.
Advance in rice reported.
Beans, 3-lb. pickers, \$4.35 bushel.
Norwegian sardines up 50c case.
Filberts advance to 13¼-15c lb.
Canadian salted herrings up.
Dried fruits hard to get.
Further canned goods advance.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—

Butter firmer; slightly higher.
Lard scarcer and dearer.
Eggs up to 50 cents.
Storage situation sound.
No change in poultry.
Cheese prices up once more.

FISH AND OYSTERS—

Extras smelts selling.
Good trade in oysters.
Frozen fish selling now.
Smoked lines getting hold.

FLOUR AND CEREALS—

Manitobas up 15 cents.
Big demand for rolled oats.
Some feeds higher.
General grain trade good.
Big all-round export demand.

FRUIT AND VEGETABLES—

Artichokes on the market.
Pomegranates selling here.
Potatoes up a nickel.
Root vegetables selling better.
Apples firmer all round.

GENERAL GROCERIES—

No change in spices.
Common teas lower.
Spanish figs come in.
Shelled almonds arrive.
Prunes slightly lower.
Scarcity of beans.

QUEBEC MARKETS

Montreal, Nov. 25.—About three or four months ago canned tomatoes, peas, beans and corn were selling in the neighborhood of 80c for tomatoes, and lower quotations on the others. To-day, tomatoes are selling as high as \$1.15, although in Montreal, owing to the com-

CANADIAN GROCER

petition between certain houses carrying fairly heavy stocks, the price is being held down to \$1.05. This illustrates effect the holding company had on the situation, and those who bought heavily when the market was down, have every reason to congratulate themselves. It was predicted some time ago that the price of tomatoes would be \$1.25 by May. At the rate it is going up now, that figure may be reached before May.

Trade all round is exceptionally good. One of the big wholesale houses reports that their city trade at this period is far ahead of what it was last year, showing that dealers are buying more freely. They are also buying more of the luxuries than they did a year ago. There are one or two failures in the city, but there are failures in normal times. There are also one or two new grocers opening up.

Towns on the Gaspé coast and points in the lower provinces reached by water from Montreal are having some difficulty in securing supplies, as shipping facilities to these points are poor, due to shortage of bottoms. Thus, towards the close of navigation, wholesale houses have been seriously hampered. The situation was made worse by the grounding of the Lady of Gaspé some time ago. These conditions work to the disadvantage of Montreal. It is surprising that these conditions should prevail, as there is an abundance of freight in the fall and spring, and, while it is true that things are slack in summer, the shipping companies are able to make up for it in tourist traffic. It is contended that steamship lines on this service should be subsidized by the Provincial Governments of Quebec and the Maritimes, who are interested in the exchange of supplies.

The potato market is going up again, another sudden jump having taken place. This followed when the shippers found it necessary to line their cars, and it amounted to about 10c per bag.

All English condiments and fruit products are rising again. Among the changes this week are mustard, in ¼-lb. tins, which are up to 50c per lb., whereas they were 40c; pickles, that were \$2.90, are up to \$3.50 per do.; preserves, that were \$2, are up to \$2.80; malt vinegar is up from \$1.75 to \$2.50. Other lines on the up-grade are capers, stearine candles, currie powders, marmalades and other lines of more or less consequence.

Norwegian sardines are up 50c a case, and there is now nothing much to be had at less than \$12 per case. Canadian sardines are selling at \$3.25, which is a low price, having sold as high as \$4.50. The fishing has been good in Canada this year, and the demand from abroad not so heavy. Canadian salted herrings, on the other hand, are rising, as they are

wanted in Europe. Quotations now are: Barrels \$6.40, and half-barrels \$3.75.

It will relieve grocers all over Canada to learn that shelled walnuts are almost sure to arrive in this country earlier this year than they did last; in fact, a big shipment is expected to reach St. John, N.B., next week, which means that the trade will be supplied early in December. They are being sold, to arrive, on a basis of 40c to the retail trade. The demand for filberts, almonds and walnuts, both shelled and in shell, is heavy.

SUGAR.—There was a sudden weakness of the raw sugar market last week, the price of Cuban raws dropping from 4½c (at which price little was sold) to 3¾c or lower. The situation is that refiners here and in the United States are well supplied, but if they want to buy for immediate delivery the market is firm. Attention was drawn last week to the fact that the differential between the price of refined here and in New York was low—about 35c. It was suggested that the low price of beet sugar had something to do with this. Raw beet sugar has been selling 40c to 50c below cane sugar, but the only effect of this has been to keep the cane market strong. The beet sugar market may have something to do with the low price in Canada, but the keen competition in this country has probably more to do with it. Early this week the price of refined in New York was still 6c. The trade are fairly well stocked up for several weeks ahead, and refiners are beginning to catch up with their orders.

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

TEA.—Invoices now arriving for teas bought in Colombo and Calcutta at the end of September show a falling off in price of a halfpenny or more. In a period of seven weeks there has been a drop of about a penny. This is for teas costing 10½-11½d. The teas, however, are not as good as have been arriving. They draw pretty well, but apparently have been plucked too low down, giving a coarser leaf. Thus advantage is being taken of high prices. The market on all grades of Japan tea is strong. The local demand is only fair, most dealers being well supplied.

DRIED FRUITS.—The wholesale

trade, taken as a whole, is not well supplied for the Christmas trade, and there is likely to be a shortage. This is proved by the number of telegrams reaching importers, asking them to rush through supplies by first car. Importers, who have not been importing heavily, fearing that prices might drop, are more or less in the same position. One of the largest in Montreal had a man in New York all this week buying up supplies. As New York terms are ten days, he was only able to do this for a certain period.

Some Montreal houses have no stocks of evaporated apples. On account of the high prices asked this year, they did not buy any. There are other houses who have no currants to offer, and are not sure at time of writing whether they will get any new stuff at all. It is predicted that if Greece enters the war, the price of currants will jump probably 4c or 5c per lb. immediately. New Halloween dates, loose, are being offered rather freely at 7½c, but packages are not expected from New York for some time. One of the largest wholesale houses in this city has no Smyrna figs; they received a small shipment of Californias last week, but they are sold out already, the price being 12c lb. for 10-lb. layers. It is understood, of course, that where Smyrna figs are offered they are old. They cannot be bought even from New York, as that would be trading with the enemy.

The same house is sold out of prunes in a good many numbers. This means that the dealer has been buying heavily and early. Further supplies are expected, but not large supplies, nor early ones. Some houses have bought Valencia raisins; others have not. This is expected to affect the Spanish trade, the Americans making serious inroads. The price of Valencias is too high this year.

From the importer's point of view the situation is about the same. One importer has this week been selling currants to wholesalers at a high price, but the big demand comes from bakers. The same firm states that figs, both Smyrnas and Californias, are scarce. The bulk of the latter crop is reported to have gone to Europe. Of Sultanas there are practically none. The trade are using California seeded raisins instead. Peels are scarce, but there is not the demand there used to be; they are, however, an essential for making mince meat and plum pudding.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes.....	0 00½	
Apples, choice winter, 50-lb. boxes.....	0 09	
Apricots	0 14	0 16
Nectarines, choice	0 11½	
Peaches, choice	0 08	0 09
Pears, choice	0 13½	
DRIED FRUITS.		
Candied Peels—		
Citron	0 22	0 22½
Lemon	0 16	0 17
Orange	0 17	0 18
Currants—		
Filistras, fine, loose, new	0 10½	
Filistras, packages, new	0 11½	

CANADIAN GROCER

Dates—		
Dromedary, package stock, old, pkg.	0 09	
Fards, choicest	0 12½	
Hallowee, loose, new	0 07½	
Hallowee, 1-lb. pkgs.	0 07½	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½	
1 lb. glove boxes, each	0 12	
Cal. bricks, 10 oz.	0 09½	
Cal. bricks, 16 oz.	0 10	0 11
Cal. bricks	0 10	0 11
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 13	
40 to 50, in 25-lb. boxes, faced	0 11½	
50 to 60, in 25-lb. boxes, faced	0 10½	
60 to 70, in 25-lb. boxes, faced	0 10	
70 to 80, in 25-lb. boxes, faced	0 09½	
80 to 90, in 25-lb. boxes, faced	0 09	
90 to 100, in 25-lb. boxes, faced	0 08½	
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.30; 4-crown cluster	3 75	
Muscatsels, loose, 3-crown, lb.	0 09	
Cal. seedless, 16 oz.	0 11½	
Fancy seeded, 16 oz. pkgs.	0 10½	
Choice seeded, 16 oz. pkgs.	0 10	

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

NUTS.—One wholesaler raised his price on filberts this week to 13½-15c— an advance of about ½c on spot stuff, new not having arrived. Wholesalers and retailers all over the country are not too well supplied, as the former are rushing orders to importers for supplies of nuts, both shelled and in shell. Importers are doing a bigger business in almonds, filberts and walnuts in shell than they ever did. The last-named three lines are all higher in France, Spain and Sicily. Shelled walnuts will arrive earlier this year than was expected; in fact, a shipment is expected to reach St. John, N.B., next week. Sales are being made of fresh cracked at 36c, and of new shelled walnuts (to arrive) at 40c per lb.

Almonds, Tara, new	0 17½	0 18½
Grenobles	0 15	0 16
Marbots	0 13½	0 14½
Shelled walnuts, new, per lb.	0 35	0 40
Shelled almonds, 28-lb. boxes, per lb.	0 44	0 45
Sicily filberts	0 13½	0 15
Filberts, shelled	0 24	0 24
Pecans, large	0 20	0 21
Brazils, large, washed	0 20	0 21
Peanuts, American, roasted	0 08½	0 12

RICE.—It is reported here that the Imperial Milling Co. of Vancouver has advised members of the trade that an advance will take place on shipments up to December 15, and of 20c after that date.

Rangoon Rices—		
Rangoon, "B"	3 90	
"C.C."	3 85	
India bright	4 00	
Lustre	4 10	
Fancy Rices—		
Imperial Glace	5 20	
Sparkle	5 60	
Crystal	5 00	
Ice drips	5 20	
Snow	5 20	
Polished	4 10	
Pearl	4 40	
Mandarin, Patna	4 00	
Java Onyx	7 50	

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 30c for half-pockets (12½ lbs.).

Imported Patna—		
Bags, 224 lbs.	0 05½	
Half bags, 112 lbs.	0 05½	
Quarter bags, 56 lbs.	0 05½	
Velvet head Carolina	0 09	0 10
Sago, brown	0 05½	0 07
Tapioca—		
Pearl, lb.	0 07	0 07½
Seed, lb.	0 07	0 07½

SYRUPS AND MOLASSES.—The position remains about the same, except that the wholesale trade have advanced their price on fancy a cent per gallon— which does not mean much, as stocks real fancy are small. Choice remains the same—43c for puncheons on the

Island, while fancy is 58c. There is lots of blended stuff being brought in from the Maritimes, sales of which are being made hand-to-mouth. The difficulty is being solved in another way: many wholesalers are buying Barbadoes Muscovado raw sugar, from which they are making molasses. This is selling under the name of cane compound syrup at 57c by the half-barrel and 55c by the barrel. However, the supply of this sugar is limited, and the price is rising. The big demand for corn syrup continues.

Barbadoes Molasses—		
	Price for	Island of Montreal
	Fancy.	Choice.
Puncheons	0 53	0 48
Barrels	0 61	0 51
Half barrels	0 63	0 53
For outside territories prices range about 3c lower.		
Carload lots of 20 puncheons 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., 3½c; ¼ bbls., 4c; ½ bbls.	0 04½	
Patna, 8½ lbs., \$1.95; 25 lbs.	1 40	
Cases, 2 lb. tins, 2 doz. in case	2 65	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, ¼ doz. in case	2 90	
Cases, 20 lb. tins, ¼ doz. in case	2 85	
Cane Syrups—		
Barrels, lb., 4½c; ¼ bbls.	0 05	
Cases, 2 lb. tins, 2 doz. in case	3 00	

COFFEE.—During the past week the demand has improved wonderfully. Apparently some of the stocks in the stores are depleted. Letter orders are plentiful, even from Ontario, which has been slow for the past year; travellers also report good business.

Coffee—		
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	0 26	0 28
Mexican	0 25	0 28
Maricaoibo	0 22	0 24
Jamaica	0 22	0 24
Santos	0 19	0 22
Rio	0 16	0 18
Chicoory	0 11	0 14

SPICES.—The market continues bullish, but the trade in Canada do not incline to respond. Competition continues very keen, which keeps prices down in this country, despite advances in primary market. There is heavy demand just now for peppers, gingers, cloves, etc. Cloves recently advanced several cents in New York.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	0 16	0 09	0 23
Cassia	0 22	0 09	0 23
Cayenne pepper	0 28	0 09	0 25
Cloves	0 28	1 05	0 35
Cream tartar—60c.			
Ginger, Cochín	0 22		0 29
Ginger, Jamaica	0 23	1 00-1 15	0 31
Mace	0 80		1 00
Nutmegs	0 40		0 75
Pepper, black	0 22	0 95-1 00	0 29
Pepper, white	0 30	1 15-1 20	0 31
Pastry spice	0 22	0 95-1 20	0 29
Pickling spice	0 14-0 16		
Turmeric	0 21-0 23		

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

Cardamom seed, per lb., bulk	1 00	1 00
Caraway—		
Canadian	0 13	
Dutch	0 20	0 22
Onsamom, China, lb.	0 14½	0 16
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 25	0 30
Cayenne chilies	0 25	0 35
Shredded coconut, in pails	0 15	0 22
Pimento, whole	0 15	0 15

DRIED VEGETABLES.— During early part of this week the market for beans was as firm as ever. One wholesale house went so far as to advance their price for 3-lb. pickers to \$4.35 per bushel, which was certainly warranted by the price now being paid in the first market. A commission agent, speaking

of the situation, stated that the farmers were holding up their stocks, and that his firm had refused to buy unless they were offered beans at 25c less per bushel. It is stated that canners are buying up the crop in large quantities. It was suggested a week ago that the farmers in Ontario would loosen up with their beans as soon as threshing was over. It seems, however, they are holding on for more money. The quality of the Ontario crop is not good, it is admitted, but they have got to be sold, and the farmers are bound to sell before long. In the meantime, there is little buying in quantities, as most merchants have supplies to keep them going, and the consumption will be curtailed on account of the poor quality of the beans. It is not like bread— an absolute necessity. Moreover, the people in this province are most particular about their peas and beans; they must be good, or they don't want them. There have been some splendid beans grown in Quebec this year, and many of these are being held for seeding purposes. It is expected that the crop from this province will be a much larger one next year. Peas are getting in the same position as beans, as far as Montreal is concerned. It is hard to get sound peas from Ontario, as they are also damaged by rain, more or less. This is not so important, as the supply from Quebec is good, and these will be used first.

Beans—		
Canadian, 3-lb. pickers, per bushel	4 35	
Yellow eyes, per bushel	4 20	
Lima, per lb.	0 08	0 08½
Peas, white soup, per bushel	3 00	3 25
Peas, split, bag, 96 lbs.	5 50	5 50
Barley, pot, per bag	3 00	3 00
Barley, pearl, lb.	0 05	0 05

CANNED GOODS.—It was stated last week that, although the canners had advanced their prices f.o.b. factory, no changes had been made by some of the largest Montreal houses, who had large stocks on hand. One house this week has raised their price on tomatoes from \$1.02 to \$1.05, on string beans from 92½c to 95c, and on corn from 92½c to 95c. It looks, then, that a steady rise is taking place in the price of canned goods.

