

**PAGES
MISSING**

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII

PUBLICATION OFFICE: TORONTO, DECEMBER 18, 1914

No. 51



To our subscribers,
advertisers, readers
—friends all.

The old, old wish:—

A truly joyous

Christmas

and a

New Year

full of happiness

1914

from

Canadian Grocer





Wheat is to-day the most talked of cereal in the World

The war is popularizing wheat. Everybody is talking about the World's requirements and the part Canada will take in supplying them. Why is wheat so much in demand? You know the answer—because it's the most nourishing cereal in the world. So here and now is the time to push "FORCE."

"FORCE" contains all the nutrients of the very finest wheat—nothing left out—and rich barley malt is added in the cooking to make "FORCE" "tasty" and even more nourishing. Try these slender, crispy, golden wheat flakes yourself, Mr. Grocer—then you'll KNOW we're right.

Made by The H-O Company, Hamilton

Grown in Canada—Made in Canada

Cigars for Christmas

Tobacco Gifts Are Appreciated

Many a woman has had the gift problem solved for her in a box of Tuckett's Cigars, even in a pound of Tuckett's tobacco.

Live grocers give prominence to a small tobacco case during the Christmas season and find that it pays handsomely. It's often the start of a permanent paying tobacco department.

STOCK TUCKETT'S FOR ABSOLUTE SATISFACTION.

TUCKETT LIMITED
HAMILTON, ONT.





Sincerest Greetings

May all our friends in the trade enjoy in fullest measure the Merriest of Christmases, the Happiest of New Years.

May 1915 bring unalloyed prosperity and good health to each one of you.

May the New Year prove ever more plainly that "Quality" is the best policy.

Then here's to the most prosperous year in 1915.

A. P. Tippet & Co.
AGENTS
MONTREAL

Griffin & Skelley Dried Fruits

Fresh from the California fruit lands with Nature's full-flavor and goodness Griffin & Skelley Dried Fruits have always been distinguished by their purity, cleanliness and good quality. Whether you stock seedless Raisins, Prunes, Apricots, Peaches or Pears, or all of these lines, you'll find that each retains its freshness and original goodness.

Cox's Gelatine

All that scientific purity, all the scrupulous cleanliness, all that years of experience in the production of dainty dessert material can give, you'll find embodied in Cox's Instant Powdered Gelatine. Made in Britain, with British labor and British exactness as regards purity and quality. Cox's Gelatine has stood for years as the paramount dessert of the nation.

Taylor's Peels (Candied or Drained)

Just as his spots forever proclaim the leopard, so the quality of Taylor's Peels marks out the grocer immediately as one who has at heart the best interests of his customers. Better quality, probably, could not be secured, though you searched the world over. In Lemon, Citron and Orange, Taylor's Peels are always tender and represent the height of quality.

Thistle Brand Fish

Not only offer the best of quality, but a most nourishing dish at a nominal price. You can easily broaden your field by handling the savoring Thistle Brand Lines. Put up in half and one-pound sanitary, seamless tins—open up just as fresh and tempting as when packed.

Sir James Crichton - Brown, M.D.,
says:—

“Retailers frequently do not present fish to their customers in an attractive form.”



The cost of the Arctic Fish Display Case, as shown above, is very little when you consider the benefit derived from its use.

It brings trade to your store, ensures fish being kept in good condition, makes handling a pleasure, and profitable. Price \$27 net.

**\$27
NET**

John Hillock & Co., Limited
TORONTO

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

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



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

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

Have you a copy of Catalogue 913C?

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

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

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



A genuine wish for a
very Merry Christmas
from the makers
of the genuine Jams
and Jellies.

—E.D.S.—

E. D. Smith & Son
Limited

WINONA ONTARIO

— AGENTS —

NEWTON A. HILL Toronto
W. H. DUNN Montreal
MASON & HICKEY Winnipeg
R. B. COLWELL Halifax, N.S.
A. P. ARMSTRONG Sydney, N.S.



A Greeting

To All Our Grocer
Friends:

May they receive their
full share of the prosperity
that is coming; may their
faith in themselves, in their
fellow grocers, and in their
business grow strong; and
may they obtain as much
pleasure and satisfaction
in featuring goods of
unquestioned quality
and purity as we
do in producing
them



Borden Milk Co., Limited

Leaders of Quality
MONTREAL

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



For Over Thirty Years The Leader

Shirriff's True Vanilla stands supreme among vanilla extracts. No other equals it in sales in Canada. And no other equals it in quality, a fact which every progressive grocer knows.



Shirriff's True Vanilla owes its superior bouquet, strength and flavor to the special Shirriff process which the choicest real Mexican Vanilla beans undergo. No one has successfully imitated this process, because the process in its entirety is known only to the proprietors. It is not for sale. The makers of

Shirriff's True Vanilla

place a guarantee on every bottle as a token of their faith in their product. It also serves as a good talking point in selling. But most discriminating housewives know about Shirriff's True Vanilla, and are glad to buy it. If you are not selling this famous extract, place an order right soon. No enterprising grocer should be without a stock of this splendid selling line.

Imperial Extract Co.

Steiner and Matilda Streets
Toronto

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

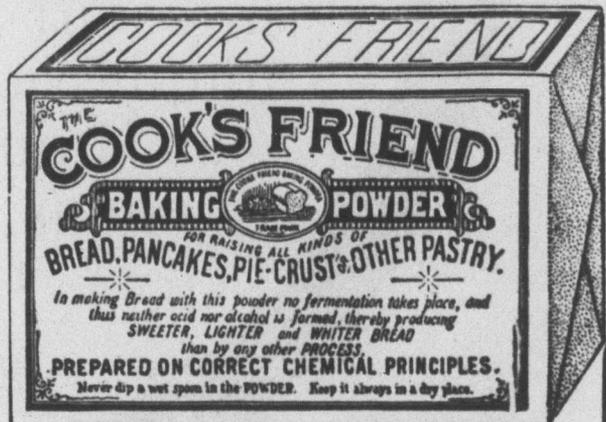
Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers

Ottawa

Branches: MONTREAL and TORONTO
Agencies throughout Canada



A Prosperous New Year

depends almost wholly on satisfied customers. The grocer who pushes Cook's Friend Baking Powder is taking at least one means of insuring himself against poor business in 1915. Feature Cook's Friend to-day.

W. D. McLaren, Limited, Montreal



We Believe

That every grocer SHOULD enjoy increasing good cheer and prosperity during 1915.

That he CAN induce this condition materially by the quality of the goods he offers.

That he WILL attain enviable profits and increasing custom with the Line that Exceeds Expectations,—Melagama Tea and Coffee.

Blended, Packaged and Electrically Weighed in Canada.

Then here's to the best year ever in 1915

MINTO BROS., LIMITED
TORONTO



MAY your Christmas be as extremely Enjoyable as the Dinners Flavored with Paterson's Worcestershire Sauce.

ROWAT & CO.
GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Quality and Quantity

WILL ALWAYS WIN

That is why our new piece

NIGHT STICKS

is selling so well.

A big cent's worth of delicious quality Flexible Licorice.

Order from your Wholesaler.

Everything in Licorice for Grocer, Druggist and Confectioner.

National Licorice Company
MONTREAL



To everyone—
Greetings

MAY this be a Merry
Christmas, fully
permeated with the joy
that every Canadian
must feel in the sense
of his duty well accom-
plished during the
present trying times.

Hudon, Hebert & Co., Limited
Montreal

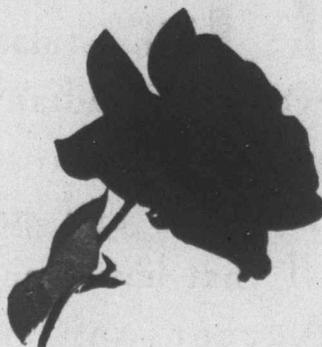


Xmas and the War

The War has had a sobering influence on the nation, and this year Christmas will no doubt be spent more quietly than usual.

Probably no country in the world has been so little adversely affected on account of the war as our own fair Dominion, so we can look to the future with courage and optimism, and here in the firing line of business let us courageously do our duty to the Empire by doing our utmost to keep "Business as Usual."

To every grocer in Canada we wish the season's heartiest greetings.