Canned Vegetables—		
Beans, string, doz.	0 95	
Corn, 2's, doz.	0 95	
Peas, standard, doz.	0 95	
Peas, Early June, doz.	0 97½	
Tomatoes, 3's, doz.	1 05	
Pork and beans, 3's, doz.	1 45	
Pork and beans, 1's, doz.	0 85	
Pork and beans, family size	1 05	
Canned Fruits—		
Apples, gallon, doz.	3 25	
Canned Fish—		
Sardines, Canadian, case	3 25	

ONTARIO MARKETS

Toronto, Nov. 25.—The bean market this week has taken another jump, and is now up to \$4.50 at least. This follows the trend of conditions all over the country and reflects the difficulty there is in getting beans into market. Farmers won't bother with them, apparently, as long as the weather continues fine. Wet weather would help. There is a fair de-

CANADIAN GROCER

mand at present. We have not seen beans so scarce in years. This may be the last big advance before easier prices—on the principle of the darkest hour being before the dawn.

A new line to come in—that is, new for this year—is Spanish cooking figs. There are not an awful lot, but some people on the street have them, and they are worth around 7½c to 8c. The trade has been purchasing them actively.

The advance referred to last week, which was about due in flour, materialized one day this week, and Manitobas went up 15c. There is a big demand for flour; most millers are sold up till end of December, and some till end of January. Export demand has been particularly heavy. This applies also to oats. Feeds are higher, too.

Apparently we are now doing a good trade with the United States in herring. The States have not been able to secure usual stocks this year, and so, according to a report from the American Consul at Ottawa, Canada has stepped into the breach. The report says:

“It is reported that an American firm, being unable to secure Scottish herring on account of war conditions, recently offered to purchase 50,000 barrels of Canadian herring at a very high price if the fish could be obtained in a satisfactory condition. This is particularly noteworthy, as Canadian herring now sells at \$2.50 a barrel, while the Scottish product has been selling at \$10 to \$15 a barrel. The low price of the Canadian herring (as well as all other herring in the Western Hemisphere) is due to imperfect and unsatisfactory curing and packing.

“The Canadian herring fisheries are said to be the richest in the world, and the quality of the fish is quite as good as the North Sea product. This industry of Canada has great opportunities at the present time, and an effort is being made to cause such inspection, standardization and advertising of the product as will enable it to command the markets, which, with improved conditions, will be found awaiting it.”

Canned goods quotations have been extended a good deal this week, so that it takes in now all prices on fruits in all sizes. These, by the way, are doing a good business, and, considering that Christmas goods are the big thing right now, demand is consistently good. Tomatoes and corn are not so much in demand, but scarcity makes for firmness.

SUGAR.—After all the excitement of the last two weeks it is perhaps natural that we should experience now a quietness and dullness in this market. There is little feature, and no price change. The market on raws is down about ¼c. The easiness in raws in New York is a result of heavy buying lately. There is a

steady undertone to the market; the big point to remember is that there is an actual scarcity of raws at the present time, and must be for a little while. So that, though the buying trade is pretty well stocked at the moment, it does not mean that this condition will continue indefinitely. At present, however, the situation is easier.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 46
20 lb. bags	6 56
10 lb. bags	6 61
2 and 5-lb. cartons	6 76
Nova Scotia refined, 100-lb. bags	6 36
New Brunswick refined, 100-lb. bags	6 40
Extra Ground Sugars—	
Barrels	6 66
50 lb. boxes	7 06
25 lb. boxes	7 15
Powdered Sugars—	
Barrels	6 66
25 lb. boxes	7 06
Crystal Diamonds—	
Barrels	7 21
100 lb. boxes	7 11
50 lb. boxes	7 31
Cartons (20 to case)	7 76
Cartons (50 to case)	8 66
Crystal Dominoes, cartons	8 11
Paris Lump—	
100 lb. boxes	7 11
50 lb. boxes	7 31
25 lb. boxes	7 51
Yellow Sugars—	
No. 1	6 06
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—The situation, which is slightly mixed owing to confusing advices, seems to reflect pretty certainly an easiness in common grades, though medium and especially fine teas are very firm and high. A mail advice, dated November 4th, from London, says that, though mediums in both Ceylons and Indians are firm enough, common grades are lower. There seems to be a lot of the latter on the market these days. The flavor we hear from several sources, is very poor, though. In view of the extra tax imposed in Britain some time ago, people naturally enough expected a run on teas for price, which would be supposed to firm them up. Instead of this happening, however, we see low grades tending downwards. The fact of poor quality, and also that there are big qualities getting to the auctions, must have negated this probability. Fine grades and mediums, as we say, are, however, firm and tend higher-wards.

SYRUPS AND MOLASSES.—It looks like higher prices again pretty soon. In view of the advance in freight rates, effective first of next month, the trade expects higher levels for molasses. It is said there will be an advance of 5c to 6c per 100 lbs. This will not, of course, affect us as much in this market as it will Quebec trade, because we don't buy the quantity that they do. Nevertheless we shall feel it. Other syrups show little change, either in price or sentimentally.

Corn Syrups—	
Barrels, per lb., 3¼c; ½ bbls., 4c; ¼ bbls.	0 04½
Pails, 30½ lbs., \$1.35; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—	
Barrels, lb., 4¼c; ½ bbls.	0 65
Cases, 2 lb. tins, 2 doz. in case	3 00
Molasses—	
Fancy, gallon	0 60 0 65

DRIED FRUITS.—Just as an index to the big strain there has been on Cali-

fornia this year, as the universal provider for raisins, it is interesting to note that this year shipments have doubled the amount of last year, and are five million pounds more than in 1913. They aggregate this year nearly thirteen million pounds. Moreover, California's imports of raisins this year are just about half what they were in 1914. There are still a few Valencias on the street, but only a few dealers have them. They can get pretty well what they like for them. The scarcity makes Valencias almost monopolistic. There is nothing very new in the currant situation. The trade knows all about the tightness now. This is really acute. If any dealer still has to buy he should get in right away. The sooner the better. Trade is buying heavily for Christmas business, and it is firming levels up. There are some Spanish cooking figs on the market this week. They are worth around 7½c to 8c. Only a few dealers have them. Citron peel is still strong, and, oddly enough, there seems to be a bigger demand this year just because apparently there is a shortage of stocks. Dates, peaches and other lines show no change, except, perhaps, added strength.

Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	0 15	0 16
Orange	0 15	0 16
Citron	0 22	0 25
Currants—		
Fillatras, per lb.	0 12	0 13
Analas, choicest, per lb.	0 12½	0 13½
Patras, per lb.	0 13	0 14
Vostizzas, choice	0 16	0 17
Cleaned, ½ cent more.		
Dates—		
Faris, choicest, 12-lb. boxes	0 09½	0 10
Faris, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 07½	0 08
Hallowees	0 07½	0 08
Prunes—		
30-40s, California, 25-lb. boxes	0 13	0 14
40-50s, 25-lb. boxes	0 12	0 12½
50-60s, 25-lb. boxes	0 10	0 11
60-70s, 50-lb. boxes	0 10	0 10½
70-80s, 50-lb. boxes	0 09½	0 10½
80-90s, 50-lb. boxes	0 08½	0 09
90-100s, 50-lb. boxes	0 07½	0 08½
25 lb. boxes, ¼c more.		
Peaches—		
Choice, 50 lb. boxes	0 06	0 06½
25 lb. boxes, ¼c more.		
Raisins—		
Valencia	0 15	0 16
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10½
Seeded, choice, 12 oz.	0 08	
Seedless, 16 oz. packets	0 11½	0 12
Seedless, 12 oz. packets	0 10	

NUTS.—New shelled almonds arrived here this week for the general trade after a delay of many days. They were eagerly bought. We quote a price of 40c to 42c. Some are selling a trifle under that, we hear. All kinds of nuts, both in shell and shelled, are selling well enough. Filberts have experienced a revival of interest during the last few days, and Christmas purchasing goes on apace. Shelled walnuts are strong, too.

In Shell—		Per lb.
Almonds, Tarragona	0 17½	0 18
Brasilis, medium, new	0 15	0 16
Brasilis, large, washed, new	0 17	0 18
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 40	0 42
Filberts	0 35	0 36
Peanuts	0 11	0 11½
Pecans	0 65	0 66
Walnuts	0 35	0 36

CANADIAN GROCER

SPICES.—This market has quieted down somewhat latterly, and the activity in several lines has settled into more like a jog-trot. In the primary market there is a fair grinding demand, but no specific interest and little speculation. Cream of tartar continues to be in fair demand, as do also black and white peppers.

	Compound, per lb.	Pure, per lb.
Spices—		
Allspice, ground	0 10	0 10
Allspice, whole	0 10	0 15
Cassia, whole	0 21	0 25
Cassia, ground	0 14-0 16	0 20-0 25
Cinnamon, Batavia	0 22	0 25
Cloves, whole	0 27	0 30
Cloves, ground	0 18-0 22	0 25-0 30
Cream of tartar	0 48-0 50	0 55-0 65
Curry powder	0 20	0 25
Ginger, Cochin	0 15-0 17	0 18-0 22
Ginger, Jamaica, ground	0 18-0 21	0 22-0 25
Ginger, Jamaica, whole	0 25-0 30	0 30-0 35
Ginger, African, ground	0 14-0 16	0 18-0 20
Mace	0 30-1 00	0 35-1 00
Nutmegs, brown, 64s, 80s; 80s, 42s; 100s
Nutmegs, ground, bulk, 45s; 1 lb. tins
Pastry spices	0 25-0 35	0 30-0 35
Peppers, black, ground	0 14-0 15	0 20-0 24
Peppers, black, whole	0 20-0 24	0 25-0 30
Peppers, white, ground	0 19-0 24	0 24-0 30
Peppers, white, whole	0 34-0 36	0 34-0 36
Pickling spice	0 18-0 20	0 18-0 20
Turmeric	0 18-0 20	0 18-0 20

RICE.—There is a firmer feeling all round, and the primary markets are said to have advanced prices. Our figures, which were on the higher side, are still about right. Patnas are strong. This market does little except experience these changes. It does not, of course, influence the market tone. There is a steady good buying demand here, but nothing spectacular at all.

Rice—		
Rangoon "B," per cwt.	4 00	4 00
Rangoon, per cwt.	4 00	4 00
Rangoon, fancy, per cwt.	5 00	5 00
Patna, fancy	0 07 1/4	0 09

Tapioca—		
Pearl, per lb.	0 07	0 07 1/4
Seed, per lb.	0 07	0 07 1/4
Sago, brown, per lb.	0 05 1/2	0 05 1/2

BEANS.—Prices are up this week at least half a dollar. This is in sympathy with all other centres. Spot beans are very scarce. We have gone into the reason for this before, and there is nothing new. The farmer won't devote time to them while this kind of weather remains. We now quote a price of \$4.50 to \$4.75. Blue peas show little change; they are firm at around \$3.

Beans, hand-picked, bushel	4 50	4 75
Peas, blue, bushel	3 00	3 05

TORONTO

CANNED GOODS.—The outstanding feature is that, though domestic demand for tomatoes is not exorbitant, stocks are not heavy, and there is a continuous call from England and the trenches for them. We quote \$1.17 1/2, which is an advance of about 2 1/2c. The same applies to corn and peas. There is an even, steady call for salmon, but nothing outstanding to report. We have this week extended our list of fruits, so as to take in all, and in all sizes.

Salmon, Sockeye—		
1 lb. tins, cases 4 doz., per doz.	2 55 1/4	
1 lb. flats, cases 4 doz., per doz.	2 75 1/4	
1/2 flat, cases 8 doz., per doz.	1 67 1/2	
Five cases or more, 2/5 doz. less than above		
Chums, 1-lb. tins	0 30	
Pinks, 1-lb. tins	1 30	
Chums, 1-lb. tins	1 45	
Red Springs, 1-lb. tins	3 00	
Humphack, 1-lb. tins	0 00	
Canned Vegetables—		

Tomatoes, 3's	1 1 1/4	1 17 1/2
Peas, standards	0 07 1/2	
Early June peas	0 07 1/2	
Extra sifted peas	1 47 1/2	
Corn, 2's, doz.	0 97 1/2	

Fruits—		
3's Apples, Standard	1 05	
3's Apples, Preserved	1 20	
Gals. Apples, Standard	3 50	
Gals. Apples, Preserved	4 25	
2's Blueberries (Huckleberries), Standard	1 55	
2's Blueberries (Huckleberries), Preserved	1 94	
Gals. Blueberries (Huckleberries), Standard	6 50	
2's Cherries, Red (pitted), light syrup	1 50	
2's Cherries, Black, pitted, heavy syrup	1 90	
2's Cherries, Black, not pitted, heavy syrup	1 55	
2's Cherries, Red, pitted, heavy syrup	1 90	
2's Cherries, Red, not pitted, heavy syrup	1 55	
Gals. Cherries, Red, pitted	8 50	
Gals. Cherries, Red, not pitted	8 00	
2's Cherries, White, pitted, heavy syrup	1 90	
2's Cherries, White, not pitted, heavy syrup	1 55	
2's Currants, Black, heavy syrup	1 50	
2's Currants, Black, Preserved	1 80	
Gals. Currants, Black, Standard	5 25	
Gals. Currants, Black, solid pack	8 25	
2's Currants, Red, heavy syrup	1 50	
2's Currants, Red, Preserved	1 80	
Gals. Currants, Red, Standard	5 25	
Gals. Currants, Red, solid pack	8 25	
2's Gooseberries, heavy syrup	1 50	
2's Gooseberries, Preserved	1 80	
Gals. Gooseberries, Standard	7 25	
Gals. Gooseberries, solid pack	8 50	
2's Grapes, White, Niagara, Preserved	1 50	
Gals. Grapes, White, Niagara, Standard	3 50	
2's Lawtonberries (Blackberries), heavy syrup	2 00	
2's Lawtonberries (Blackberries), light syrup	1 50	
Gals. Lawtonberries, Preserved	2 25	
Gals. Lawtonberries, Standard	7 00	
2's Peaches, White, heavy syrup	1 50	
2 1/2's Peaches, White, heavy syrup	1 90	
3's Peaches, White, heavy syrup	2 40	
1's Peaches, Yellow, heavy syrup, talls	1 25	
1 1/2's Peaches, Yellow, flats, heavy syrup	1 50	
2's Peaches, Yellow, heavy syrup	1 50	
2 1/2's Peaches, Yellow, heavy syrup	1 90	
3's Peaches, Yellow, heavy syrup	2 20	
3's Peaches, Yellow, whole, heavy syrup	2 20	
3's Peaches, Pie, not peeled	1 20	
3's Peaches, Pie, peeled	1 75	
Gals. Peaches, Pie, not peeled	3 25	
Gals. Peaches, Pie, peeled	5 00	
Gals. Pie Fruits, assorted (add 5%)	5 00	
2's Pears, Bartlett, heavy syrup	1 75	
2 1/2's Pears, Bartlett, heavy syrup	2 10	
3's Pears, Bartlett, heavy syrup	2 25	
2's Pears, Flemish Beauty, heavy syrup	1 75	
2 1/2's Pears, Flemish Beauty, heavy syrup	2 10	
3's Pears, Flemish Beauty, heavy syrup	2 25	
2's Pears, Keiffers, heavy syrup	1 49	
2 1/2's Pears, Keiffers, heavy syrup	1 75	
3's Pears, Keiffers, heavy syrup	1 85	
2's Pears, light syrup, Globe	1 20	
3's Pears, light syrup, Globe	1 50	
3's Pears, Pie, not peeled	1 20	
3's Pears, Pie, peeled	1 50	
Gals. Pears, Pie, peeled	4 00	
Gals. Pears, Pie, not peeled	3 00	
2's Pineapple, Sliced, heavy syrup	2 10	
3's Pineapple, Sliced, heavy syrup	2 10	
3's Pineapple, Whole, heavy syrup	2 50	
2's Pineapple, Sliced, Hygiene Brand	1 90	
2's Plums, Damson, light syrup	1 00	
3's Plums, Damson, light syrup	1 50	
2's Plums, Damson, heavy syrup	1 15	
3's Plums, Damson, heavy syrup	1 55	
Gals. Plums, Damson, Standard	3 00	
2's Plums, Egg, heavy syrup	1 10	
2 1/2's Plums, Egg, heavy syrup	1 40	
3's Plums, Egg, heavy syrup	1 50	
2's Plums, Green Gage, light syrup	1 00	
3's Plums, Green Gage, light syrup	1 15	
2's Plums, Green Gage, heavy syrup	1 40	
3's Plums, Green Gage, heavy syrup	1 60	
Gals. Plums, Green Gage, Standard	3 50	
2's Plums, Lombard, light syrup	1 00	
2 1/2's Plums, Lombard, light syrup	1 30	
3's Plums, Lombard, light syrup	1 80	
2's Plums, Lombard, heavy syrup	1 10	
2 1/2's Plums, Lombard, heavy syrup	1 30	
3's Plums, Lombard, heavy syrup	1 60	
Gals. Plums, Lombard, Standard	3 25	
2's Raspberries, Black, heavy syrup	2 10	
2's Raspberries, Black, light syrup	1 50	
2's Raspberries, Black, Preserved	2 25	
Gals. Raspberries, Black, Standard	7 25	
Gals. Raspberries, Black, solid pack	9 50	
2's Raspberries, Red, heavy syrup	2 10	
2's Raspberries, Red, light syrup	1 50	
2's Raspberries, Red, Preserved	2 40	
Gals. Raspberries, Red, Standard	7 40	
Gals. Raspberries, Red, solid pack	9 25	
2's Rhubarb, Preserved	1 65	
3's Rhubarb, Preserved	2 50	
Gals. Rhubarb, Standard	3 50	
2's Strawberries, heavy syrup	2 25	
2's Strawberries, Preserved	2 40	
Gals. Strawberries, Standard	7 75	
Gals. Strawberries, solid pack	9 75	