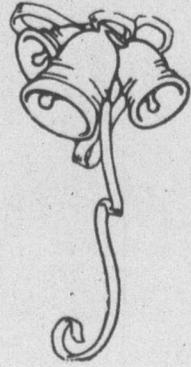
RED ROSE TEA

"is good tea"



T. H. Estabrooks Co., Limited

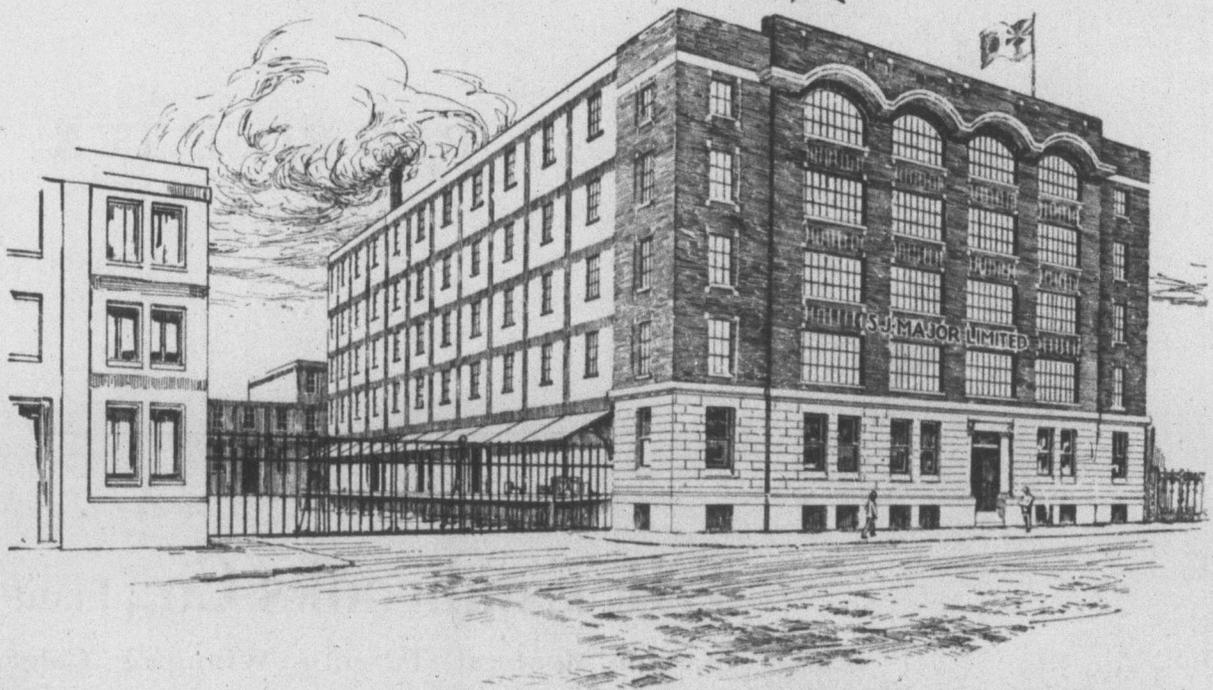
St. John Montreal Toronto Winnipeg Calgary



HERE'S to a record
Christmas trade to
every Canadian grocer,
and a New Year surpassing
in health and prosperity
all that have gone before.
Accept our sincerest
thanks for past favors
and the assurance of our
endeavor to deserve their
continuance.

S. J. MAJOR, LIMITED

Wholesale Grocers and Importers of Wines and Liquor.
126-136 YORK ST. OTTAWA



*The House of
Pre-eminent Quality*

More Business than usual

in Black Lead is the experience of those who have constantly recommended "GIPSY."

"GIPSY" is appreciated for its intense blackness, ease of polish and lasting brilliance: for its economy in use, and the entire absence of dust and dirt. These are the selling qualities which have forced up the sales of

GIPSY

Stove Gloss

to the advantage of every dealer who stocks it.

Order from your Wholesaler.

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

"SOVEREIGN" SALMON



**FINEST
BRITISH
COLUMBIA
SOCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

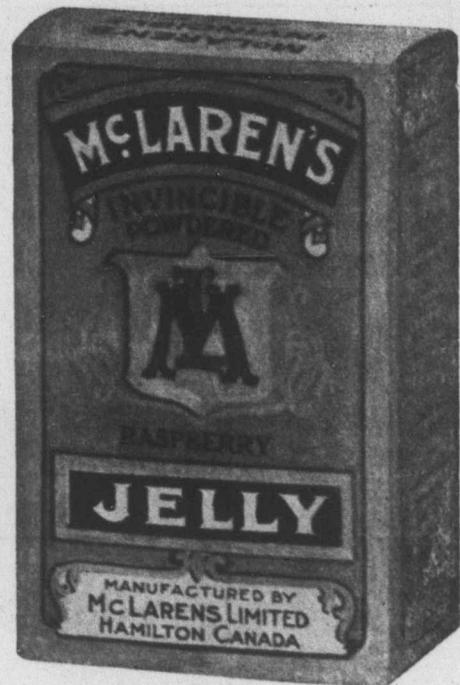
PACKED BY
**THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.**

Invincible Purity

*Don't be afraid, Mr. Grocer,
to state facts to your
Christmas shoppers.
We'll back you up.*

"This Jelly Powder, Madam,
is made from the very finest
of ingredients and flavored
from the juices of the cele-
brated Niagara Fruits.

Invincible Jelly Powder
is automatically packed
in our big, sanitary Mc-
Laren factory in Hamilton."



Tartan BRAND

THE SIGN OF PURITY

In store full assortment of Nuts — Grenoble, Marbot, Bordeaux Walnuts, Tarragona Almonds, Sicily Filberts, Large Washed Brazils, New Shelled Walnuts, New Shelled Almonds, full assortment of Sultana Raisins, all grades. 'Phone at our expense for rush shipments.

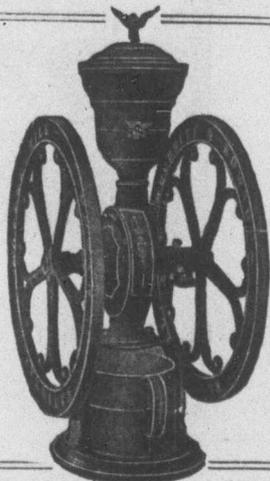
'Phone No. 3595, 3596, 3597, 3598, 4656, 748; Night 'Phone 1807

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

You Can't Put the ELGIN NATIONAL out of Commission

You wouldn't build a store whose foundation would crumble away after a few years' service. And for just the same good reason hundreds of grocers are making sure of the continuous service of their coffee-grinding facilities by securing the ELGIN. For the ELGIN is fool-proof. The working parts of the ELGIN are so strong and durable, and yet so simple, that even the boy couldn't put the ELGIN out of commission. If long life and continuous service at lowest cost is what you are looking for, write us to-day for full particulars of the ELGIN and name of nearest representative.

Woodruff & Edwards Co.,
Elgin, Ill., U. S. A.



WE extend heartiest Christmas greetings and wish you a Prosperous and Happy New Year.

FORBES & NADEAU

MONTREAL



**SUGARS & CANNERS,
LIMITED**, extend to the trade the heartiest well-wishes of the season, and may the many courtesies shown in the past year be redoubled to our mutual benefit during 1915.



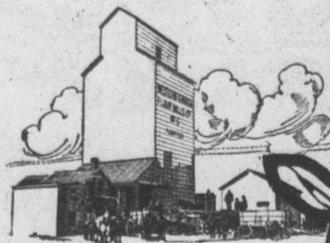
SUGARS & CANNERS, LIMITED
MONTREAL

May your Xmas be a
Happy One and
the coming year bring fur-
ther fruit in the form of
Peace, Plenty and Pros-
perity is the Season's
Wish from

W. CLARK, LIMITED
MONTREAL



CANADIAN GROCER



TYPICAL COMPANY ELEVATOR

PURITY FLOUR

More Bread and Better Bread

PURITY FLOUR Talk No. 3
To the Proprietor and his Assistants.

A UNIFORM FLOUR

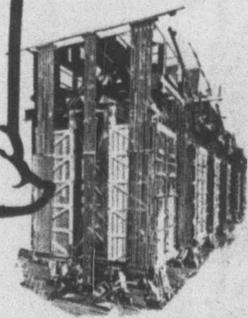
PURITY FLOUR is widely known as a uniform flour. This uniformity is due largely to the method of wheat selection and mixture.

A wheat grown in one section will differ materially from that of another section nearby. If the miller were to grind one day from a wheat grown in one district and another day wheat grown in some other district, the flour could not be kept uniform in BAKING QUALITIES. By mixing wheat of the FIRST GRADE from many localities, the millers of PURITY FLOUR obtain a uniform product.

PURITY FLOUR is milled to a rigid standard from carefully selected grain. Its uniformity makes it highly acceptable to the housewife. Do you keep PURITY FLOUR in stock? It is guaranteed to be BETTER than "the other kind."

Main Offices: Winnipeg, Toronto, Victoria

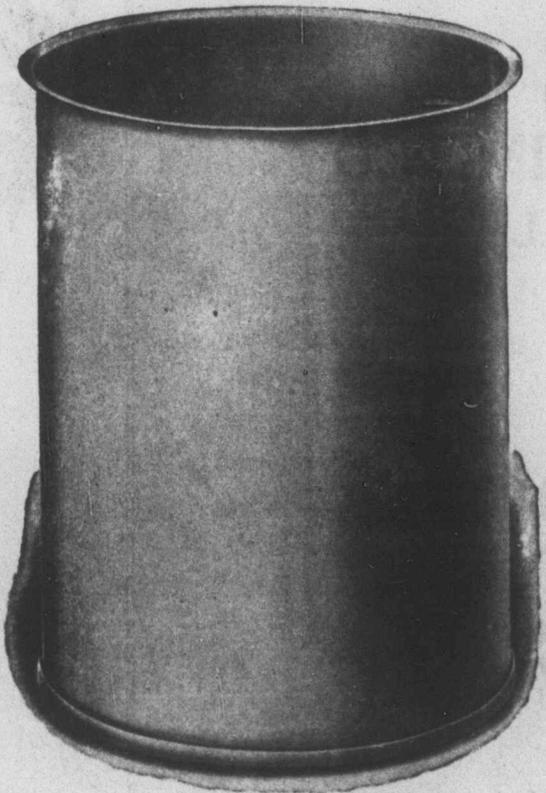
THE SIFTERS



8



WESTERN CANADA FLOUR MILLS CO., LTD.
MILLERS TO THE PEOPLE



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

CANADIAN GROCER

LUMP SUGARS

Are you
handling

St. Lawrence

Lump Sugars?