MANITOBA MARKETS

Winnipeg, Nov. 24.—Wholesalers report trade conditions as active and satisfactory. Shipping departments among the wholesale grocers are being worked over-time, and even this early, lines of Christmas specialties are selling well.

City trade shows considerable improvement and is on a thoroughly healthy basis. The prevailing high price obtained for the crop so far marketed has undoubtedly been beneficial to business.

Sugar is steady at the advance, but prices as a rule are little changed.

SUGAR.—

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	7 00
Extra ground or icing, boxes	7 85
Extra ground or icing, bbls.	7 65
Powdered, boxes	8 05
Powdered, bbls.	7 15
Hard lump (100-lb. case)	7 95
Montreal, yellow, bags	6 60
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 95
Halves, 90 lbs., per cwt.	7 70
Bales, 20 lbs., per cwt.	7 85
Powdered, 50s	7 40
Powdered, 25s	7 75
Icing, barrels	7 70
Icing, 50s	7 95
Cut loaf, barrels	7 80
Cut loaf, 25s	8 05
Cut loaf, 50s	8 20
Sugar, British Columbia—	
Extra standard granulated	6 95
Bar sugar, bbls.	7 30
Bar sugar, boxes	7 35
Icing sugar, bbls.	7 30
Icing sugar, boxes	6 95
H. P. lumps, 100-lb. cases	7 40
H. P. lumps, 25-lb. boxes	6 05
Yellow, in bags	6 65

DRIED FRUITS.—There is a distinct revival in the dried fruit trade with the first signs of Christmas business. The narrow range of available fresh fruits also has an effect. Prices on prunes show changes on some sizes and the list has been revised.

Apples, evaporated, new, 50's	0 09 1/2
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 12 1/2
Currants—	
Dry clean	0 08 1/2
Washed	0 11
1 lb. package	0 10 1/2
2 lb. package	0 21
Yostizas, bulk	0 12
Dates—	
Hallowee, loose, per lb.	0 08
Hallowee, 1-lb. pkgs.	0 07 1/4
Pard dates, 12-lb. boxes	1 25
Peaches—	
Standard, 25-lb. boxes	0 06 1/4
Choice, 25-lb. boxes	0 05 1/2
Choice, 10-lb. boxes	0 05 1/2
Raisins, Muscates—	
3 crown, loose, 25's	0 05 1/4
3 crown, loose, 50's	0 09
Raisins, Sultans—	
California, 50's	0 12 1/4
Prunes—	
80 to 100, 25s	0 07 1/4
80 to 90, 25s	0 08 1/2
70 to 80, 25s	0 09
60 to 70, 25s	0 09 1/2
50 to 60, 25s	0 10 1/4
40 to 50, 25s	0 11 1/4
Table Layer Figs—	
7-crown, 3-lb. boxes, per lb.	0 15 1/4
5-crown, 10-lb. boxes, per lb.	0 15
5-crown, 10-lb. boxes, per lb.	0 13 1/4
4-crown, 10-lb. boxes, per lb.	0 15
3-crown, 10-lb. boxes, per lb.	0 12 1/2
Glove boxes, per doz.	1 00
Cooking figs, tins, about 5 lbs., lb.	0 07 1/4
Cooking figs, choice naturals, 25-lb. bags	0 07 0 07 1/4

BRITISH COLUMBIA MARKETS

By Wire.

Vancouver, Nov. 25.—Creamery butter is now selling to the trade at 32c to 36c, New Zealand being off the market. Cheese is again higher. Large is 19 1/4c and Stilton 21 3/4c. Eggs, fresh and Vancouver Island are selling at open prices. Lard, 3's, is easier at \$8.85; 5's, \$8.75; 10's, \$8.70; and 20's, \$11.30. Almonds are selling at 42 1/2c. Beans, Lyton, are 6 1/2c lb. Figs, per box, are 90c. Lemons are easier at \$4.50. Potatoes are \$12 to \$17 per ton, which is higher. B. C. potatoes are being shipped to Eastern

CANADIAN GROCER

Canada, which is somewhat of a reversal of things. Rolled oats are \$2.80. Oranges, new navels, are \$4 per box. Sugar is now \$7.30 and yellows \$6.65. Dried apples are up to 11c, and prunes 7 3/4c.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	0 32	0 36
Cheese, per lb., large, 19 1/4c; twins.	0 19 1/4	0 21 1/2
Cheese, Stilton, lb.	0 21 1/2	0 21 1/2

Eggs—		
Local fresh	0 50	0 60
Vancouver Island	0 58	0 60
Lard, 3's, per case	8 85	8 85
Lard, 5's, per case	8 75	8 75
Lard, 10's, per case	8 70	8 70
Lard, 20's, each	11 30	11 30

General—		
Almonds, shelled, lb.	42 1/2c	42 1/2c
Beans, Lyton, per lb.	6 1/2c	6 1/2c
Cream of tartar, lb.	55 c	55 c
Beans, Lytton	6 1/2c	6 1/2c
Figs, 12-10 oz. packages, per box.	0 90	0 90
Figs, 20-20 oz. packages, per pkg.	2 00	2 00
Cocoa nut, lb.	0 18 1/2	0 18 1/2
Cornmeal, ball	3 00	3 00
Flour, best patent, per bbl.	6 30	6 30
Honey, Idaho, 24 lbs.	4 60	4 60
Lemons, box	4 50	4 50
Potatoes, per ton	12 00	17 00
Rolled oats, ball of 80 lbs.	2 80	2 80
Onions, lb.	1 1/4	1 1/4
Oranges, new navel, box	4 00	4 00
Rice, 50's, sack	1 90	1 90
Sugar, standard gran., per cwt.	1 30	1 30
Sugar, yellow, per cwt.	6 65	6 65
Walnuts, shelled, lb.	0 45	0 45
Jams, glass jars, doz.	2 25	2 25
Jams, 4-lb. tins, doz.	7 50	7 50

Canned Goods—		
Apples, gals., 6-case	\$1 62	\$1 62
Beans, 2's	2 19	2 19
Corn, standard, per 2 dozen case	2 15	2 15
Peas, standard, per 2 dozen case	2 10	2 10
Plums, Lombard, 2's, case	1 90	1 90
Peaches, 2 1/2's, case	4 00	4 00
Strawberries and raspberries, 2's, case	4 60	4 60
Tomatoes, standard, per dozen, case	2 30	2 30

Salmon—		
Socket, 1's, 4 doz. case	\$9 00	\$9 00
Socket, 1/2's, 8 doz. case	10 75	10 75
Pinks, 1/2's, 4 doz. case	4 00	4 00
Dried Fruits—		
Apples, lb.	11 c	11 c
Apricots, per lb., 11c; Apples, lb.	10 c	10 c
Prunes, 70-80, 25's, lb.	07 1/2c	07 1/2c
Currants, per lb., 12c; Raisins, seeded, lb.	09 c	09 c
Peaches, per lb.	06 1/4c	06 1/4c
White figs, per lb.	06 3/4c	06 3/4c

ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Nov. 25.—Snow and ice have brought increased north country trade. Business in the West generally is exceptionally good and collections fine. No change in flour or sugar has occurred here of late. Rolled oats have advanced 15c bale. Beans are advancing, Edmonton wholesalers quoting \$4.20 per bushel, with every prospect of them going higher. No shipments of peel for Christmas trade have yet arrived, and shortage is felt keenly. Christmas lines are selling rapidly, and it is expected many stocks will be cleaned up early.

General—		
Beans, Ashcroft, lb.	0 06 1/4	0 06 1/4
Beans, white navy, per bush.	4 20	4 20
Bran, ton	18 00	18 00
Coffee, whole roasted, Rio	0 14	0 14
Potatoes, per bush.	0 35	0 35
Rolled oats, 20's, 80c; 40's	1 60	1 60
Rolled oats, ball, \$2.30; 30's	1 75	1 75
Flour, fancy patents	2 95	2 95
Flour, seconds	2 80	2 80
Rice, Siam, per cwt.	3 90	3 90
Shirts, ton	\$9 00	\$9 00
Sugar, standard gran., per cwt.	7 60	7 60
Sugar, yellow, per cwt.	7 20	7 20
Walnuts, shelled, lb.	0 38	0 38
Produce and Provisions—		
Cheese, lb.	0 18 1/4	0 18 1/4
Racon, lb., 30c; bellies, lb.	0 18 1/4	0 18 1/4
Butter, creamery, per lb.	0 32	0 32
Butter, dairy, No. 1, 27c; No. 2.	0 22	0 22
Eggs, extra, per doz.	0 40	0 40
Eggs, No. 1	0 32	0 32
Eggs, No. 2	1 30	1 30
Lard, pure, 3's, per case	9 80	9 80
Lard, pure, 5's, per case	9 85	9 85
Lard, 10's, per case	9 75	9 75
Lard, pure, 20's, each	3 23	3 23
Canned Goods—		
Corn, standard, per two dozen	2 20	2 20

Peas, standard, 2 dozen	2 20	2 20
Peas, standard, 2 dozen	2 15	2 15
Plums, Lombard	2 55	2 55
Peaches	2 55	2 55
Strawberries, \$4.45; raspberries	4 00	4 00
Tomatoes, standard, per 2 dozen	2 20	2 20
Salmon, sockeye, 4 doz. talls, case, 1s	9 65	9 65
Salmon, pinks, case	4 14	4 14
Cohoos, 1's, \$5.80; humpbacks, 1's	4 35	4 35
Lobster	2 35	2 35
Dried Fruits—		
Evaporated apples, 50's	0 10 1/4	0 10 1/4
Apricots, 25's	0 12	0 12
Peaches, 25's	0 07	0 07
Pears, 25's	0 13	0 13
Prunes, 90-100, 25's, un-faced	0 07	0 07

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Nov. 25.—Currants are getting very scarce, bulk, re-cleaned, being 13c. White beans are up, being now quoted at 7c and a further advance almost sure. Large cheese now up to 19 1/2c. Rolled oats advanced 15c Tuesday. California Valencia raisins are expected next week, and are offering at 10c. All kinds of nuts in shell are likely to go higher. Some advances have already taken place. Threshing is now nearly over. Retail business all over is good.

General—		
Beans, small white Japan, lb.	0 07	0 07
Flour, No. 1 patent, 98's	2 90	2 90
Washes, extra fancy, gal.	0 67	0 67
Rolled oats, ball	2 70	2 70
Rolled oats, 80s	2 30	2 30
Rice, Siam, cwt.	4 00	4 00
Potatoes, local, per bush.	0 35	0 35
Sugar, pure cane, granulated, cwt.	7 60	7 60
Shelled walnuts, finest halves, lb.	0 40	0 40
Shelled walnuts, broken, lb.	0 30	0 30

Produce and Provisions—		
Cheese, new, Ontario, large, per lb.	0 19 1/4	0 19 1/4
Butter, creamery, lb.	0 34	0 34
Butter, No. 1, dairy, lb.	0 30	0 30
Eggs, select storage, case	9 00	9 00
Lard, pure, 3s, per case	9 60	9 60
Lard, pure, 5s, per case	9 55	9 55
Racon, smoked backs, per lb.	0 21	0 21
Racon, smoked bellies, per lb.	0 22 1/2	0 22 1/2

Canned Goods—		
Tomatoes, 3s, standard, case	2 85	2 85
Corn, 2s, standard, case	2 25	2 25
Peas, 2s, standard, case	2 35	2 35
Tomatoes, gala, case	2 10	2 10
Apples, gala, Ontario, case	1 75	1 75
Strawberries, 2s, Ontario, case	4 90	4 90
Raspberries, 2s, Ontario, case	4 50	4 50
Lobster, 1/2's, per doz.	2 65	2 65
Salmon, finest sockeye, talls, 48x1s, per case	10 00	10 00
Salmon, pink, talls, 48x1s, per case	4 50	4 50
Dried Fruits—		
Currants, lb.	0 13	0 13
Evaporated apples, 50s, per lb.	0 11	0 11
Peaches, choice, 25s, per lb.	0 07 1/2	0 07 1/2
Apricots, choice, 25s, per lb.	0 10	0 10
Pears, choice, 25s, per lb.	0 14	0 14
Prunes, 90-100	0 07	0 07
Sultana raisins, Cal., extra fancy	0 15	0 15
Valencia raisins, Cal., lb.	0 10	0 10
Fruits and Vegetables—		
Grapefruit, Cal.	5 60	5 60
Grapefruit, Florida, case	6 75	6 75
Oranges, case	5 50	5 50
Lemons, case	5 00	5 00
Peaches, crate	0 90	1 00
Tomatoes, Cal., crate	2 50	2 50

SASKATCHEWAN MARKETS

Regina, Nov. 25.—Considerable snow has fallen at Regina of late, and winter weather prevails, although it has moderated somewhat. The winter trade has begun, and staple winter goods are in great demand. Creamery butter is retailing this week on the city market at 35 dairy at 3 lbs. for \$1, and fresh eggs (strictly) are being disposed of at 40 cents. Business with both wholesalers and retailers remains good, and collections are coming in well. A blockade of wheat is reported in many sections of the prairies, the railways in some instances, being unable to supply sufficient cars to remove the grain as it is brought in. Elevators everywhere are full.