Packed in cartons and half cartons.

Crystal Diamonds for General use.

“ Dominos especially for Coffee.

These are the prettiest and daintiest table Sugars on the market.

Evaporated Apples

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

O. E. Robinson & Co.
Ingersoll, Ontario

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



THE MCGREGOR PAPER BAG HOLDER.

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

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

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and
sizes

Metal Bottle Capsules—any
size, color or stamping

Collapsible Tubes—plain or
colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

Compliments of the Season

MAY YOU AND YOURS
ENJOY A CHRISTMAS
OF UNFORGETTABLE
PLEASURE, WITH
HEALTH and PLENTY
FOR THE NEW YEAR.

LINDNERS LIMITED

306 Ross Ave.
Winnipeg

340 Dufferin St.
Toronto



Representatives: H. Whissell, 2928 Drolet St., Mont-
real; H. D. Marshall, Ottawa; W. L. McKenzie &
Co., Edmonton and Regina; Jacksons, Ltd., Calgary;
H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

A tip on the side, Mr. Grocer

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

PRICES:

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

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

Malcolm's Condensing Co.

ST. GEORGE, ONTARIO



The Dominion Cannery
Limited

extend to their
many friends throughout
Canada, the Season's
Greetings



THE EVIDENCE OF QUALITY

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

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

We are large buyers of
**Evaporated Apples and
White Beans**
Wire or write us.
**W. H. Millman
& Sons**
Grocery Brokers
TORONTO

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

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

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

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

WESTERN PROVINCES.

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

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

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

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

WESTERN PROVINCES—Continued.

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

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

BRITISH COLUMBIA.

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

NEWFOUNDLAND.

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

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.
372 Board of Trade Bldg., Montreal

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.

PRICE, \$2.00.

ALL ORDERS PAYABLE
IN ADVANCE

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

REMEMBER THAT

for cheapness and nutritive value you can't
beat RICE

RICE

And the "Milled In Canada"
article is put up by us
in a bag just right for
the family—12½ lbs.

Mount Royal Milling & Manufacturing Co.

D. W. Ross Company, Agents

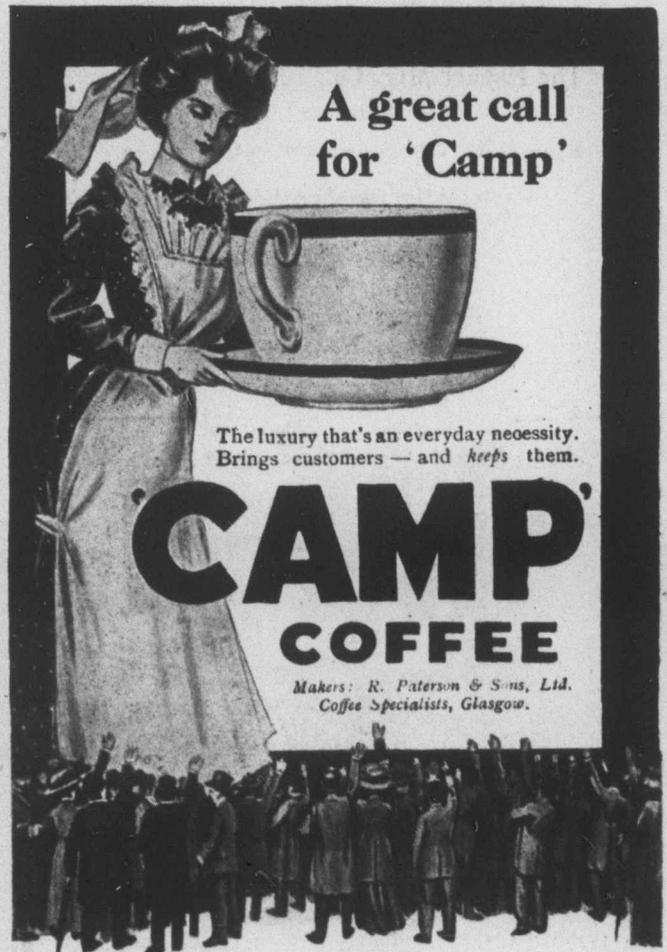
MONTREAL

TO look back over the
year's expenditures
and to be able to say
with truth that every pur-
chase was made with wis-
dom, forethought and
economy—

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

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

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



A great call
for 'Camp'

The luxury that's an everyday necessity.
Brings customers — and keeps them.

CAMP

COFFEE

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

Make Double Your Present Coffee Sales

by giving each household the kind of coffee it likes best.

Bring out all the rich aroma and natural goodness there is in Coffee by grinding it fresh for every customer on

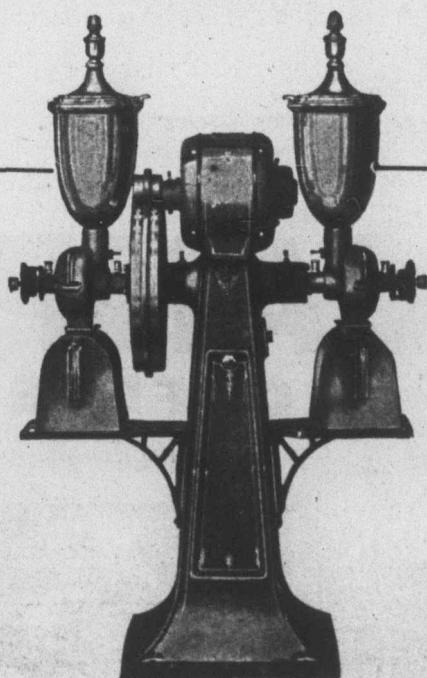
The Hobart Mill

Ground in an instant to any grade the customer may desire, you'll find freshly ground coffee an irresistible trade-winner. The larger profit is surprising. Write for free catalog.

The Hobart Mfg. Co., 105 Church St.
Toronto

Ryan Bros., 110 St. James Street, Winnipeg

Agents for Manitoba, Saskatchewan and Northern 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, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

Richards QUICK NAPTHA THE WOMAN'S SOAP

The Sign of a Good Buy in Soaps

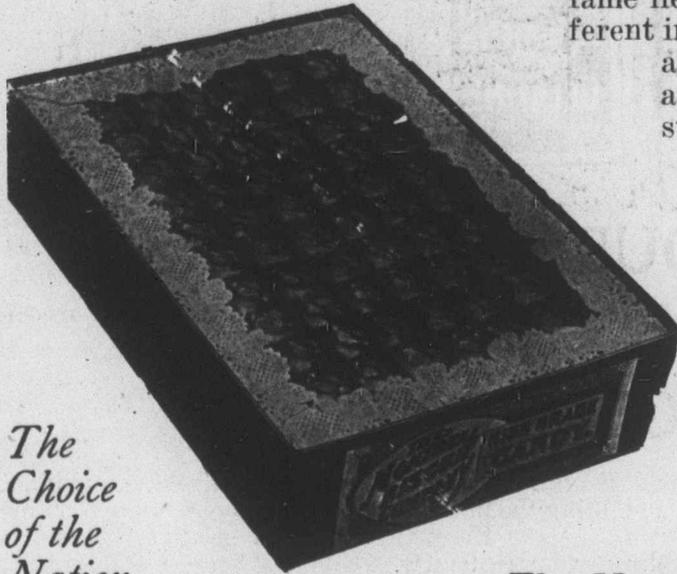
Here's a soap with a reputation behind it—it is well advertised—has a large sale—offers a 26½ per cent. profit—is backed by good service to you. Better let your wholesaler supply you with a few cases this very week.

The Richards Pure Soap Co.

Limited

Woodstock - Ontario

"BORDO" Chocolates



*The
Choice
of the
Nation*

It is simple. The reason for "**BORDO**" fame lies in the fact that they are different in quality. They are not like the average chocolate offered by the average manufacturer. They stand alone with their deliciously creamy centres and rich coatings. "**BORDO**" are exceptionally popular now because they combine quality with a popular price. You also can increase your chocolate sales by giving your customers "**BORDO**."

Packed in 10c packages, half-pound, one pound and five pound boxes.

The Montreal Biscuit Company, Limited



GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

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

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

Leitch Brothers' Flour Mills

LIMITED

Oak Lake

Manitoba

May you enjoy the Happiest of Christmases and a Year of Prosperity, made the more certain by the sales-producing power of

The Rock City Lines.

**Rock City Tobacco
Co., Limited**

WINNIPEG and QUEBEC



DELIGHTS YOUR CUSTOMERS

Every grocer wants satisfied customers and there is no better way to satisfy them than by recommending high grade, standard products like

KNOX GELATINE

The package that retails at 15 cents and makes two full quarts of delicious jelly, as well as puddings, ice cream, salads, candies, etc., is bound to satisfy and bring the purchaser back for more. Knox Gelatine means more sales, more satisfaction and more profits. Make Knox Gelatine your gelatine leader. It moves quickly, repeats regularly, and positively pleases your customers.

CHARLES B. KNOX CO., JOHNSTOWN, N.Y.

To Know It Is to Show It! To Show It Is to Sell It!