Produce and Provisions—		
Butter, creamery, per lb.	0 31	0 31
Butter, dairy, No. 1	0 23	0 23
Cheese, per lb., large	0 17 1/4	0 17 1/4
Eggs, new laid	0 40	0 40
Eggs, fancy, storage	0 35	0 35
Eggs, good, storage	0 30	0 30
Lard, 3's, per case	9 35	9 35
Lard, 5's, per case	9 30	9 30
Lard, 10's, per case	8 30	8 30
Lard, 20's, per case	12 10	12 10

General—		
Beans, Ontario, per bushel	3 90	3 90
Coffee, whole roasted, Rio	0 17 1/2	0 17 1/2
Cream of tartar, lb.	0 50	0 50
Cocoa nut, lb.	0 19	0 19
Cornmeal, ball	2 95	2 95
Apricots, per lb.	0 12	0 12
Flour, 98's	3 00	3 00
Rolled oats, 80's	2 20	2 20
Rice, per cwt.	3 90	3 90
Onions, 100 lbs.	1 50	1 50
Sugar, standard, gran., per cwt.	7 39	7 39
Sugar, yellow, per cwt.	6 99	6 99
Walnuts, shelled, 40c; almonds	0 41	0 41

Canned Goods—		
Apples, gala, case	1 65	1 65
Beans	2 25	2 25
Corn, standard, per 2 dozen	2 23	2 23
Peas, standard, per 2 dozen	2 40	2 40
Plums, Lombard	2 10	2 10
Peaches	3 10	3 10
Raspberries, \$4.33; Strawberries	4 73	4 73
Tomatoes, standard, per case	2 00	2 00

Salmon—		
Socket, 1's, 4 dozen case	9 55	9 55
Socket, 1/2's	12 35	12 35
Cohoos, 1's	6 00	6 00
Humpbacks, 1's	4 60	4 60

Fruits and Vegetables—		
Apples, Washington, bbl.	1 75	1 75
Celery	0 19	0 19
Cranberries, per bbl.	10 50	10 50
Lemons	6 00	6 00
Oranges, Valencias	5 75	5 75
Potatoes, bushel	0 60	0 63

Dried Fruits—		
Currants, per lb.	0 13	0 13
Prunes, 70-80, 25's, lb.	0 12	0 12
Evap. apples, 50's, lb.	0 09 1/4	0 09 1/4

NEW BRUNSWICK MARKETS

By Wire.

St. John, Nov. 25.—There has been another sharp upward trend in cheese, as stocks are only fair. Prices are now 18c to 19c. It will likely be higher, as other dairy products are holding their own. Eggs are a little firmer. Winter freights are effective from the West, and merchants think this is partly the reason for present firmness in flour. Buckwheat flour is easier, Western 98-lb. bag being \$3.50. Many are looking for easier figures in sugar later on in December. The situation strengthened, owing to difficulty of securing vessels for bringing stock from West Indies. Another advance has occurred in beans, yellow being \$4.10 to \$4.15, with further jumps expected. Canned vegetables are nearly all 2 1/2, and canned fruits 5c per dozen higher. The dried fruit market is developing strength. Raisins and prunes are higher, and currants have increased to 11 3/4c to 12c. Compound lard is up to 12 1/2 and 12 3/4c. Bran is higher by a dollar per ton, with no change in middlings.

Produce and Provisions—		
Racon, breakfast, per lb.	0 22	0 23
Racon, roll, per lb.	0 17	0 17
Reef, corned, 1's	3 90	3 35
Pork, American clear, per bbl.	26 00	26 00
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 30	0 32
Eggs, new laid	0 40	0 40
Eggs, case, per doz.	0 32	0 34
Lard, compound, per lb.	0 12 1/2	0 12 1/2
Lard, pure, per lb.	0 15	0 15 1/2
Cheese, new	0 18	0 19

Flour and Cereals—		
Cornmeal, gran.	5 75	5 75
Cornmeal, ordinary	1 75	1 75
Flour, Manitoba, per bbl.	6 85	6 85
Flour, Ontario	6 35	6 35
Flour, buckwheat, western, 98-lb. bag	3 50	3 50
Rolled oats, per bbl.	6 60	6 60
Fresh Fruits and Vegetables—		
Apples, bbl.	3 90	4 00
Lemons, Messina, box	4 80	4 80
Oranges, Val., case	4 90	5 00
Potatoes, bbls.	2 25	2 30



FRUIT AND VEGETABLES



B.C. Potatoes Coming East

For First Time in History—Good Crop There—Apples Are Firm—Root Vegetables Selling Well—Artichokes and Pomegranates Selling—Lemons and Pineapples Easier.

MONTREAL

FRUIT.—There appears to be a shortage of Spys, especially of No. 1's, which are selling up to 6.50. The demand is not heavy at that price. Baldwins and Greenings No. 1's, are selling up to 6.00, and the demand for these is better now than Spys are so scarce. Fameuse and McIntosh Reds are up to 6.00, and the demand is good. The above price quoted on Baldwins and Greenings is higher than it was a year ago at this time. Price Malaga lemons is down, owing to the better demand for Messinas, which are cheaper and juicier. The public are showing preference for the latter. Late Valencia oranges are up to 5.50 per box, and navels are quoted at 6.00. There is still a better demand for N.S. cranberries at \$7. Blue grapes are practically done, and for this reason the price of Tokays has advanced to 2.75 per crate. There are no peaches offering.

Apples—	
Fameuse, No. 1's	6 00
Wealthy, No. 1's	4 50
Calvert	3 50
McIntosh Reds	5 30
Starks	4 00
Spys	6 50
Ben Davis	3 75
Russets	4 50
Greenings	6 00
Baldwins	6 00
Bananas bunches	2 25
Cranberries, Cape Cod, bbl.	9 00
Cranberries, Nova Scotia, bbl.	7 00
Grapefruit, 46-54-64-90-96	3 50
Grapes, Tokay, crate, 4 baskets	2 75
Grapes, Malaga, heavy weight, bbl.	5 00
Lemons—	
Verdillia	3 00
Malaga, 420 size	4 00
Messina, 300 size, box	3 50
Oranges—	
Valencias, Cal., late 126-250	5 00
Navels	6 00
Jamaica, 196-200-216	3 50
Porto Rico, 126-150-250-288	3 00
Pineapples, 18-24 and 30-36	3 00
Pears, bbl.	4 00

VEGETABLES.—The potato market remains firm, as high as 1.20 per bag being paid for New Brunswicks, and a dollar for Montreals. Hothouse tomatoes have jumped to 35c for Boston stuff, and Montreal tomatoes are quoted at 30c. The demand would be better if the price were a little lower. New York celery is up 50c per crate to 4.50. Beans have been advanced to \$4.50 per crate, as they are reported rather scarce. There is still lots of cabbage on the market. Cauliflowers are starting to get scarce, and smaller. There are no more Montreal cucumbers; they are coming from

Boston at 1.50 per doz. Plenty of leeks offered at 10c per bunch. There is no more Montreal head lettuce, at least what is left is poor. Most of the head lettuce is coming from Boston at 1.60 per box, 2 doz. to box. It is necessary to bring sweet potatoes in from New York by express now, and the price has, therefore gone up to 1.75 per hamper. There are no more vegetable marrows offering; what are left on the market are small and very poor.

Artichokes, bag	1 25
Beets, bag	0 80
Beans, wax, N.Y., per basket	4 50
Beans, green, N.Y., per basket	4 50
Brussels sprouts, qt.	0 12 1/2
Cabbage, Montreal, per doz.	0 25
Cabbage, red, doz.	0 35
Carrots, bag	0 40
Cauliflower, Canadian, doz.	0 80
Celery, Montreal, doz.	1 00
Celery, N.Y., crate	0 50
Celery roots, doz.	4 50
Celery roots, doz.	0 80
Cucumbers, fancy, Boston, doz.	1 50
Egg plant, N.Y., doz.	1 75
Leeks, bunch	0 20
Head lettuce, Boston, box	1 60
Curly lettuce, box	1 25
Mint, doz.	0 30
Onions—	
Montreal, 75 lbs., bag	1 75
Spanish, crate	5 50
Parsnips, bag	0 80
Parsley, Canadian, doz. bunches	0 15
Peppers, 6 baskets to crate	3 00
Potatoes—	
Montreal, 80 lbs., bag	1 00
New Brunswick, 80 lbs., bag	1 20
Sweet, hamper	1 75
Spinach, Canadian, box	0 80
Turnips, bag	1 00
Tomatoes, hothouse, lb.	0 30
Pumpkins, doz.	1 00
Squash, doz.	0 50
Watercress, Canadian, doz.	0 30

TORONTO

FRUIT.—Every kind of apples is now selling and selling well. Prices hold firm. Spies eased off half a dollar this week, but the rest of the list is strong. Spies will likely harden up again. Cranberries are a trifle cheaper, on better supplies coming in to the market. We quote \$7 to \$8.75, range, according to quality. California lemons are in the same box; the coming of Messinas has eased price a trifle. Pineapples are cheaper on bigger stocks arriving. All kinds of grapes find a good demand. Two or three cars of Florida grapefruit came in this week, and there was big buying. Business generally has been better this week buying going along by more frequent as well as larger shipments. There are some pomegranates from Cali-

fornia, and also from Spain, going at \$3, and later at \$3.75 case.

Apples, new, bbl.	2 50	4 50
Apples, snow, bbl.	3 00	6 00
Apples, Spies, bbl.	4 00	4 50
Apples, Baldwins, bbl.	3 00	4 50
Apples, Greenings, bbl.	3 00	4 00
Apples, Russets, bbl.	3 00	4 50
Apples, 11-qt. basket	0 20	0 40
Bananas, per bunch	1 50	2 00
Cocoanuts, sack	4 50	5 00
Citron, dozen	1 00	0 40
Cranberries, bbl.	7 00	8 75
Grapefruit—		
Jamaica, case	4 25	4 80
Porto Rico, case	3 50	3 75
Grapes, Malaga, keg	6 00	8 80
Grapes, Tokay, case	2 00	2 25
Grapes, Emperor, keg	2 75	3 25
Oranges—		
California, Valencias	3 50	5 50
Jamaica, case	3 25	3 75
Lemons, new, Calif., box	4 00	4 25
Lemons new, Messina, box	3 50	3 75
Limes, per 100	1 50	1 50
Pears—		
California, Bartlett, box	3 00	4 00
Canadian, 11 qt. basket	0 40	0 50
Pineapples, Porto Rico	3 50	4 00
Pumpkins, doz.	0 50	0 80

VEGETABLES.—Artichokes are now on the market and selling well. They are worth 35 cents per 11-qt. basket, and there is a good steady demand. Potatoes are again performing gymnastics; we quote Delawares as high at \$1.50, and Ontarios at \$1.40 and \$1.45. It is interesting to note that potatoes have come to this market from British Columbia for the first time, selling at \$1.30 to \$1.35 per bag. Some green tomatoes were shipped in to this market this week, and sold at once for 50 to 60 cents per 11-qt. basket. Imported stuff is worth \$4 a case, while hothouse fetch anything from 18 to 25 cents. Turnips are bringing 35 to 40c, and there is a good demand, as there is for carrots. Cabbage is unchanged in price. Celery is plentiful. Some cases from British Columbia are selling for \$3.75 to \$4.

Artichokes, 11-qt. basket	0 30	0 35
Beans, green, basket	3 50	5 00
Beets, Canadian, bag	0 50	0 60
Cabbage, new, doz.	0 30	0 40
Carrots, new, bag	0 65	0 75
Cauliflower, 11 qts.	1 00	2 00
Celery, doz.	0 15	0 25
Celery, B.C., case	3 75	4 00
Cucumbers—		
Hothouse, doz.	1 75	2 50
Onions—		
Can., 75-lb. sack	1 00	1 30
Spanish, case	4 50	5 00
Lettuce, Boston, head	1 50	1 75
Mushrooms, imported, 6 qt.	2 50	3 00
Potatoes, Ontario, new, bag	1 25	1 35
Potatoes, N.B., Delawares	1 40	1 50
Potatoes, sweet, kiln-dried, hamper	1 40	1 45
Parsnips, bag	0 80	0 85
Sprouts, qt.	0 10	0 15
Tomatoes, hothouse, lb.	0 18	0 25
Tomatoes, imported, case	4 00	4 00
Turnips, bag	0 35	0 40



FISH AND OYSTERS



Advent Season Opens Next Week

Frozen Fish Sales Increase—Large Arrivals of Green Cod-Fish Mean Lower Levels—Rumored That Frozen B.C. Salmon is Due to Advance—Good Business in Oysters—Advent Coming Will Stimulate Sales

MONTREAL

FISH.—With the return of more propitious weather, sales of frozen fish have increased in number and quantity. As the Advent season starts next week—on Dec. 3—a large turnover in all lines is expected. This week also being the close of navigation on the river, large lots of salted, pickled and preserved fish will be distributed throughout the country. All species of fish have just now a tendency to advance, excepting green codfish, which owing to larger arrivals than expected, has sagged some. In frozen fish lines, prices are holding well, and no sign of weakness is expected. It is reported that frozen British Columbia salmon might advance sharply when it is known that there is a shortage of supplies. Bulk and shell oysters are keeping steady in price and demand. Fishing of shell oysters in this country is practically closed, the crop being a moderate one. The quantity of oysters stored this year in Montreal is much below average, and eventually it is thought prices will go up. In prepared and smoked fish, due to shortage of raw materials, the output has been scanty. As the fish grounds of haddock and cod have been subject to gales for the past month, the output has been shortened to a minimum.

TORONTO

FISH.—There is a firm demand for oysters, and a growing one. Colder weather has now definitely come to stay, it would seem, and fish men are feeling the good effect. One dealer says he nearly doubled last week his sales of oysters for the corresponding week last year. Haddock and cod are none too plentiful, and our prices are quite firm. Unpropitious weather has hindered supplies. Frozen fish is getting a good toe-hold now, and a lot is selling. There is a big demand for smelts again this week, and extras are getting good trade. Flounders, too, are in good demand, though what is selling is chiefly New York stuff. Cod is dear and somewhat scarce. Business generally is good. The advent of

Advent next week will speed things up still more. Some dealers report, curiously enough, a falling-off in the trade with restaurants and hotels this week.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured.....	.07½-.08	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07½-.08	.09½-.10
Haddies, fillets, per lb.....	.10	.12
Haddies, Niobe, boneless, per lb....	.09	1.50
Herring, Ciscos, baskets.....	1.30	1.10
St. John bloaters, 100 in box.....	1.10	.25
St. John bloaters, per box.....	1.00	1.00
Yarmouth bloaters, 6½ in a box....	1.20	1.25
Smoked herrings, large, box.....	.14	.15
Smoked herrings, medium, box.....	.15	.16
Smoked boneless herrings, 10-lb. box	1.40	1.50
Kipperd herrings, selected, 60 in box	1.25	1.50
Smoked salmon, per lb.....	.20	.15-17
Smoked halibut.....	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.....	.13	.13
Red, steel heads, per lb.....	.12	.11-12
Red, sockeyes, per lb.....	.12	.12
Red Cohoes, dressed, lb.....	.10	.10½
Red Cohoes or silvers, per lb.....	.09-.09½	.12
Pale qualla, dressed, per lb.....	.07½-.08	.08
Halibut, white western, large and medium, per lb.....	.10-11	.10-12
Halibut, eastern, chicken, per lb....	.11	.12
Mackerel, bloater, per lb.....	.08½-.09	.12
Haddock, medium and large, lb....	.04½-.05	.06
Red codfish, per lb.....	.04
Steak codfish, per lb.....	.06-.06½	.08
Canadian soles, per lb.....	.06	.06-.07
Blue fish, per lb.....	.15-16
Smelts, extras.....	.20	.12
Herrings, per 100 count.....	2.50	3.00
Round pike.....	.06
Grass pike.....	.07½
Swordfish, lb.....	.10

DRIED AND PREPARED FISH.