Here's what you have long been looking for—just what the housewife wants for her desserts and fillings—

Snow-Mellow

With just one tablespoon of "Snow-Mellow," one cup of granulated sugar and flavored to suit her taste, the busy housewife can make the most delicious, tasty, firm, rich, tender meringue, icing, and filling for a score of dainty desserts with

NO EGGS AND NO COOKING

Get a supply of this wonderful profit-maker from your jobber. It's guaranteed pure and wholesome.

The W. T. Ott Co., Inc.
32-34 Front St. West
TORONTO

32 J.

Jonas' Extracts

*The same high quality for
over forty-four years*

Jonas' Extracts have had lots of time to make friends—over forty-four years of use by particular people in Canada. If sale increase is any indication of the real feeling of the Canadian housewives towards Jonas' Extracts, we can truthfully say they have given satisfaction.

Their purity, richness of flavor and strength are features that catch the new trade and hold the old.

Stock up now.



Henri Jonas & Co.
Established 1870
Montreal

CANADIAN GROCER



The record year of

1913, when nearly eight million pounds of SALADA TEA were sold, has already been eclipsed by the sales for 1914. The tremendous difficulties that have beset the tea-trade since the beginning of last August, have been fully shared by us, although, for our part, we have been amply compensated by the splendid public response to our determination to maintain the steady balance of Quality at all costs that has been the mainstay of our 22 years' reputation. Low prices and fluctuating qualities will not tempt them from their choice.—That the public will have quality is now a proven fact.

You can closely associate yourself with this determination to put Quality Foremost, by always keeping a prominent display of this National favourite before the purchasing public.

"SALADA"

TORONTO
32 Yonge St.

MONTREAL
St. Paul St.

NEW YORK
100 Hudson St.

BOSTON
35 S. Market St.

CHICAGO
363 River St.

BUFFALO
78 W. Genesee St.

DETROIT
Shelby Block

LONDON, ENG.
41 Eastcheap

Also in Pittsburgh and Philadelphia

MAY the Joy of
Christmas be
with You and Yours
and Good Fortune
Smile Bountifully
Upon You Through-
out the Year 1915.



FRETZ
LIMITED

HAMILTON
ONTARIO

EUREKA REFRIGERATORS

The embodiment of all that is essential in a service-giving refrigerator, and not only that, but possessing features of utmost importance exclusive with the Eureka. For thirty years the

standard by which all other refrigerators are judged. Shall we send you illustrated catalogue and prices?

Write to-day.



Eureka
Refrigerator
Company
Limited

31 Brock Ave.
TORONTO



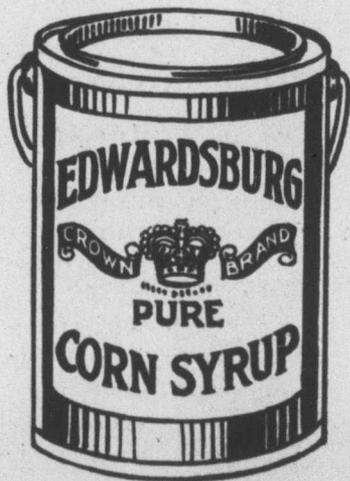
The Life of a Child is to Eat

From the time he first rests in the cradle up until boyhood a child's very existence is to EAT. The nutritious, healthfulness of Robinson's "Patent" Barley and "Patent" Groats have won for both unprecedented favor. Robinson's foods constitute the main portion of a child's diet and you'll be surprised how many tins he can tuck away in a week or so. Get both Robinson's "Patent" Barley and "Patent" Groats on display and meet this big demand NOW.

Agents for the Dominion of Canada

MAGOR, SON & CO., LIMITED

403 ST. PAUL ST., MONTREAL 30 CHURCH ST., TORONTO



—made
in Canada

Throughout the Land The Best Known Brand

There is no syrup so well known in Canada
as

CROWN BRAND CORN SYRUP

It is not necessary for you to create a demand
for it. The demand already exists.

Are you prepared to fill the demand?

The Canada Starch Co., Limited

Manufacturers of the Famous Edwardsburg Brands
Montreal Cardinal Brantford Fort William

CANADIAN GROCER

VOL. XXVIII

DECEMBER 18, 1914

No. 51



Greetings to the Trade

TIME rolls on. Once again has the Xmas spirit descended, and we are in the midst of the greatest of all the festive seasons of the year. As we look back on the world events of the past few months there stands as a blot on the horizon a great calamity that has spread its touch of sadness through all our hearts. In many cases it may have come severely home in the loss of a dear friend—and yet the year has left with us its many blessings—hopes realized, fears averted and toil that has borne an ample harvest.

But out of all the chaos there comes the dawn of a brighter future than the world has ever seen. It is with this great hope in sight that Canadian Grocer to-day bids all its friends in the trade a Merry Christmas. Our own Canada occupies a unique place in the arena of warring nations. She stands apart from the strife, and as much to-day as any other nation under the sun is in a position to enjoy to the fullest an old-time Christmas. To you all we say, enjoy it to the full. To you our friends who have sustained us in our efforts of the twelve month that has just gone by, to you who have shown an appreciation of our endeavors, we voice these sentiments of friendship and good-will. May your Yuletide happiness be complete, and when still another year has gone to join the countless ones that are numbered with the past, may Peace, Love and Good-Will have so firm a hold among nations that they can never be displaced.—The Editors.

Stocktaking Methods and the Annual Inventory

Suggestions Tendered by an Accountant on Going About the Work—Carefulness Necessary in Listing the Goods—Drawing Up the Assets and Liabilities.

THE time has come round again for the annual stocktaking operations and the striking off of the inventory. How do you go about this work? What forms do you use?

Herewith is reproduced a sample page from a stocktaking book that has been suggested by an accountant. He advises that a duplicate be made of all stock re-

book indexed alphabetically. A page (or more if necessary) is devoted to the lines beginning with the letter "A," there is another for those beginning with "B," one for the "C's," etc. At the same time the stocks of each line are kept separate under its own head on the page so that the dealer can tell at a glance just how much canned goods, co-

the fixtures; the cash on hand and in the bank; accounts that can be collected for sure; notes that are good, and cash value of other assets such as horses, etc. It will be noted that real estate is not included in the list.

Liabilities include bills payable, money borrowed for use in the business, and bad debts.

Inventory of Stock taken in duplicate under date				
Duplicate sheets left at			Sheet No.....	
Entered by		Extended by.....	Examined by	
Check	Quantity	Description	Price	Extension
	3 doz.	tins Sockeye Salmon talls	\$2.40	\$7.20
	2 doz.	tins Corn90	1.80
	1½ doz.	tins Peas, Standards90	1.35
				\$10.35

This illustration indicates how the stock-taking sheet is made up. The original sheet is about 14 inches long and 8 inches wide.

ords so that it can be placed away in the safe and always be available. The blanks "entered by," "extended by," and "examined by" are for the initials of the clerk who begins to fill out the sheet, the clerk who extends or finishes it, and the proprietor who examines it before the total is added in with the other totals. The reason for having this information is obvious. A check mark is placed in the left hand column by the proprietor as he examines each of the items recorded.

Some merchants employ a loose leaf

coa or coffee he has on hand and cost. If a page is not large enough for all the goods beginning with a certain letter, the book being loose-leafed, any number can be added.

The chief reason for stocktaking is that an inventory may be made of the assets and liabilities and the surplus in the business determined. The table suggested at the bottom is submitted to assist the merchant in getting at that surplus. The assets include cash value of the merchandise on hand; cash value of

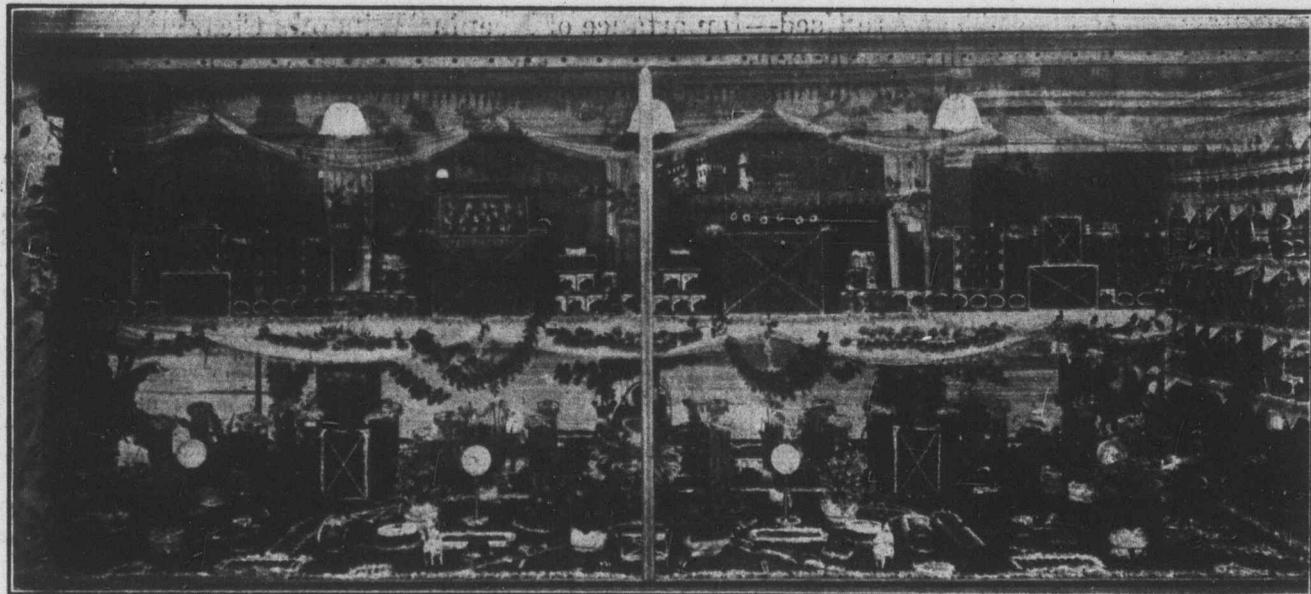
A separate list of real estate assets can easily be prepared and the surplus in business and in real estate totalled.

A word of warning might not be amiss here. In order that the inventory will present a true account of the standing of the business at the end of the year, the stocktaking must be accurately done. Slipshod methods must not be tolerated by the proprietor. A wrong account of the surplus in the business is worse than no account at all, because it forms a false basis for the work of the coming year.

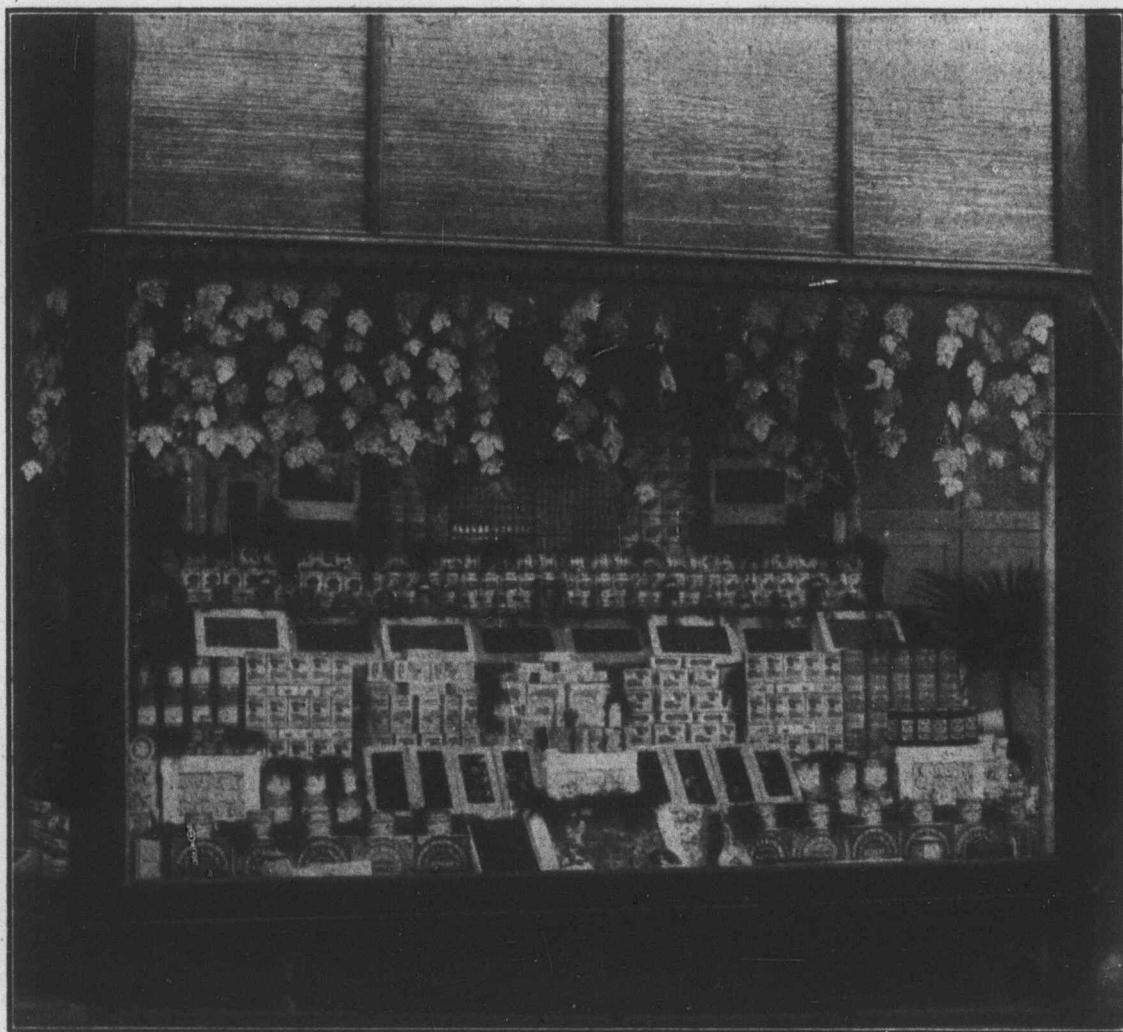
Business Assets.		\$	c	Business Liabilities.	
Cash value of merchandise on hand on ---, 1915, at actual cost price:					
Store stock	\$987.50			For merchandise, not due	\$ 610 40
Back warehouse stock	852.95			For merchandise, due or overdue	206 60
Cellar stock	416.45			Borrowed money for use in business.....	0 00
Total	2,256 90			Bad debts	140 00
Cash value of store fixtures	650 00			Total business liabilities	957 00
Cash on hand	267 50			Surplus in business	\$3,499 65
Cash in bank	540 00				
Open accounts good	319 85				
Notes good	172 40				
Cash value of other assets:					
Horses, waggons, autos, etc., used in the business	250 00				
Total business assets	\$4,456 65				
					\$4,456 65

An inventory form for presenting the assets and liabilities. The suggestion has been made that a copy of the inventory be sent to every creditor so as to strengthen the standing of the merchant.

Proving that the window is the best place for a display



An appetizing display with pretty decorations used by a Victoria, B.C., retailer.



This Christmas trim was shown by a Kamloops, B.C., firm. Foliage at top adds to the attractiveness.

Preventing Frost from Forming on the Window

Methods That Are Used—Importance of Keeping Windows Clear From a Selling Standpoint—Theory of the Frosted Window and the Removal of the Cause.

FROST can be prevented from forming on windows in many ways. But probably the only permanent method is to so construct the window that the same temperature can be maintained both inside and out. This necessitates a current of air from the bottom to the top. When the air inside is warmer than that on the outside the moisture which forms comes in contact with the colder glass and is frozen on it. Occasionally in very mild weather the air on the outside becomes warmer than that inside, and frost forms from the same cause outside the glass.

When a doctor has a patient ill with some chronic trouble he aims to determine the cause and then to remove it. The same should apply to the frosted window trouble. First determine the cause (and this is given above) and then find a suitable method for removing it.

Window Should Be Enclosed.

To bring about this it is essential that the background be built clear up to the top of the ceiling and be as nearly airtight as possible. To insure a good supply of light at the same time, it would be advisable to board up the back of the window five or six feet, and use glass in the rest of the space.

The boards in the background can have a couple of thicknesses of white unbleached muslin pasted to them or a painted background. If white unbleached muslin, with two thicknesses, is used, an excellent effect will be obtained and the muslin can, when desired, be covered with crepe paper or cloth.

A white enameled background is preferred by some, especially if the store itself is finished in white.

The proper ventilation of the window is of the highest importance and the window should be so made that holes can be bored along the frame at the bottom, also at the top. The cold air will go in at the bottom and warm air will go out at the top, thus keeping the temperature practically the same as that outdoors. If there is sufficient ventilation frost will not form on the glass. The holes should be covered with a screen to keep dust out. In the hot months the holes can be covered with strips of wood nailed on the back.

Where the windows are not modern ones, or if the floor is even with the lower part of the glass, another plan will have to be used. This consists of boring a hole in the wall under the

glass and placing in it a tin tube, or piece of elbow stove pipe, covering the outside with fine screen to keep out the dust. This should open up through the floor. Then bore holes at the top so as to get plenty of circulation of outside air.

Paper or cloth must not be placed over the openings because that would prevent the circulation of air.

Opening In the Side.

In the store of Stanley Mills & Co., Hamilton, Ont., an original idea has been used. Small openings have been provided above the plate glass in the sides of the window. The openings are about 6 x 16 inches, and are hinged at the top. They swing inward, and are operated from the interior of the windows. They can be kept open sufficiently long to maintain the temperature inside on a par with that outside. At the same time, being on the sides, they are not exposed to the dust of the street. Neither do they detract from the appearance of the store front.

Gas Flame at Window Base.

There are many other methods in use. Butcher shops frequently use a gas flame. A gas pipe extends across the bottom and front of the window on the inside. This contains several small holes short distances apart, and the gas is kept burning all day. This keeps the plate glass on the outside so warm that the moisture of the air does not freeze on it. This method, however, is rather expensive.

The Electric Fan.

Another plan is to use the electric fan. This keeps the air circulating throughout the window and comparatively dry. There is considerable expense attached to this, as electricity is being consumed all the time the fan is in motion. The plan, however, is fairly effective.

Chemical Remedies.

Rubbing the glass with glycerine has been tried, but this method usually leaves the glass smeared. A solution of alcohol or methylated spirits is also sometimes used, but here again expense arises. The cost is too high to make such a remedy general.

Still another method is found in the use of double windows. The placing of a second plate glass outside the permanent one making an airtight compartment is effective in preventing frost, because it keeps the air between the win-

dows at a sufficiently medium temperature to overcome the cause of frost. This plan has a disadvantage in that it obscures the view of the goods displayed to a certain extent.