Dried Haddock.....	6 00	6 00
Dried codfish, medium and small, 100 lbs.	7 00	7 60
Dried hake, medium and large, 100 lb....	6 00	6 00
Dried pollock, medium and large, 100 lb.	6 00	5 00
Dressed or skinned codfish, 100-lb. case.	7 00	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.....	0 08	0 10
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.....	0 07	0 07
Boneless codfish, strips, 20-lb. boxes.....	0 12	0 12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box.....	0 15	0 15
Boneless codfish, in 2-lb. and 3-lb. boxes, a box.....	1 30	1 30
Boneless codfish, in 2-lb. and 3-lb. boxes, a box.....	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.....	1 75	1 75
Standard, bulk, gal.....	1 50	1 50
Selects, per gal., solid meat.....	2 00	1 35
Best clams, imp. gallon.....	1 60	1 60
Best scallops, imp. gallon.....	2 00	2 25
Best prawns, imp. gallon.....	2 25
Best shrimps, imp. gallon.....	2 00
Sealed, best standards, pt. cans, each....	0 40	0 40
Sealed, best select, quart cans, each....	0 50	0 75

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.....	9 00	1 50
Canadian cultivated oysters, bbl.....	10 00	10 00
Clams, per bbl.....	7 00	8 00
Malpeques, bbl.....	8 00	9 00
Live lobsters, medium and large, lb.....	0 35	0 55
Little necks, per 100.....	1 25	1 50

FRESH SEA FISH.

	Montreal	Toronto
Halibut.....	12-13	12-14
Haddock, fancy, express, lb.....	6-6½	8
Mackerel, medium, each.....	14-15
Steak cod, fancy, express, lb.....	6½-6	6
Herrings, each.....	3	3
Flounders.....	5	9
Flounders, New York.....	5	12
Salmon, Western.....	15-16	19-20
Salmon, Eastern.....	15-16	..

FRESH LAKE FISH.

Carp, lb.....	0 09
Pike, lb.....	0 08	0 07
Perch, lb.....	0 08	0 07
Snickers, lb.....	0 06	0 05
Whitefish, lb.....	0 13	0 14
Herrings, per 100.....	3 00	3 00
Lake trout.....	0 11	0 12
Dressed bullheads.....	0 12
Eels, lb.....	0 08	0 08
Dore.....	11-12	0 13

FROZEN LAKE AND RIVER.

Whitefish, large, per lb.....	.09-.09½	.07-.08
Whitefish, small tubees, lb.....	.07-.07½	.06
Lake trout, large and medium, lb....	.10	.10
Dore, dressed round, lb.....	.08½-.09	.09-.13
Pike, dressed and headless, lb.....	.06½-.07	.07
Pike, round, per lb.....	.06½-.08	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lbs.....	20 00
Salmon, Labrador, bbls., 300 lbs.....	14 00
Salmon, Labrador, half bbls., 100 lbs....	7 00
Salmon, B.C., bbls.....	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs....	12 00
Sea trout, Labrador, bbls., 200 lbs....	12 00
Sea trout, Labrador, half bbls., 100 lbs....	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.....	15 00
Mackerel, N.S., half bbls., 100 lbs....	8 00
Mackerel, N.S., pails, 20 lbs.....	2 00	2 00
Herrings, Labrador, bbls.....	6 00	6 25
Herrings, Labrador, half bbls.....	3 25	3 50
Lake trout, 100-lb. kegs.....	6 00	6 00
Quebec sardines, bbls.....	6 00
Quebec sardines, half bbls.....	3 00
Tongues and sound, per lb.....	0 07½
Scotch herrings, imported, half bbls....	9 00
Holland herrings, im'td milkers, hf bbls	8 50
Holland herrings, im'td milkers, kegs.....	1 10	85-1 00
Holland herrings, mixed, half bbls.....	8 50
Holland herrings, mixed, kegs.....	1 00	70-9 95
Lochfyne herrings, box.....	1 50
Turbot, bbl.....	12 00
Green cod, No. 1, bbl.....	9 00	10 00
Green cod, No. 2, bbls.....	7 50	8 80

WINNIPEG

FISH AND POULTRY.—There is a fair demand for oysters, and the market is well supplied with both sea and lake fish. Crab, lobsters and shrimps are on sale at many of the larger retailers, also varieties of sea fish that would have excited much curiosity a few years ago. Poultry trade is quiet, but the market is better supplied. There will not be as much imported stuff needed as during the fall and winter seasons of past few years.

Fresh salmon.....	0 13
Fresh halibut.....	0 09
Pickrel.....	0 07½
Steak cod, per pound.....	0 07½
Lake Winnipeg whitefish.....	0 09
Finnan haddie.....	0 08½
Kippers, per box.....	1 75
Lake trout, per lb.....	0 11
Bloaters, per box.....	1 50
Salt mackerel, 20-lb. kit.....	2 75
Smoked goideyes, dozen.....	0 50
Oysters, gallon.....	2 50
Oysters, 3-gallon tins.....	7 00
Oysters on shell, doz.....	0 25
Poultry—		
Live—		
Fowl.....	0 10
Roosters.....	0 09
Chickens.....	0 15
Turkeys.....	0 14
Ducks.....	0 10
Ducklings.....	0 12
Geese.....	0 10



PRODUCE AND PROVISIONS



Lard and Cheese Higher

Supplies of the Former Are Light—Cheese is Being Exported for the Trenches — Creamery Butter Advances Slightly—Poultry Sold for American Thanksgiving

MONTREAL

PROVISIONS.—Delivery of hogs during past week has been fairly large. Packers state that the overseas demand for Wiltschires has been so great that it was impossible to keep up the demand for several of the cuts for the Canadian market. It also had its effect on the supply of lard, which is still short. The price of shortening is 1/4c higher this week, owing to the firm and higher market for oil. Trade in all kinds of pork products is good, particularly on breakfast bacon and backs.

Hams—	
Small, per lb.	0 20
Medium, per lb.	0 19
Large, per lb.	0 18
Backs—	
Plain, bone in	0 24
Boneless	0 29
Peameal	0 29
Bacon—	
Breakfast, per lb.	0 23
Roll	0 17
Shoulders, bone in	0 15
Shoulders, boneless	0 16
Cooked Meats—	
Hams, boiled, per lb.	0 28
Hams, roast, per lb.	0 31
Shoulders, boiled	0 25
Shoulders, roasted	0 28
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—	
	Per bbl.
Heavy short cut mess	27 00
Heavy short cut clear	27 50
Clear fat backs	28 00
Clear pork	28 00
Lard, Pure—	
Tierces, 350 lbs, net	0 14 1/2
Tubs, 50 lbs, net	0 15 1/2
Boxes, 50 lbs, net	0 14 1/2
Pails, wood, 20 lbs, gross	0 15
Pails, tin, 20 lbs, gross	0 15
Cases, 10 lbs., tins, 60 in case	0 13 1/2
Cases, 3 and 5-lb. tins, 60 in case	0 16 1/2
Bricks, 1 lb., each	0 17
Lard, Compound—	
Tierces, 375 lbs., net	0 11 1/2
Tubs, 50 lbs., net	0 12
Boxes, 50 lbs., net	0 11 1/2
Pails, wood, 20 lbs, net	0 12 1/2
Pails, tin, 20 lbs, net	0 12 1/2
Cases, 10-lb. tins, 60 in case	0 13 1/2
Cases, 3 and 5-lb. tins, 60 in case	0 13
Bricks, 1 lb., each	0 14
Hogs—	
Dressed, abattoir killed	13 00 13 25

BUTTER.—The market is unchanged as far as retailers are concerned. Receipts of fresh made creamery during the past week were less than in previous week, and prices are steady. Some butter has been shipped for export, but on sales made some time ago. Reports from Great Britain are that the market there remains lower. It is anticipated that before long there will be a good demand for butter for the West, especially from Winnipeg, Calgary and Vancouver,

which have not sufficient butter for their winter trade.

Butter—	
Finest creamery	0 34
Dairy prints	0 28
Dairy, solids	0 27
Separator prints	0 28
Bakers	0 23
Cheese—	
Old make	0 20
Stilton	0 19
New make	0 18 1/2

CHEESE.—The market during past week has been sky-rocketing. Brockville touched 17 9-16, but the export price did not touch a point where it would give the buyer of this cheese a profit. However, with war orders in the hands of local firms, it is anticipated that stocks at the end of November will show a decline on previous months.

EGGS.—The supply of store eggs is practically nil. There are a few new laids coming in, which are selling to the retail trade at 50c. The demand for storage is improving, and with colder weather, trade will be considerably stimulated. It looks like a firm market for some time, as it is expected there will not be a surplus for export after the close of navigation.

Eggs, case lots—	
New laid, stamped	0 50
Selects	0 33
No. 1's	0 30
No. 2's	0 28
POULTRY.—	
Turkeys are rather high, which is attributed to the firmer market in the United States, where they have been bringing rather high prices. With Thanksgiving over, the market will likely be easier. On live stock, there is a good demand for ducks, geese, and for heavy fowl. The demand for small fowl is poor. Small live and dressed fowl are bringing 10-12c.	
Poultry—	
Frozen stock—	
Fowl, small	0 12 0 13
Ducks	0 14 0 17
Geese	0 12 0 15
Pigeons, pair	0 30 0 35
Fresh stock—	
Turkeys	0 21 0 22
Fowl, large	0 17 0 19
Fowl, small	0 10 0 12
Roasting chicken, milkfed, 4 lbs. or over	0 21 0 23
Roasting chicken, ordinary	0 18 0 20
Spring broilers, dressed, pair	0 75 1 00
Squabs, Canadian, pair	0 40 0 45
Squabs, Philadelphia, pair	0 70 0 75
Live stock—	
Fowl, 5 lbs. and over	0 17 0 18
Fowl, small	0 10 0 12
Turkeys	0 17 0 18
Ducks	0 12 0 13
Geese	0 12 0 13
Chicken	0 13 0 14

Receipts in Montreal

	Butter, Boxes	Cheese, Boxes	Eggs, Cases
Week ending Nov. 20, 1915	5,721	38,014	17,496
Week ending Nov. 21, 1914	3,422	27,056	30,265

TORONTO

PROVISIONS. — Plain backs are easier this week a trifle, and we quote 23 to 24 cents. Breakfast bacon, too, has eased off. There is a good demand but price has been a trifle too firm, in view of the general firm tone to hog products this last few days. Lard prices are higher again. There is a scarcity. Dealers find it difficult to get their supplies of pure.

Hams—	
Light, per lb.	0 18 0 18 1/2
Medium, per lb.	0 18 1/2 0 19
Large, per lb.	0 14 1/2 0 15
Backs—	
Plain, per lb.	0 23 0 24
Boneless, per lb.	0 25 0 26
Pea meal, per lb.	0 26 0 27
Bacon—	
Breakfast, per lb.	0 20 0 23
Roll, per lb.	0 14 0 15
Shoulders, per lb.	0 14 0 15
Pickled meats—1c less than smoked.	
Dry Salt Meats—	
Long clear bacon, tons	0 13 1/2 0 13 1/2
Cooked Meats—	
Hams, boiled, per lb.	0 25 0 26
Hams, roast, per lb.	0 26 0 27
Shoulders, boiled, per lb.	0 24 0 25
Shoulders, roast, per lb.	0 24 0 25
Barrelled Pork—	
Heavy mess pork, per bbl.	25 00 26 00
Short cut, per bbl.	25 00 27 00
Lard, Pure—	
Tierces, 400 lbs., per lb.	0 13 1/2 0 13 1/2
Tubs, 60 lbs., per lb.	0 13 1/2 0 14
Pails	0 14 0 14 1/2
Tins, 3 and 5 lbs., per lb.	0 14 0 14 1/2
Bricks, 1 lb., per lb.	0 14 1/2 0 14 1/2
Lard, Compound—	
Tierces, 400 lbs., per lb.	0 10 1/2 0 11
Tubs, 20 lbs., per lb.	0 11 1/2 0 12
Pails, 20 lbs., per lb.	0 12 0 13
Hogs—	
Dressed, abattoir killed	13 75 14 00

BUTTER.—Creamery is up a cent this week and is quite firm. There is a strong undertone. The make isn't large and demand is heavy. Not so with dairy; this is slightly easier, and in a little while there should be bigger supplies coming along. The market has little feature this week outside of that.

CHEESE.—We quote large this week at 17 1/2 to 18, which is an advance of a full half-cent. The market is very firm. The export demand is heavy. It is said that a lot is going to the trenches. One provision man here believed that we will

see 20-cent cheese before very long, and that's the way the market would seem to be heading at present.

Cheese—		
Large, per lb.	0 17½	0 18
Twins, per lb.	0 17½	0 18½

EGGS.—The situation is without feature except that the tone of the market is firmer. New-laid are scarce, there are few around. Farmers can get pretty well what they want from them. Our quotation to the trade must be understood to be merely nominal. Several prices are asked. The storage situation is sound enough. There are really lots of storage eggs; the American market is easy again, but that of England is firm.

Eggs—		
New laid, specials, in cartons	0 45	0 48
Extras	0 33	0 35
No. 1, storage	0 30	0 31
No. 2, storage	0 25	0 26

POULTRY.—No price change has been made this week, and there is little sentimentally. Turkey had a good run last week and this on account of American Thanksgiving. That's about the only feature to the market.

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

HONEY.—Conditions and quotations are alike unchanged. Business is steadily good.

Buckwheat, tins	0 07
Strained clover, 60-lb. tins	0 04½
Strained clover, in 10-lb. tins	0 11
Strained clover, in 5-lb. tins	0 11½
Comb honey, No. 1, doz.	3 00
Comb honey, No. 2, doz.	2 40

WINNIPEG

PRODUCE AND PROVISIONS.—Ontario cheese is firm and quoted at 18c. Manitoba is practically off market. In lard and cured meats prices are steady. Butter is firm and good dairy butter scarce and dear. Eggs are also going up in price and fancy money will soon be obtainable for guaranteed new-laid eggs.

Hams—		
Light, per lb.	0 18	0 18
Medium, per lb.	0 17	0 17
Large, per lb.	0 14	0 15
Backs, clear, per lb.	0 21	0 21
Bacon—		
Breakfast, per lb.	0 17	0 20
Shoulders, per lb.	0 12	0 13
Dry Salt Meats—		
Long clear bacon, light	0 19	0 19
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23
Barrelled Pork—		
Heavy pork, per bbl.	20 00	20 00
Lard—		
Tierces	0 13½	0 13½
Pails	2 87	2 87
Cases, 5s	8 77	8 77
Cases, 3s	8 85	8 85

BUTTER.

Butter—		
Creamery	0 37	0 34
Best dairy	0 25	0 25
Cooking	0 11	0 10

EGGS.

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

CHEESE.

Cheese—		
New, large	0 18	0 18
New, twins	0 15½	0 15½

Reasons for Higher Canned Fish

Effect of War on Fishing Around British Isles and in Other European Waters—United States Coming to Canada for Herring—An Offer for 50,000 Barrels.