On account of the loss entailed by the frosting of windows, the question of proper construction of the store front becomes an important consideration. Theoretically what is needed is to reduce the humidity and thus prevent moisture from condensing on the glass surface by means of the circulation of cool dry air. In a general sense this sums up the situation, but several conditions must be taken account of. First, the windows, to produce best results, should be enclosed from the store proper and the enclosure should be practically airtight. Second, air from the outside must enter the window near the edges and at the surface of the glass in order to make the circulation greatest at the glass surface. Third, a sufficient amount of dry air must be admitted in order to absorb the moisture.

These conditions are being borne in mind in the construction of modern store fronts when vent holes are provided in the metal sash.

ABOUT POTATOES.

The farmer in Ontario is standing in his own light, according to several potato merchants and wholesalers. He will not use straight seed. Instead, he uses all sorts and conditions of seed, and in consequence his crop is heterogenous in the extreme. Every conceivable sort of potato is there, all picked together and bundled into bags together without any separation of reds from kidneys or other kinds.

The merchant claims that this is foolish. The New Brunswick farmer sows Delaware potatoes and reaps Delaware potatoes. The Ontario farmer sows—any old thing, and reaps—any old thing. This year there was an exceedingly large crop of Ontario potatoes, but they were nothing like as popular with the wholesaler as were New Brunswick potatoes. And all for the simple reason that the farmer in Ontario—taking him generally—couldn't ship ears which he could guarantee to be wholly reds or wholly kidneys, or wholly anything.

If the farmer in Ontario is going to market his potatoes, he will have to indulge in some method of separating the sheep and the goats!

Collective Advertising Project Working Well

Associated Advertising Grocers of Toronto Think it Splendid Publicity so Far — Sixteen in on the First Piece of Copy — References to it From All Sides—Individual Cost Small.

COLLECTIVE advertising, so far as the Toronto grocers who have tried it are concerned, is here to stay. Canadian Grocer has already presented particulars on the operation of the proposition and is this week in a position to reproduce the first piece of copy that has appeared in a local paper. From the accompanying illustration it will be seen that the introduction is the important part of the advertisement. The main idea of the campaign is to create in the minds of the consuming public the impression that groceries can be purchased just as cheaply from the local dealer as anywhere else, and also that the very best service can be rendered. The people are, too, reminded that the local grocers are fair and honest business men, that they guarantee all their goods to be as represented and that dealing with the trade in their local districts they are helping build up those districts.

Those merchants interviewed are highly pleased with the initial advertisement. That it has been widely read, is evidenced by the many references the trade have had to it not only from customers but from the wholesale trade and travelers. It is felt that the real value of this advertising can never be actually measured in dollars and cents directly, but that by creating a new atmosphere for the local store, people will gradually learn to confine more and more of their grocery purchasing to it. At the same time several of the grocers had direct returns from the advertising and in one instance at least, a customer found the address of her former dealer who had moved and has come back to him.

Purpose of the Advertising.

At the regular meeting of the Grocers' section of the R. M. A., on Monday night, W. J. Parks, chairman of the Committee on Advertising, reported that the first advertisement had brought a splendid tone of approval from all sides, and he urged more of the grocers to come in on it. The cost per member was slight—\$3.75 last week—and the more

who joined in the movement the cheaper would be the ad. Mr. Parks made it clear that the object of the advertising was not to cut prices, but simply to show the people that the local grocers were in a position to give just as good value and as good if not better service than anyone else. "I don't think," he added, "that we could spend \$3.75 more profitably. It is good publicity not only for those of us who have taken it up but for every grocer in Toronto, because it is placing us in a better light so far as the general public is concerned."

Interviewed on their impressions concerning the benefit of the ad, the following comments were given Canadian Grocer by some of the grocers:

J. S. BOND—"I think it is serving its purpose of informing the public what we stand for and what we are prepared to do. We didn't expect any direct returns from it, but I must say we had a great many references to it from our customers. I certainly think it is a good thing."

NEIL CARMICHAEL—"We had a great many comments on the ad. We pasted a couple on the windows, and more inside the store so that no matter where a customer went she would see a copy. The campaign will, I feel sure, do much to make the people feel secure in dealing with us—in my opinion it is splendid publicity."

D. W. CLARK—"It is serving the purpose of showing the people that we have the goods just as cheap as in the big stores, and that we stand behind the goods we sell. We had a great many references to it."

E. L. CLEVERLY—"Yes, we had several people refer to it. One party who formerly dealt with us, called up on the phone to say that she was glad she found our address again."

F. C. HIGGINS—"It is the best publicity we have ever had. We didn't expect, of course, a crush of people or anything like that, but the great number of comments on it showed us it has been well recognized. I am fully convinced that that one advertisement has done us more good than any advertising we ever did before."

D. McLEAN—"While I only know of one or two sales made directly from the ad. I feel it is the very best of publicity."

C. F. THORNE—"The first sale I made last Friday morning was due to the advertisement and I have had dozens of references to it from customers, travelers and others in the trade. It is good publicity."

The present intentions of the Associated Advertising Grocers, is to run an advertisement every Thursday.

Associated Advertising Grocers

MESSAGE TO THE PEOPLE

Realizing that the best way to inform the local householder of the values to be obtained from your local grocer, the undersigned have contracted for regular space in THE STAR. Each Thursday there will be published a partial list of the offerings for FRIDAYS and SATURDAYS. If readers will watch this space regularly they will find many opportunities for economies in buying. You will get splendid values, prompt service, personal attention, and goods of guaranteed quality. For every dollar spent with the local grocer, you will get full value, and will be contributing to the success of local enterprise and furthering our mutual interests. Nothing advertised will fall short of the claims made for it. Money will be cheerfully refunded on any purchase that is not entirely satisfactory.

Deliveries prompt and all goods positively guaranteed Remember that every dollar spent with the local grocer means the up-building of local interests and substantial savings to you.

You Can Always Depend Upon YOUR LOCAL GROCER

Friday and Saturday Specials

Seedless Raisins, regular 1 lb., 2 for	25c	H. P. Sauce, per bottle	17c	No-Egg per tin	25c
Seedless Raisins, highest grade, regular 1-lb. package	25c	Romain Meat, package	23c	Fancy Florida Grape Fruit, fresh, choice, and juicy	25c
2 lbs.	25c	Shredded Wheat, 2 for	25c	Medium size, 6 for	25c
Currants, Cleaned Fill stars, 3 for	25c	Soaps—Surprise, Sunlight, Comfort, and Dorax, all 6 for	25c	Extra large, 4 for	25c
Currants, Cleaned Von Stara, 2 for	25c	LUX, 3 for	25c	Corn Flakes, 3 for	25c
Cooking Figs, 3 lbs.	25c	Pamline, Diamond, Cleanser, Old Dutch, 3 for	25c	2-lb. Jars Sheriff Marmalade, each	25c
Sweet Cider, per gallon	35c			Half-pound tins Horse Shoe or Clover Leaf Salmon	15c
Mixed Peas, per lb.	18c				

Telephone Orders Promptly Attended To Any of These Stores

NAME	STREET	TELEPHONE	NAME	STREET	TELEPHONE
J. S. Bond	220 Gerrard St., Main	1315	J. N. Caesar	1410 Queen W., Park	690
S. Bone	195 Avenue Road, North	1750	De Trafford & Cleverly	493 Bloor St. W., College	7600
J. Blood	386 Huron (Cor. Spadina)	Col. 7200	R. Higgins & Son	802-806 Yonge, N.	5100
Jerry Burns	214 Wilton Ave., Main	307	D. McLean	299 Roncesvalles, Park	785
E. S. Calder	291 Wellesley, North	8100	W. J. Parks	473 Bloor W., Col.	5600
N. Carmichael	1174 Yonge, North	891	Geo. Riley	830 College St., Col.	3436
D. W. Clark	248 Avenue Rd., Hill	670	F. Simpson & Son	736 Yonge, N.	5180
John C. Craig	468 Spadina, Col.	469	C. F. Thorne	801 Euclid Ave., Col.	376

Associated Advertising Grocers

Reproduction of the first newspaper advertisement used by the Associated Advertising Grocers, of Toronto. This has been reduced from a space 17 inches long by 8½ inches wide.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

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

Cable Address: Macpubco, Toronto.

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-149 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 8071 Rector. Chicago—A. H. Byrne, 6074 Stony Island Ave. 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.

TORONTO, DECEMBER 18, 1914

Government Coffee Analysis.

EVERY grocer in Canada should read carefully the following remarks made by Chief Analyst, Dr. A. McGill, of the Inland Revenue Department, in Bulletin No. 290, on the subject of coffee adulteration:—

"It has been clearly shown in many cases that the manufacturer supplied these articles to the retail vendor as mixtures or compounds, properly labelled, and at prices which could not but make the purchaser aware that he was dealing with a mixture. In all such cases, the responsibility rests with the retail vendor, who should have warned the customer that an article which was not pure coffee was being offered him. It would then remain for the purchaser to express his consent to the transaction, which would thus become legal. Otherwise, the purchaser is clearly defrauded and the vendor makes himself amenable to a charge of selling adulterated goods.

"Dealers must recognize that when coffee is asked for only coffee should be supplied.

"A special variation occurs when the manufacturer offers an article with a specific name or brand, but without an explicit statement on the label or on his invoice to show that the article contains chicory or roasted grain. Usually the low price at which such an article is furnished gives the retail dealer to know that something other than pure coffee is present. In such a case, should the retailer be under the impression that he was handling genuine coffee, he would of course be morally guiltless. Whether or not he could be held legally blameless would depend upon his having a warranty of genuineness as provided in Section 32 of the Act."

The above remarks clearly outline the position of the dealer. We have through these columns been advising dealers for months to protect themselves against criticisms by the Government—being fined and possible imprisonment. Consideration of price only has been the downfall of many dealers. High-grade goods and protection from the manufacturer with the Government warranty should be your first consideration.

The New Maple Regulations.

MAPLE syrup that is compounded, mixed or adulterated in any way must not be sold after the first day of January next. In other words the word "maple" will not be allowed by law on any syrup that is not pure maple syrup in accordance with food standards for that article.

Canadian retailers should therefore see to it that between now and the first of the year all compound maple syrups be disposed of. Unless this is done the retailer is liable to a fine should one of the food inspectors drop in and secure a sample of the goods. Canadian Grocer has referred to these regulations two or three times since they were decided upon, but in view of the proximity of the date when no compound or mixture will be permitted by law, the matter is again called to the attention of readers.

Retailers too should remember that they are held responsible for any infraction of the food regulations. While many of us cannot see that this should be the case always, the Government claim that as the retailer is the final vendor of the foodstuffs, he should be made responsible. In one way this regulation is to be commended. It urges the necessity of the retail dealer watching closely his purchases and care in this department of the operation of a store generally means quality goods. In the case of maple syrup it will be difficult for the retailer in case of a fine being registered against him, collecting from the manufacturer, because it has been impressed so often on the entire trade the necessity of getting rid of stocks of compound maple syrup.

Canadian Grocer would urge every reader to dispose of every bottle and tin before December 31 so that the New Year can be entered upon with a clean sheet.

The Inconsistent Housewife.

IT does not require any microscopic operation to determine the inconsistencies of the critics who blame the retail grocer for the high cost of living. The Housewives' League, of Montreal, has been particularly active of late in attempting to show that there was something wrong with the established

methods of distribution, but a recent incident has come to our attention which leads one to believe that it isn't so much the cost of living that needs remedying as the "style" of living and that after all the fault lies at the door of the housewife rather than at that of the dealer.

"A woman who is a very active member of the Housewives' League in that city complained to a friend that her grocer—whom she looks on as a legalized robber—had charged her nineteen cents for a small cauliflower which scarcely provided a meal for herself and husband. She hadn't taken into consideration the fact that cauliflower season was over and they ranked among out-of-season luxuries. Her friend, who feeds a larger family on a smaller allowance, and who by the way is not a member of the Housewives' League, told her she should buy things in season when they were cheapest, remarking: "I have parsnips, carrots, beets, turnips, cabbage and onions in the house now. Five cents worth of any of these is sufficient to make you two meals." But "my lady" replied: "We don't eat that stuff," which is perhaps significant of the reason for the high cost of living in her home.

The same zealous member paid twenty-five cents for a pound of fresh tomatoes to stew and serve with meat for breakfast when ten cents would have bought a can of tomatoes which would have required less gas for cooking, provided a superior dish and been enough for more than one meal. Surely nothing but a rearrangement of the seasons could reduce the high cost of living for this housewife. As this cannot be accomplished she will continue to blame the grocer for his "exorbitant prices."

The opinion might be expressed with reason that if much of the time and energy spent by such housewives in trying to make the grocer out to be a robber were spent in increasing their own efficiency, much more would be accomplished by them to reduce their cost of living.

Faith in the Future.

FOURTEEN specialty salesmen who have recently completed a business trip through Ontario called upon 1147 retail grocers to try to interest them in a new product. Out of that 1147 they sold 603 dealers on the first call. Altogether when the trip aforementioned was concluded the new line was in 967 stores, the extra 364 having been sold by travelers of the wholesale houses.

The towns called on by the specialty men do not include Toronto or Hamilton, but chiefly the smaller sized cities and the towns and villages. Into the bargain, the territory was covered by the salesmen in three weeks.

How is that for war time? There we have an incident that demonstrates the normal condition of business throughout the province. Nine hundred and sixty-seven merchants out of 1147 have stocked a new product that has never been sold before and about which their customers knew little or nothing. Not only that, but these men stocked the line during the course of a gigantic war, and when we are being told that business is poor and that there will be little doing this winter. It is an effective answer to the "blue-ruin" talkers. It demonstrates the hope Ontario merchants have in the future, in their own ability as salesmen and in the faith that the people in general have money to purchase new goods. Just another evidence of "Business as Usual."

The Rodent Pest.

A STATISTICIAN recently compiled evidence showing that rats consumed one million dollars' worth of food a day in Great Britain. The same authority stated that in France the rats cost two cents per day. It is estimated that in Great Britain there are over forty million rats while in India with a population of over three hundred millions there are over four times as many rats as human beings. These statistics are indeed startling and the feeding of this enormous number of rodents presents a heavy and needless drain upon the resources of a country. Some time ago an international association was formed in France for the purpose of ridding the world of the pests. The chief items of expense charged against the rat are his expense in consuming food and the fact that he is one of the worst of disease carriers. Many of the greatest plagues that have broken out since the earliest times have been attributed to rats who carry the disease from one country to another. They have been charged with spreading such diseases as yellow fever, bubonic plague and many others. They serve no good purpose and are a source of danger as well as a needless expense. It would be the part of economy if some means were devised whereby the rats could be exterminated. This is a problem which could be taken up by the Commission of Conservation a Commission which is accomplishing much good along other lines and could no doubt do effective work in this connection. The "Kill the Fly" movement has met with great success throughout the land. Why could not a "Trap the Rat" movement be started? Incidentally the retail merchant could be of great assistance in boosting the movement and in pushing the sale of rat exterminators.

Editorial Notes

RULE Britannia. . . .

THE BRITISH navy is still the Empire's strong defence. . . .

TO THE small boy the better the dinner the bigger the ache. . . .

THE CHRISTMAS turkey has at least spared the making of New Year's resolutions. . . .

A MERRY Christmas to you all and may your Christmas sales surpass your expectations. . . .

THE HIGH cost of price-cutting is one of the big subjects confronting the Canadian retail trade. . . .

ADVERTISING THAT establishes good-will and confidence is the kind that builds for the future. . . .

AFTER JANUARY first compound maple syrup comes under the ban. Get rid of your supplies before that day. . . .

COLLECTIVE advertising, which is something new in the history of advertising in Canada, is being tried out by the Grocer's Section, Toronto Branch of the R.M.A. May it succeed in collecting good business.

How Other Grocers Do Things



Good Business in Brandon.

Dealing with business conditions in Brandon, Man., Sutherland Bros., retail grocers there say:

"We find on the whole conditions are quite favorable compared with former years. There is not as much fancy groceries being handled this season so that the trade is mostly in staples.

"The Christmas trade has opened out favorably and has the appearance of being very satisfactory. The trade with farmers around the city is good and has far surpassed the rather gloomy anticipations formed of it two or three months ago when prospects were anything but favorable. The crop has not been heavy but the increased prices realized for farm products have in a large measure compensated for the smaller yield.

"This season we commenced a campaign of getting outstanding accounts settled earlier than had formerly been our custom and found the results pleasing. The losses from credit accounts have been quite small either in country or town but we are holding all credits down as low as possible in view of the coming winter. We find the campaign against German goods has very little effect on our business as the amount of this class carried is very small.

"To sum up the situation, business is quite as good as last year and we are fully holding our own which is generally regarded as prosperity in the West at present."

Special Confectionery and Tobacco Department.

Special departments are a feature of the Lea grocery store in Simeoe, Ont. On entering, one sees on the right an exceedingly attractive confectionery counter, and on the left just inside the door is the tobacco and cigar department. Hanging over the counters are the names of the departments, "CANDY," and "TOBACCO," on neatly written display cards. Similar cards are over the bakery and grocery departments farther to the rear. These signs are uniform in size and all in the Royal colors, appropriate to the present time.

The Lea grocery makes a specialty of a certain brand of high class chocolate

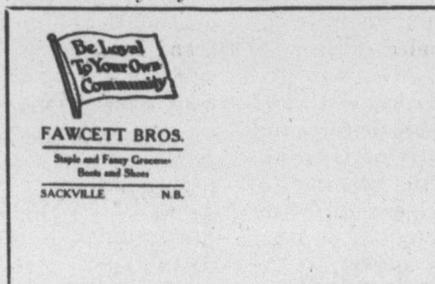
and by featuring it strongly sells around \$1,200 worth in a year. There are three silent salesmen in the department which is looked after by one woman employee, whose duty it is to attend to confectionery exclusively. According to Harry Lea, confectionery is one of the features of the business.

The tobaccos, cigars and pipes on the left are attractively displayed by means of modern cases and bright ideas. As a business of some \$200 per month is done in this department alone, the time, space and attention given it is justified—it demonstrates just what can be accomplished by the store that goes after a certain line of business. While the writer was in the Lea store several sales of cigars and tobaccos were made and that inside of a few minutes, and there was a continual line of customers purchasing at the confectionery counter opposite.