THE interference with fishing in the European waters within the war zone, to which reference has previously been made in Canadian Grocer, promises to have a more far-reaching effect upon the industry in Canada and the United States than has been indicated in the improved export demand for canned salmon. Recent features which have developed in the market include a demand in the United States for Canadian herring to replace the Scotch pack and an increase in the price of American sardines, with the prospect of higher prices for practically all varieties of canned fish.

In connection with the demand for Canadian herring in the United States to replenish stocks which have been largely exhausted owing to the inability of importers to get foreign supplies, United States Consul, Graylord Marsh, has made a report from Ottawa. He states that an American firm recently offered to purchase 50,000 barrels of Canadian herring at a high price if the fish could be secured in a satisfactory condition. This he comments upon as being noteworthy because the Canadian product now sells at \$2.50 a barrel, while the Scottish pack is worth \$10 to \$15 per barrel. The low price of Canadian and other herring from the Western Hemisphere is said to be due to imperfect and unsatisfactory curing and packing.

The outlook is, therefore, that the war conditions are likely to prove a boost for the Canadian herring industry. Canadian herring fisheries are reputed to be the richest in the world and the quality of the fish quite as good as that of the North Sea. Reports from Ottawa indicate that an effort is being made to cause such inspection, standardization and advertising of the product as will enable it to command the markets which are evidently open to receive it.

American Sardines Advance

The principal packers of sardines in the United States have this week made an advance of 15c on several of the most important lines put up, making a total of 45c in advances in the last two months. These advances are due to heavy consumption, due to the smaller supplies of imported lines, the result being that the carry-over is reported to be not more than half the normal, with no chance for new supplies for another five months.

Altogether there are many evidences that consumers of canned fish are facing

a long period of short supply and advancing markets incident to decreased importations of foreign canned sardines and enlarged exports of domestic salmon.

An American authority on the situation points to the falling off in the salmon pack on the Pacific Coast, bringing about a higher basis of values and followed by tremendous purchases for export to Europe. The conditions in the salmon market are said to be without precedent and the outlook for sardines is said to be even worse.

SELL BAKING MATERIALS NOW

(Continued from page 25.)

window and encouraged as much as possible without being unnecessarily urged to consider the question of home-baking. As intimated above, the results were highly satisfactory, many sales having been made during the short campaign.

"It is the idea that customers want," explained this merchant, "and if you can suggest something logical, they are going to fall in line quite readily."

Simply because the big Christmas season is coming is no reason why the grocer should wait for its arrival to push the sales of goods. The man who keeps tendering suggestions all the time, is the one who is going to win out in the end, and now is the time to get after the sale of baking materials.

CATALOGUES AND BOOKLETS

A catalogue of the Evan L. Reed Manufacturing Co., Sterling, Ill., has come to hand. This illustrates and explains their steel slide display racks, which are used for holding glass jars, or white enamel pails for showing pickles, fish, olives, etc. Each container, it is explained, rests on a steel slide, which is moved forward and back with little effort. These racks fold up flat for shipment, and are set up again by the insertion of a few bolts. Illustrations of various styles are presented in this catalogue.

FOR SALE

FOR SALE—GROCERY BUSINESS, BLOOR Street west, Toronto. Good supply dried fruit on hand for Xmas trade. Owner going to front. Apply Box 119, Canadian Grocer.



FLOUR AND CEREALS



Exceptional Demand for Bran

Prices Higher as a Result—Flour Situation Strong — Big Export Demand for All Lines of Grain—Advance in Manitoba Flour in Toronto This Week, Following Montreal

MONTREAL

FLOUR.—A weak wheat market Saturday and again on Monday naturally had a correspondingly weakening effect on the flour market, but prices remained at the same level as was reached last week. Ontario millers are still selling at big prices for export, but there is little coming to Montreal as yet. Farmers are not delivering wheat very freely, but after the ground freezes they may deliver more freely.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	6 10
Second patents	5 60
Strong bakers	5 40
Flour in cotton sacks, 10 cents per barrel more.	
Winter Wheat Flour—	Car Small
	lots. lots.
Fancy patents	5 75 6 00
90 per cent., in wood	5 25 5 50
90 per cent., in bags	2 90 2 60

CEREALS.—Rolled oats remain at 2.55-2.65. The market is said not to be exceptionally strong at this figure, and millers have difficulty in obtaining these prices. It is even stated that cutting is going on.

Cornmeal—	Per 98-lb. sack
Gold dust	2 80
Unbolted	2 15
Rolled Oats—	90's in jute.
Small lots	2 55 2 50
25 bags or more	2 50
Packages, case	3 90 4 00
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	4 00
Hominy, per 98-lb. sack	2 75
Corn flour, bag	2 70
Rye flour, bag	2 80
Barley, pot	2 90

FEEDS.—The exceptional demand for bran, which the millers are at a loss to explain, continues, the price quoted being \$22. It is stated, however, that the terms offered by the big mills to dealers are such as would bring the price down to something a little over \$21. The reason for the good demand in all lines of feeds is stated to be that farmers are feeding it to their cattle, having in mind the high price of butter and cheese.

Mill Feeds—	Per ton
Bran	22 00
Shorts	23 00
Middlings	27 00
Wheat moulee	30 00
Feed flour, bag	1 87 1/2
Mixed chops, ton	31 00
Crushed oats, ton	32 00
Barley, pot, 98 lbs.	3 85
Oats, chop, ton	32 00
Barley chop, ton	31 00
Feed oats, cleaned, Manitoba, bush	6 55
Feed wheat, bag	1 70

TORONTO

FLOUR.—There has been an advance in Manitobas here during the week of about fifteen cents. This is the increase hinted at in our last week's report, and is due solely to the fact that the wheat market's position demands it. Flour is not yet, it is felt by millers, on a firm enough basis, with wheat levels where they are. Business is exceptionally brisk in both Manitobas and Ontarios and the mills are sold up till the end of January. Export demand too is so big that, as one flour man put it, "millers feel themselves mere midgets compared to the large demand they are experiencing." There is nothing in the outlook which would indicate lower levels. The outlook till the end of the year is for a firm tone to the market unless something occurs which does not now appear.

Manitoba Wheat Flour—	Small Car
	lots. lots.
	per bbl. per bbl.
First patents	6 20 6 00
Second patents	5 70 5 50
Strong bakers	5 50 5 30

Ontario winter wheat flour 90 per cent. (Board of Trade quotation) car lots.... 5 00 4 60

CEREALS.—There is a strong undertone to rolled oats. We quote no change in price because generally there has been no advance. One miller has advanced quotations to \$2.80 on smaller lots. He is filled right up with orders and can't fill any more, so he has advanced. All round there is a strong tone to the market for rolled oats. There are no split peas in sight. There is a price war on between farmers and therefore millers do not seem inclined to buy. Our price is very firm. Other cereals keep up to last week's level. Business generally is brisker.

Barley, pearl, 98 lbs.	4 00	5 00
Buckwheat grits, 98 lbs.	2 55	4 50
Corn flour, 98 lbs.	2 55	2 75
Cornmeal, yellow, 98 lbs.	2 25	2 45
Graham flour, 98 lbs.	2 50	2 50
Hominy, granulated, 98 lbs.	3 00	3 00
Hominy, pearl, 98 lbs.	3 00	3 00
Oatmeal, standard, 98 lbs.	2 85	2 85
Oatmeal, granulated, 98 lbs.	2 85	2 85
Peas, Canadian, boiling, bush.	3 00	3 00
Peas, split, 98 lbs.	6 00	6 00
Rolled oats, 98-lb. bags	2 60	2 60
Rolled wheat, 100-lb. bbl.	3 30	3 50
Rye flour, 98 lbs.	3 00	3 00
Whole wheat flour, 98 lbs.	2 50	2 50
Wheatlets, 98 lbs.	3 25	3 25

FEEDS.—There is considerable strength to the market for feeds particularly on account of export demand. One miller alone is said to have sold one

hundred cars of bran to New York for outward shipment one day this week, and many others are doing big business. Prices are higher here by about \$2. They were low, of course, and stayed around \$19 for a time.

Mill Feeds—	Mixed cars, Ton
	per ton lots
Bran	22 00 24 00
Shorts	24 00 25 00
Middlings	26 00 28 00
Feed flour, per bag	1 50 1 50
Oats—	
No. 3, Ontario, outside points	6 39 6 40

WINNIPEG

FLOUR.—The flour market is dull with a fair domestic demand, but no inclination on the part of dealers to stock up at present prices. There is a fair export business, but not up to expectations.

Flour—	
Best patents	5 80
Bakers	5 30
Clears	4 60
XXXX	3 50
Rolled oats, 90 lbs.	2 20
Oatmeal, standard and gran., 98 lbs.	2 70
Corrmeal	2 25

THROUGH OTHER SPECTACLES

(Continued from page 35.)

tions of rock may extend across a township or two here and there, just like many sections in old Ontario. But even this is not an entire loss. Stone for building and road making is at hand, and many stoney portions make good grazing land. However, the proportion of good land will bear a fair comparison with any Province in the Dominion.

Owing to a clerk's mistake, a Montreal grocer has been ordered to pay \$160 damages to a customer, who sent to the store for a bottle of Riga water, and instead was given a bottle of ammonia preparation, which burned her mouth and throat.

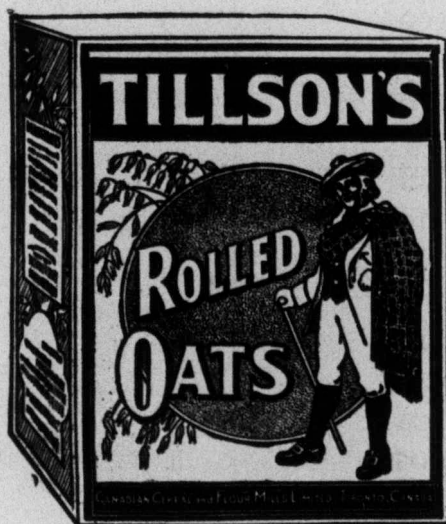
The Regina, Sask., Retail Merchants' Association, at their annual meeting, elected the following officers for 1916: President—J. J. Polson; Vice-President—C. A. Biggs; Second Vice-President—J. K. R. Williams; Treasurer—John Ferguson; Secretary—J. S. Williamson; Membership Committee—Consisting of Messrs. McDonald, Hughes, Sparks, Barber and Wright.

WHAT WOULD YOU DO?

If you were a consumer and wanted the highest quality package oats with the china premium, wouldn't you go to the store where you could get them? Certainly you would. Then, what you would do will be done by your customers.

Moral: Stock the popular brand

TILLSON'S OATS



A TRADE BUILDER

AT YOUR JOBBERS

Write for Free Window Display

Canadian Cereal and Flour Mills Co., Limited
Toronto, Canada

L'Etoile Macaroni

(Star)

Hirondelle Macaroni

(Swallow)

By pushing these lines you are helping to market Canada's Wheat

These Made-in-Canada paste preparations are made of Canada's finest wheat—Manitoba hard. Their fine quality represents the long experience of expert macaroni manufacturers, combined with factory facilities which are not duplicated in America. For real economy, customer satisfaction and good paying profit, push these brands of macaroni. They make a most acceptable substitute for expensive meats and contribute to the solution of the high cost of living.

Order a stock from your wholesaler.

C. H. Catelli, Limited

MONTREAL

AGENTS:

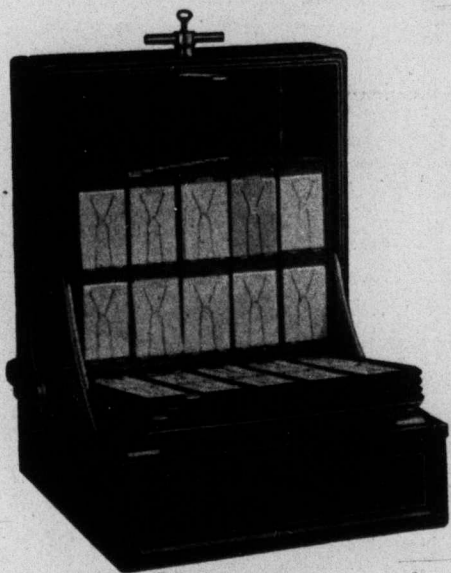
Tees & Persse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER			UN-NUMBERED	
ROYAL BAKING POWDER			100 books and over, each	0 03½
Size	Less than 10 case lots	Bbl. lots or 10 cases and over	500 books to 1,000 books	0 03
	Per doz.	Per doz.	For numbering cover and each coupon, extra per book, ½ cent.	
4-oz.	\$.95	\$.90		
6-oz.	1.40	1.35		
	1.95	1.90		
WHITE SWAN SPICES AND CEREALS, LTD.			CEREALS	
		Per doz.	Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs. 3 00	
5c Tins, 4 doz. to case, weight 10 lbs.		\$ 0 40	Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs. 3 00	
4 oz. Tins, 4 doz. to case, weight 20 lbs.		0 65	Breakfast Food, 2 doz. to case, weight 85 lbs. 4 00	
6 oz. Tins, 4 doz. to case, weight 25 lbs.		0 90	King's Food, 2 doz. to case, weight 95 lbs. 5 00	
8 oz. Tins, 4 doz. to case, weight 35 lbs.		1 30	Wheat Kernels, 2 doz. to case, weight 65 lbs. 3 75	
12 oz. Tins, 4 doz. to case, weight 48 lbs.		1 60	Barley Crisps, 3 doz. to case, weight 50 lbs. 3 00	
16 oz. Tins, 4 doz. to case, weight 70 lbs.		2 25	Flaked Rice, 3 doz. to case, weight 50 lbs. 3 00	
3 lb. Tins, 2 doz. to case, weight 55 lbs.		5 60	Flaked Peas, 3 doz. to case, weight 50 lbs. 3 00	
5 lb. Tins, 1 doz. to case, weight 50 lbs.		9 50	WHITE SWAN Per case	
DOMINION CANNERS, LIMITED			Biscuit Flour (Self-rising) 2 doz. to case, weight 70 lbs. \$3 00	
Aylmer Pure Jams, 16 oz. Jars Per doz.			COCOA AND CHOCOLATE.	
Strawberry, 1914 pack		\$2 20	THE COWAN CO., LTD.	
Raspberry, red, heavy syrup		2 10	Cocoa—	
Black currant		2 10	Perfection, 1-lb. tins, doz. ... 4 50	
Red currant		2 10	Perfection, ½-lb. tins, doz. ... 2 40	
Peaches		2 10	Perfection, ¼-lb. tins, doz. ... 1 25	
Pear, Bart.		2 10	Perfection, 10c size, doz. ... 0 90	
Aylmer Pure Jellies			Perfection, 5-lb. tins, per lb. ... 0 37	
Red Currant		2 10	Soluble bulk, No. 1, lb. 0 21	
Black Currant		2 10	Soluble bulk, No. 2, lb. 0 19	
Crabapple		1 45	London Pearl, per lb. 0 22	
Raspberry and red currant		2 10	Special quotations for Cocoa in barrels, kegs, etc.	
Raspberry and gooseberry ..		2 10	(Unsweetened Chocolate)	
Plum Jam		1 85	Supreme chocolate, ½'s, 12-lb. boxes, per lb. 0 35	
Green Gage plum, stoneless ..		1 85	Perfection chocolate, 20c size, 2 doz. in box, doz. ... 1 80	
Gooseberry		1 85	Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90	
Grape		1 85	Sweet Chocolate— Per lb.	
Aylmer Marmalade			Queen's Dessert, ¼'s and ½'s, 12-lb. boxes ... 0 40	
Orange Jelly		1 60	Queen's Dessert, 6's, 12-lb. boxes ... 0 40	
Lemon		1 60	Vanilla, ¼-lb., 6 and 12-lb. boxes ... 0 35	
Pineapple		1 90	Diamond, 8's, 6 and 12-lb. boxes ... 0 29	
Ginger		2 25	Diamond, 6's and 7's, 6 and 12-lb. boxes ... 0 26	
Aylmer Pure Preserves—Bulk			Diamond, ¼'s, 6 and 12-lb. boxes ... 0 27	
	5 lbs.	7 lbs.	Iceings for Cake—	
Strawberry	0 72	1 00	Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream.	
Black currant	0 65	0 85	In ½-lb. packages, 2 and 4 doz. in box, per doz. ... 1 00	
Raspberry	0 65	0 85	Chocolate Confections. Per doz.	
Aylmer 14's and 30's per lb.			Maple buds, 5-lb. boxes ... 0 35	
8-oz.	2.55	2.50	Milk medallions, 5-lb. boxes ... 0 38	
12-oz.	3.85	3.75	Chocolate wafers, No. 1, 5-lb. boxes ... 0 32	
16-oz.	4.90	4.80	Chocolate wafers, No. 2, 5-lb. boxes ... 0 27	
2¼-lb.	11.60	11.35		
3-lb.	13.60	13.35		
5-lb.	22.35	21.00		
Barrels—When packed in barrels one per cent. discount will be allowed.				
BLUE				
Keen's Oxford, per lb.		\$0 17		
In 10-lb. lots or case		0 16		
COUPON BOOKS — ALLISON'S				
For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.				

This Safe Register in Big Demand



The McCaskey Safe Register—OPEN

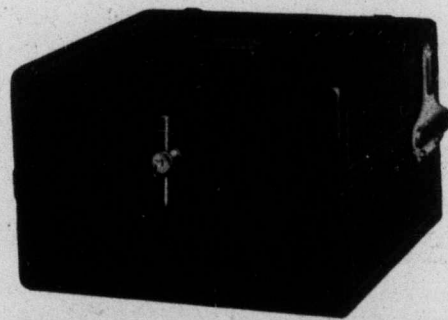
THE new all-metal *McCaskey Safe Register* introduced in December, 1914, has won its way rapidly from coast to coast, and large sales are reported from all quarters.

This Safe Register is the latest product of the McCaskey System. Nearly all merchants are familiar with this system in its one-writing simplicity, accuracy and speed, as housed in the handsome quartered oak cabinets, in use by thousands of merchants—and the Safe Register does not change the system method at all, but furnishes a new housing.

While it is true that the metal leaves from the oak McCaskey Cabinets can be removed and placed in the safe at night, it is equally true that a proportion of both employers and employees neglect to do this. And it is therefore infinitely safer to have these records in a fire-resisting cabinet.

The years of costly development spent by experts in the development of the McCaskey Safe Register would make a long story. Briefly, it is of cold drawn steel, not a single joint—except where necessarily top and bottom meet. The walls are double, filled with a secret insulating composition, not asbestos. These walls are only one inch thick and the cabinets therefore rest easily on the merchant's counter and can be shifted to suit changing conditions in the store equipment.

It is rather trite to say this register "fills a long-felt want," but such is the truth, and the increasing demand for our products has forced the Dominion Register Co., Limited, to move into new quarters which will give them three times the factory space they formerly occupied.



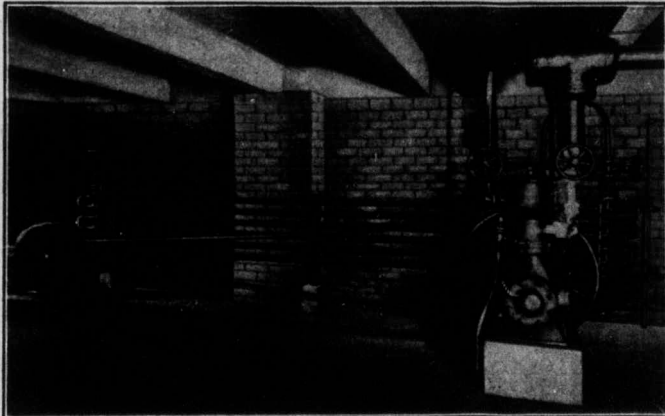
The McCaskey Safe Register—CLOSED

Dominion Register Company, Ltd.

• 235 Carlaw Avenue, TORONTO, CANADA

The Largest Manufacturers of Carbon Coated Counter Check Books in the World

Arctic Ice Machine



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

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

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

Ask for Bulletin 2-B.

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

"COW BRAND" Baking Soda

*Over Seventy Years the
Leading Household Requisite*

For trade satisfaction and profit there is no line of Baking Soda quite so good as Cow Brand.

Customers have expressed their confidence in its work and it needs no long argument to point to the advantage of your stocking it.

Your wholesaler will supply you.

CHURCH & DWIGHT
 Limited
 Manufacturers MONTREAL



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

JOHN P. MOTT & CO.'S.
 Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2 doz., 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/4's and 1/2's	0 36
No. 1 chocolate	0 30
Navy chocolate, 1/2's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/2's	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK BORDEN MILK CO., LTD.
 East of Fort William, Ont. 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
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 50
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE WHITE SWAN SPICES AND CEREALS, LTD.

1 lb. tins, 4 doz. to case, weight 80 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	

Add one-half cent per pound to the above.

ENGLISH BREAKFAST COFFEE

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 22
--	------

1 lb. tins, 2 doz. to case, weight 40 lbs.	0 20
--	------

MOJA

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

PRESENTATION COFFEE

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

MINTO BROS.

MELAGAMA COFFEE

Ret. Whol.	
30c 1s, 1/2s, B. or G.	0 25
40c 1s, 1/2s, B. or G.	0 32
45c 1s, 1/2s, B. or G.	0 34
50c 1s, 1/2s, B. or G.	0 37
Tumbler coffee	0 25

Teas packed in 30, 60, 100 lb. caddies. Coffees packed in 30, 50 lb. caddies. Freight paid on tea 60 lbs. or over; freight paid on coffee 50 lbs. or over.

MINTO COFFEE (Bulk.)

M Bean or Gr.	0 38
I Bean or Gr.	0 35
N Bean or Gr.	0 32
T Bean or Gr.	0 30
O Bean or Gr.	0 28
Spec. Grd. Compound	0 25

Packed in 25 and 50 lb. tins.

FLAVORING EXTRACTS WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

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

CRESCENT MFG. CO. CRESCENT MAPLEINE Special Delivered Price for Canada

1/2 oz. (4 doz. case), weight 9 lbs., retail each 15c	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.00	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50	45 00
Half gallons, each, retail each, \$10	7 50
Gallons, each, retail each \$18	14 50

GELATINE

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

W. CLARK, LIMITED, MONTREAL

Compressed Corned Beef, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18; 14s, \$37.	
Roast Beef, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Bolled Beef, 1s, \$2.90; 2s, \$5.50; 6s, \$18.	
Jellied Veals, 1/4s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, 1/4s, \$1.50; 1s, \$2.90; 2s, \$4.25.	
Beefsteak and Onions, 1/4s, \$1.50; 1s, \$2.90; 2s, \$5.	
Cambridge Sausage, 1s, \$2.40; 2s, \$4.	
Boneless Pigs' Feet, 1/4s, \$1.50; Lambs' Tongues, 1/4s, \$1.90.	
Sliced Smoked Beef, tins, 1/4s, \$1.65; 1s, \$2.65; 4s, \$13.50.	

Oval

APPLE Picking BASKETS

1/2 Bushel and 3/4 Bushel

Prompt Shipments.

ORDER NOW.

Walter Woods & Co.

HAMILTON - WINNIPEG

Highest Class Oysters

LONG ISLAND NATIVES

Packed in Coast Sealed Containers.

1s, 3s and 5s.

Packed in cases with crushed ice.

Prices: 3s, \$4.95; 5s, \$8.25;
1s, \$1.70

Why pay more? We guarantee the quality the finest coming to Canada.

White & Co., Limited

Wholesale Fish and Oysters
TORONTO

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out.

The Apple Crop

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

FISH

Salt Trout and
Herring

Fresh Frozen Trout
and Herring

Lemon Bros.

OWEN SOUND, ONT.

As Usual

The Finest Lemons
on the market.

“St. Nicholas”

“Queen City”

“Kicking”

J. J. McCabe

Agent

TORONTO

MINCE MEAT

WE are putting up a line of fine *OLD ENGLISH MINCE MEAT* in quart self-sealing glass jars that can be sold retail at 35c each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is, at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kegs
40-lb. Kegs
20-lb. Kegs
5-lb. Tins

F. W. FEARMAN CO., Limited
HAMILTON

We have created the demand — will you supply it?

On billboards and in the columns of the daily press we have told about the appetizing wholesomeness of King Oscar Sardines.

This publicity is producing an ever-growing demand and continuous sales for King Oscar Brand throughout the country.

This popular sea-food will be a particularly good seller during the winter months. Its superior quality guarantees repeat business from first sales.

King Oscar Brand Sardines contain nothing but the very finest pack of Norwegian Sardines—the best in the world.

Are you a "King Oscar" dealer?

J. W. Bickle & Greening

(J. A. Henderson)

HAMILTON Ontario



6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case08 1/4
Kegs, extra large crystals, 100 lbs.07 1/4
Canadian Electric Starch—
Boxes, containing 40 fancy pkgs., per case 3 00
Celluloid Starches—
Boxes containing 45 cartons, per case 3 60
Culinary Starches—
Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs. .06 1/2
Brantford Prepared Corn—
1-lb. pkts., boxes of 40 lbs. .07 1/4
"Crystal Maize" Corn Starch—
1-lb. pkts., boxes of 40 lbs. .07 1/4
20-lb. boxes 1/4c higher than 40's)

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, 2 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 1/4
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
3 lb. Perfect Seal Jar, 1 doz. in case 2 40

ILLY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case ... 3 00
5-lb. tins, 1 doz. in case ... 3 25
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.)

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup
2-lb. tins, 2 doz. in case..3 60
Barrels 0 04 1/2
1/2 barrels 0 05

CANNED HADDIES, "THISTLE" BRAND

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

SAUCES

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen 2 25
H. P. Pickles—
Cases of 2 doz. pints..... 3 35
Cases of 3 doz. 1/2 pints.. 2 25

STOVE POLISH

JAMES DOME BLACK LEAD

2a size, gross 2 50
6a size, gross 2 40

NUGGET POLISHES

Doz.
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

Whole-sale Retail
Brown Label, 1s and 1/2s .33 .40
Blue Label, 1s, 1/2s, 3/4s .40 .50
Red Label, 1s and 1/2s .46 .60
Gold Label, 1/2s54 .70

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
30s, wood 0 08
12-oz. glass jar 1 15
Tumbler, glass 0 95

MARMALADE

2's, per doz. \$2 30
4's, per pail 0 40
5's, per pail 0 45
7's, per pail 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.

PRICE LIST

MELAGAMA TEA.

Retail Whole.
40c 1s, 1/2s, B.M.G. & J. 0 33*
10c pkgs., B.M.G. & J., each 0 08 1/4*
5c pkgs., B.M.G. & J., each 0 04 1/2*
50c 1s, 1/2s, 3/4s, B.M.G. & J. 0 38*
60c 1s, 1/2s, 3/4s, B.M.G. & J. 0 42
50c 1/2s only, B. or M. ... 0 55
1 00 1/2s only, B. or M. 0 70

MINTO TEA

40c 1s, 1/2s, B. Mxd., G. & J. 0 33*
50c 1s, 1/2s, B. Mxd., G. & J. 0 40*
*Denotes price changes.

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pks.... 1 20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs. \$ 0 60
Bobs, 6s and 12s, 12 and 6 lbs. 0 46
Currency Bars, 12s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 46
Currency, 6s, 1/2 butts, 9 lbs. 0 46
Stag Bars, 6 1/2s, butts, 11 lbs., boxes, 5 1/2 lbs. 0 48
Walnut Bars, 8 1/2s, boxes 7 lbs. 0 64
Pay Roll, thick bars, 8 1/2s, 6 lb boxes 0 68
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes 0 68
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies 0 68
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lb. boxes, 6 lbs. 0 57
Empire, 7s and 14s, caddies 15 lbs., 1/4 caddies, 6 lbs. 0 56
Great West, pouches, 9s ... 0 72
Forest and Stream, tins, 11s, 2 lb. cartons 0 80
Forest and Stream, 1/2s, 1/2s and 1-lb. tins 0 80
Forest and Stream, 1-lb. glass humidors 1 00

Continental Grocery Bags

Let the fame of the name be your guide in buying.

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—

As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers Ottawa

Branches: MONTREAL and TORONTO
Agencies throughout Canada

FROM COAST TO COAST

You can now obtain fresh supplies of

McVitie & Price's

HIGH-CLASS

BISCUITS

from the following appointed Agents:—

Nova Scotia: C. E. Choat & Co., Halifax, N.S.

Ontario: C. H. Cole, 33 Front St. East, Toronto
(Selling Agent).

Manitoba and Saskatchewan: Richards & Brown,
Ltd., James Street, Winnipeg.

Alberta: Campbell, Wilson & Horne, Ltd., Calgary;
Campbell, Wilson & Horne, Ltd., Lethbridge;
Campbell, Wilson & Horne, Ltd., Edmonton.

British Columbia and Yukon: Kelly, Douglas & Co.,
Ltd., Vancouver; Kelly, Douglas & Co., Ltd.,
Victoria; Kelly, Douglas & Co., Ltd., New
Westminster; Kelly, Douglas & Co., Ltd.,
Prince Rupert.

McVitie & Price, Limited EDINBURGH and London

McVitie & Price of Canada, Limited
Vaudreuil St., St. Paul St. E., Montreal

WETHEY'S CONDENSED MINCE MEAT

Quality—better than
ever, if such is possible.

Price unchanged.

Order from your jobber.

Fresh Arrivals

Florida Grape-Fruit,

California Emperor Grapes

Late Howe Cranberries

New Dates New Table Raisins

Hot-House Tomatoes Head Lettuce

Leaf Lettuce Cucumbers

Oysters Haddies Fillets

"THE HOUSE OF QUALITY"

HUGH WALKER & SON

ESTABLISHED 1861

GUELPH, ONTARIO

Buyers' Guide

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

We are buyers of evaporated and farmers' dried apples. Prices and tags on application.

O. E. Robinson & Co.

Ingersoll

Ontario

**THEY ARE GOOD
OLD STAND-BYS**

Baker's Cocoa and Chocolate



Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package.

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780

Montreal, Can.

Dorchester, Mass.

2500 to 3000

Bushels of Potatoes for sale at 40 cents per bushel, sacked, F.O.B. Edmonton. Rates to all parts in Ontario, 60 cents per 100 pounds. Smallest car, 45,000 pounds.

A. M. TARRABAIN & BRO.,
9943-5 Whyte Ave. E., Edmonton, Alta.

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada
PROMPT DELIVERIES
by us are therefore certain.

THE TRENT MFG. CO., LIMITED
TRENTON, ONTARIO, CANADA

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO

COLLECTIONS ASSIGNMENTS

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

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

"The Utmost in Lemons"

Placido Costa & Co.

MESSINA BRANCH AT CATANIA

Agents for Canada Wanted

FOR SALE

Fancy Creamery Butter, Selected Eggs, Fancy Dressed Poultry. Grocer Orders our Specialty.

Mann, Laurie & Co.

Phone 1577.

London, Ont.

KINDLY MENTION

THIS PAPER WHEN

WRITING ADVER-

TISERS

Grocery Advertising

By Wm. Borsodi

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

ALL ORDERS PAYABLE
IN ADVANCE.

PRICE \$2.00

MacLean Publishing Co.

143-153 University Ave., Toronto

CLASSIFIED ADVERTISING

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

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

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

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

FOR SALE

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

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

WANTED

WANTED — FIRST-CLASS BUTCHER AND grocery fixtures, second-hand; spot cash. P. Harvey & Co., Windsor, Ont.

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

MISCELLANEOUS

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

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

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.

Get In On This Christmas Window Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race.

Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window. Get photograph about 10" x 7" in dimensions.

The Prizes

Towns and Cities over 10,000 Population				Centres under 10,000 Population			
1st Prize	-	-	\$5.00	1st Prize	-	-	\$5.00
2nd "	-	-	3.00	2nd "	-	-	3.00
3rd "	-	-	2.00	3rd "	-	-	2.00

We want to see as many grocers and clerks in this contest as possible. Make it the largest and best in the history of these competitions.

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue
TORONTO

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

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

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

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

HEADQUARTERS FOR
White Beans
and
Evaporated Apples

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

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

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

NEWFOUNDLAND.

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

QUEBEC.

W. J. McAULEY
Commission Broker

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

WESTERN PROVINCES.

GEORGE E. MEASAM
COMMISSION MERCHANT

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

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

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

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

WILLIAM THOMAS & CO.
GENERAL PROVISION
COMMISSION AGENTS
AND BROKERS . . .

29, Tooley Street, - London, S.E.

Having a large connection throughout the United Kingdom, we can secure the highest returns for consignments or arrange c.i.f. sales of Frozen Meats, Provisions, Tinned Meats, Tinned Milk and general Dairy Produce. The present is an exceedingly opportune time for the sale of Colonial goods in England. We invite correspondence.

Cable Address: Prodairos, Tooley, London
A.B.C. Code, 5th edition, used.

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

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

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Try it out

The Effect of the Great World Struggle

upon business and upon investment values has been far-reaching. The business man and the investor has never been in greater need of accurate knowledge of conditions—and of the best possible business and financial counsel.

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through its unexcelled sources of information, and its exact analyses and forecasts, supplemented by its

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which deals with financial or business problems, furnishes a service of unsurpassed value.

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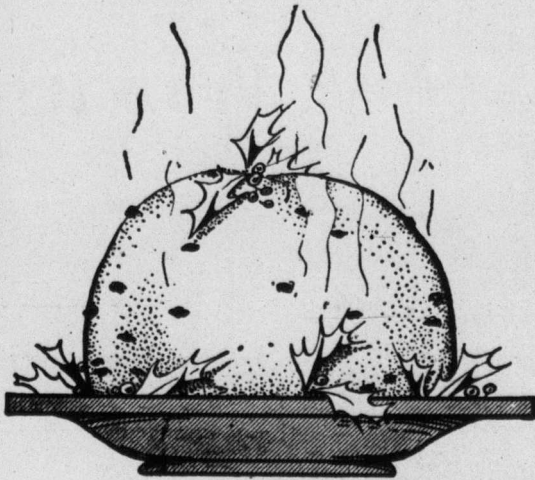
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Managing Editor

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Editor

THE FINANCIAL POST OF CANADA

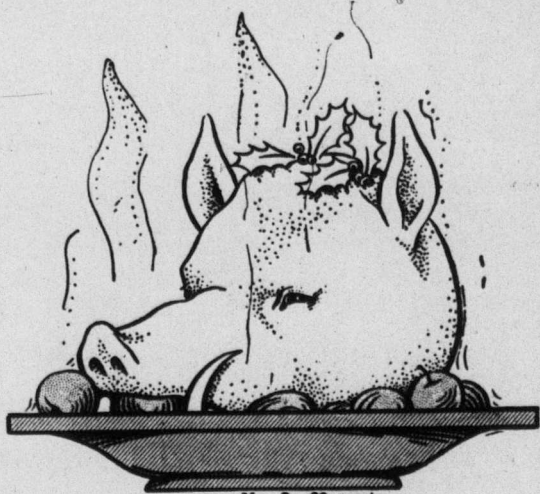
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No. 1—60 cents.



No. 2—40 cents.



No. 3—60 cents.



No. 5—60 cents.



No. 6—40 cents.



No. 4—50 cents.

These Cuts For Sale

CHRISTMAS Advertising will be made more attractive and resultful by using one or more of the illustrations on this page.

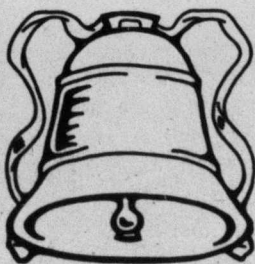
Electros will be forwarded carefully wrapped, postpaid, on receipt of price noted below each illustration.

If you order all the cuts shown on this page, it means an investment of only \$5.40—and you own the cuts for use in future years. Remit price with order. Order by number.

CANADIAN GROCER, 143 University Ave., Toronto



No. 8—40 cents.



No. 7—40 cents.



No. 10—60 cents.



No. 11—50 cents.

IT SELLS BETTER

the second time.
That is because
MAPLEINE
once used is always used.



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Frederick E. Rebeon & Co.,
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Mason & Hickey
267 Stanley St., Winnipeg, Man.
CRESCENT MFG. CO.
SEATTLE, WASH.

OAKEY'S KNIFE POLISH

20-102-7125

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

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Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

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



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

**THEREFORE
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TORONTO

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, inter-
esting and instructive book ever
published on Coffee. It is attractive-
ly written and richly illustrated,
and should be read by all who deal
in or use Coffee. The contents in-
clude:

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

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

\$2.00

It Will Pay You to Send at Once.

McLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto.

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 propo-
sition that you have to offer.

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

**No Other Paper Reaches
All These Men.**

RATES:

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Are you satisfied?

Is your stock of canned sea foods pulling the kind of results that keeps your cash drawer filled? Or do they seem to lack the qualities that mean steady, continuous sales and spell "profit" and bigger business?

Brunswick Brand SEA FOODS

give mutual satisfaction to dealer and customer. Their quality is guaranteed by the most careful selection and the most modern equipment.

**STOCK "BRUNSWICK BRAND" FOR
BIGGER WINTER FISH SALES.**

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



This Book Will Help Trim Your Show Windows

"Show Window Backgrounds"

By **GEO. J. COWAN**

Vice-President of the Keesler School of
Window Trimming

This is the most useful window trimming book ever published and sells at only \$1.70 postpaid; a price that makes it possible for every window trimmer and merchant to possess it.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

New Year's Windows.	Period Decorations in
White Goods Windows.	backgrounds, showing
St. Valentine's Day Windows.	examples of
Spring Opening Windows.	Greek, Moorish,
Easter Windows.	Roman, Italian,
Summer Windows.	Gothic, French,
Horse Show Windows.	German, Empire,
Fall Opening Windows.	Japanese, Colonial,
Carnival Windows.	Egyptian, Mission, etc.
Hallowe'en Windows.	Salé Windows,
Thanksgiving Windows	Ras Relief Backgrounds.
Christmas Windows.	Stencil Backgrounds.

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7 x 10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of \$1.70.

The MacLean Publishing Company, Ltd.
143-153 University Avenue, Toronto

INDEX TO ADVERTISERS

A		I	
Allison Coupon Co.	59	Imperial Extract Co.	16
American Compuing Co.	17	K	
American Vineyard Co.		Kearney Bros.	20
Inside front cover		L	
Anchor Cap & Closure Corp. 4		Lambe & Co., W. G. A.	58
Anglo-B.C. Packing Co.	9	Laporte, Martin, Limited ...	63
Armsby & Co., J. K.	3	Lemon Bros.	53
Assignees Agents	56	Libby, McNeill & Libby	8
Atlantic Sugar Refineries ..	1	M	
B		Mackenzie & Morris	58
Baker, Walter, & Co., Ltd. ...	56	MacNab, T. A., & Co.	58
Balfour-Smye & Co.	10	Magor, Son & Co.	22
Benedict, F. L.	56	Malcolm's Condensing Co. ...	64
Betts & Co. Inside front cover		Mann, Laurle Co.	56
Bickle & Greening	54	Mathieu, J. L., & Co.	
Borden Milk Co.	3	Inside back cover	
Bowman & Co., J.	18	McAuley, W. J.	58
C		McCabe, J. J.	53
California Fruit Cannerns As-		McLeod Milling Co.	11
sociation	4	McVitie & Price, Ltd.	53
Canada Foods, Ltd.	18	Measam, George E.	58
Canadian Cereal & Flour		Millman, W. H., Sons	58
Mills Co.	47	N	
Canadian Salt Co.	6	National Cash Register Co. ...	15
Can. Shredded Wheat Co. ..	12	National Licorice Co.	19
Cane, Wm., & Sons Co., Ltd. 18		Nickel Plate Stove Polish Co. 6	
Carr & Co.	18	O	
Catelli, C. H., Limited	48	Oakey & Sons, John	59
Channell Chemical Co., Ltd. 22		P	
Chase & Sanborn	10	Patrick & Co., W. G.	58
Church & Dwight	50	Pennock, H. P., Co., Ltd. ...	58
Clark, Ltd., W.	5	Placido Costa & Co.	56
Codville Company	64	R	
Coles Mfg. Co.	9	Red Rose Tea	21
Concord Canning Co.	12	Robinson & Co., O. E.	56
Connecticut Oyster Co.		Rock City Tobacco Co.	14
Back cover		S	
Connors Bros.	62	Sanitary Can Co.	14
Continental Bag & Paper Co.,		Sheznoka Ken Tea Guild. ...	13
Ltd.	55	Smith & Son, E. D.	6
Crescent Mfg. Co.	59	Stevens, Hepner Co., Ltd. ...	12
D		St. Lawrence Sugar Refining	11
Dominion Cannerns	7	Symington, Thos., & Co. ...	11
Dominion Register Co.	49	T	
Dominion Salt Co., Ltd.	12	Tarrabain, A. M., & Bro.	56
Duncan, John	19	Tippet & Co., A. P.	2
E		Thames Canning Factory. ...	9
Eckardt, H. P., & Co.	51	Thomas & Co., Wm.	58
Escott & Co., W. H.	58	Todhunter, Mitchell & Co. ...	
Eureka Refrigerator Co. ...	21	Front cover	
F		Toronto Salt Works	56
Fearman, F. W., Co.	54	Trent Mfg. Co.	56
Freeman Co., W. A.	56	Tucketts, Limited	
Furnivall-New	19	Inside back cover	
G		W	
Guelph Soap Co.	12	Walker, Hugh, & Son	53
H		Warren Bros. & Co.	3
Hamilton Cotton Co.	6	Watson & Truesdale	58
Hargreaves (Canada), Ltd. ...	5	Webb, Harry	58
Hatton, D., Co.	16	Wethey, J. H., Ltd.	56
Hygienic Products Co.	21	White & Co.	53
		White Swan Spices & Cereals,	
		Limited	52
		Woods & Co., Walter	53

FOR ADVENT

Ask our prices
on

SALMON
SARDINES
LOBSTERS
SHRIMPS
CRAB MEAT
MACKEREL
SCALLOPS

We have some very
good values at rock-
bottom prices.

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**In Vacuum
Sealed
Tins**



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

This Is the Coffee Season

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

Gold Standard "The Chaffless Coffee"

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

The Codville Company, Limited

WINNIPEG BRANDON MOOSE JAW SASKATOON



Just figure it out—

Is it not to your advantage to stock the kind of goods that leave you a handsome profit and, by their uniform good qualities, create and maintain customer confidence?

Our five Made-in-Canada lines here shown have won the approval of both dealer and customer. Their popularity and sales-producing qualities are convincingly proven wherever they are displayed.

Get your stock of these leaders before your customer to-day. Try the pulling power of an effective window or counter display.

We deliver 5-case lots to any part of Ontario, Quebec or Maritime Provinces, prepaying freight up to 50c per 100 lbs.

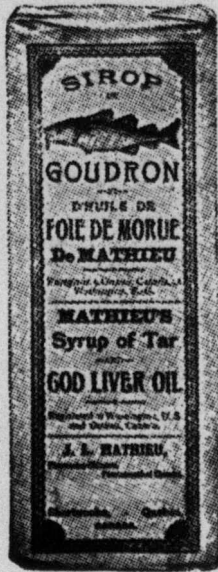
NOTE THESE PRICES:

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

ORDER NOW.

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

Pneumonia Days Coming



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

MATHIEU'S SYRUP of Tar and Cod Liver Oil

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

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SHERBROOKE, QUEBEC

Our Seal TUCKETT'S SMOKING *Tobacco*

has a peculiarly delightful fragrance—not a straight one-kind tobacco but a blend of the choicest leaves which took years of testing and experimenting to achieve. "Our Seal" is well known throughout tobacco-using Canada. While new on the market as compared with some of our old established brands, it is rapidly gaining in popularity with smokers who know and appreciate a really good blend.

You should stock "Our Seal."
Ask your wholesaler.

Tuckett, Limited
HAMILTON



LOOK-A-HERE



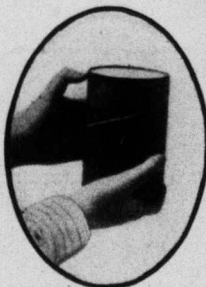
Ordinary pails are not made exact measure.

Whenever you exceed the proper amount you forfeit just so much of your profit.



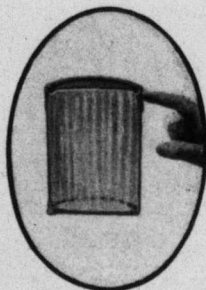
A partially filled pail invites mistrust.

The slightest jar jolts the ordinary pail and spills part of the contents.



Empire Containers are exact to measure.

The patent grooved lid and paraffin waxing ensure against spilling and splattering.



At any angle the Empire Container is safe and sure from spilling.

A full pail ensures the satisfaction and confidence of your customers.



Is the problem of keeping up with rising costs taxing you?

Retailing demands the strictest attention to small details. Over-measure on vinegar, molasses, oysters, etc., is a serious matter and directly affects your bank balance.

The "Empire Container" solves this problem. It effectively checks all losses through over-measure. The customer is satisfied and you have your full profit.

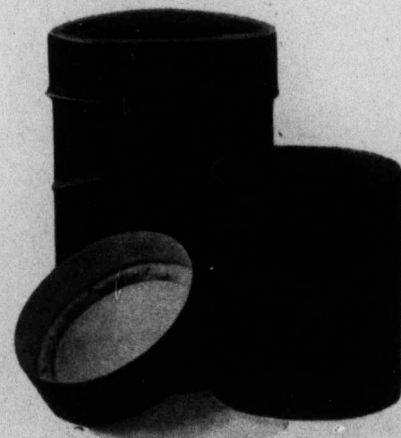
There is no loss from spillage — even though it is upside down. It is easy to handle, can be wrapped up like a can of salmon. It is well made, strong and non-leakable.

For three years we've been talking about losing money from over-measure. Hundreds of live fellows have investigated this leak and what they discovered amazed them.

They bought "Empire Containers" and so will you if you look into this matter. Think it over.

Made in three sizes: half-pints at \$12; pints at \$14; quarts at \$16 per 1,000, F.O.B. factory, Sombra, Ont.

Ask us to prove that you can make money by using them.



Connecticut Oyster Co.

Exclusive Selling Agents

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