Mr. Lea contends that important sidelines of a grocery store such as confectionery and cigars, etc., should be nearest the door. People will come in for groceries, no matter where they are situated, but men will not walk to the rear of any store for their tobacco or cigars. These must be near the door. And women will purchase candy passing to and fro the grocery department. In this store is also a long table down the centre of the store on which are attractively displayed high class goods such as olive oil, fruits in glass, etc.

Loyalty Cut on Envelopes.

Fawcett Bros., of Sackville, N.B., are using the loyalty cut in a manner that



Another use for the Loyalty cut.

was not thought of when Canadian Grocer offered electros of these cuts to readers. As will be observed from the

accompanying illustration it has been made use of on their envelopes. This means that every envelope that reaches a customer of the store suggests to him to be loyal to his own community. The idea could be easily carried still further by having this cut on the letterhead.

Loyalty cuts can be secured from Canadian Grocer at 15 cents each, cash to accompany order.

A Judicious Collection Letter.

The knack of writing successful collection letters falls to the lot of a few. The retailer is always anxious to get his money from his good customers as well as the others but the approach must be carefully and judiciously effected. The following collection letter is of the out-of-the-ordinary variety which presents a fair and reasonable reason why accounts should be paid:

MONEY IS NEEDED ALL ROUND.

We need money to pay other people who need money—and who won't wait. The enclosed amount is small, but that is all the more reason why it should be paid. A bunch of small accounts runs up into big money. If you pay this at once, we can pay others at once, and business will be easier all round.

Some merchants enclose with their accounts to good customers a little slip bearing this inscription:

"Four of the sweetest words to be found in the English language—Enclosed Please Find Cheque."

This is very suggestive and has more than once been known to produce results.

CONTESTS RESULTS NEXT WEEK.

When the Swift Canadian Company announced their prize contest in Canadian Grocer some time ago, it was stated that the results would appear in our issue of December 18. However, owing to the number who entered the contest, it has been found impossible to have the results ready for this issue. They will however, appear next week.

Retailers' Credits and How to Deal with Them

Banker Always Demands Security, but the Retailer Trusts to Luck—Close Co-operation Urged and Definite Course Suggested—Credits on a Monthly Basis — Advertising Advantages of Home-Buying.

Paper read at meeting of the R.M.A., Vernon, B.C., by one of the members.

THE subject I propose to speak about this evening is perhaps one of the most interesting and at the same time one of the most difficult questions we have to deal with in the wholesale or retail trade.

I shall deal with the retail side of this question for a short time so that we may have time to discuss the subject together afterwards.

Credit has its uses and no one will deny that without credit we would be in a very awkward position.

Before the war began England, France, Russia, Germany and Austria had a combined national debt of \$2,500,000,000 for which interest was paid annually amounting to \$100,000,000. France is responsible alone for 25 per cent. of this amount her debt amounting to \$160 per head for every man, woman and baby within her boundaries.

The Banker Versus Merchant.

But the credit I am discussing with you tonight is that of credit as applied to the retailer and his customers. One of the points which strike me as peculiar is the vast difference between the credit of the merchant and his banker, and that of the merchant and his customer. The one takes very good care to obtain absolute security for any advances made to his client and the other takes absurd risks and writes off annually or should do, large amounts for bad and doubtful debts. Can anyone tell me why it is that the merchants take such a much greater risk than the banker? And have you ever thought that the merchant is possibly a better risk for credit without security than the customer of the merchant, who is at the best a most uncertain client in nine cases out of ten?

Then why is it the merchants take the risks they do and when it becomes necessary to press for payment or security have to be satisfied with a lien on real estate or crops or some such uncertain security.

What are judgments worth after you have obtained them? I have yet to learn of any satisfaction to be derived from a judgment, except in a few instances.

The merchant of a century ago was more justified in giving credit than we are to-day because a rather different standard of morals or commercial mo-

This paper was read by a man who has had years of experience in the retail trade and who has given the question of credits considerable thought. It was thrown open for discussion by the Vernon merchants present, and such was the interest taken that it was midnight before the meeting broke up. Before doing so a committee from amongst the local grocers was formed to go into this matter and see what steps could be taken to remedy the evil of long-term credits.

ality existed at that time; moreover, the competition that exists at the present time, the mail order business, or shopping by post and other enemies of the country trader did not trouble our forefathers. There is no doubt that a system of barter, exchanging produce for merchandise was quite as much in evidence in earlier days as it is in this valley to-day, but with this difference, that farmers brought their produce to town and either sold or exchanged it for goods on the spot.

To-day it is the custom to run up a large account and after standing on the books for several months supply merchandise to reduce it; the purchaser gets all the credit at no risk to himself.

Attitude of Customers.

I have no doubt many of the customers we have to deal with to-day are very astonished if not greatly annoyed at our daring to ask for a settlement of our account, but my experience shows me that such customers are in most cases people who do not intend to pay unless they are forced and I am wondering how long they would allow their accounts to remain unpaid if no pressure were brought to bear.

How is the merchant to carry on business under such conditions or show any profit? The merchant has to pay his accounts often by an overdraft at the bank, for which he has to pay a large interest. Does the customer pay any interest? I think not.

I am willing to make allowances for those who give me a good reason why

they are unable to pay, and deserving cases call for lenient treatment, but I ask you, Mr. Merchant, is it fair to give long credit to those in receipt of a regular income or salary paid weekly or monthly?

I know it is convenient for many people to run a monthly credit account and it may be said that this holds the customer to the merchant; but such accounts should be met promptly, within a few days of rendering the account. The giving of indiscriminate credit recoils on the merchant in many ways.

Short credit makes long friends and when a man loans money to his friends he finds that the friendship is not what it used to be; and although the cases are not parallel, loaning money to a friend is not so far removed from loaning merchandise to a customer. In both cases it is difficult to ask for the money that rightfully belongs to you, and the only difference I can see is that in one case by asking for your bill to be paid you lose your customer and when you ask your friend to repay your loan you lose your friend.

Money Going to Mail Order Houses.

Moreover, your customer in nine cases out of ten takes his cash elsewhere because he does not like to meet the merchant to whom he owes a bill. Has it ever occurred to you the amount of money that goes out of the city to the mail order houses? I have been informed on very good authority that no less than \$2,500 has been sent out in one day in money order alone from this city, to say nothing of cheques, Dominion Express orders, etc., etc. Think of it!

And doubtless many of these people, too, are sending their cash out of the city having a credit account of 60 or 90-days with a merchant in the city. A woman complained to me the other day of the high prices she had to pay for goods in Vernon. No wonder, for how is it possible to sell cheaply or compete with the mail order houses if we have to give long credit?

I have, however, made comparisons and in some instances it may be so; but generally speaking the prices compare very favorably with those of any other city, in some cases lower, in some cases slightly higher; but taking the average,

prices are practically the same. I refer of course to groceries and provisions; dry goods can only be judged by actual comparison of the article in question.

Another customer sarcastically remarked to me that it was only our credit customers who receive Xmas presents; what was she going to get for paying cash?

Well, Mr. Merchant, what are we going to do about it?

Are we to take this sort of thing lying down, or do we intend to be up and doing and fight for a fair share of the business in this city?

Handicap to Community's Progress.

Depend upon it, gentlemen, you are doing harm to your own community by this pernicious system of extended credit—you are hindering the progress and welfare of your own city, strange as it may seem.

I find that credit customers who are allowed over thirty days' credit are responsible for at least 85 per cent. of the bad debts incurred.

Now what is the remedy for all this?

First and foremost, unanimous action by the merchants, for it is useless to attempt reform unless everyone is agreed on a definite plan of action.

Secondly,—A systematic method of dealing with your creditors whereby a customer who is turned down by one merchant would be able to obtain credit at another store in the city—that is, of course, when it can be shown that such a customer is a bad payer.

Thirdly,—The establishing of a credit bureau which would enable the merchant to deal with his credits in a systematic manner in conjunction with other merchants. A Credit Bureau would also take much of the unpleasant part of the business off the shoulders of the individual merchant, by dividing the responsibility amongst a number.

You have your association and a secretary who knows your customers, and it should be possible to furnish him individually with a list—not necessarily a black list—known only to the Secretary under a code-number of letters, each member of the Association to receive a copy of such names monthly, under a heading such as the following: Take the word CREDIT as a key:

- C—Cash customer.
- R—Financially good.
- E—Will pay regularly.
- D—Slow, but safe to credit.
- I—Risky and doubtful.
- T—Better demand cash.

I believe that some such arrangement already exists in your Association, and a code book already in use, but, however that may be, it is useless unless generally adopted. By such means as these the troublesome customer would find the door

closed on any attempt to obtain goods with no intention of paying for them.

Credits on Monthly Basis.

I would also suggest putting down all new credit accounts to a strictly monthly basis and this must be done politely and with considerable tact, for I do not advocate offensive measures, and as regards present accounts a polite letter to a customer intimating that you are about to adopt this course generally and giving say three or six months notice to such customers of a change in your credit system could hardly give offence and in many cases would make no difference, but would be accepted by the customer without a murmur.

To those customers who do not pay regularly a polite letter advising them that their credit would be stopped until the account was settled would in this case also have the desired effect without any harm being done. Courteous representation, though it might take a little time, would work wonders, and is often unanswerable. I venture to say the results would surprise you.

Must Be Absolute Co-operation.

The establishment of a Credit Bureau would be a solution of many of the difficulties, but there is one thing above all others needed to make this campaign successful, and that is absolute agreement and co-operation amongst the merchants themselves.

Gentlemen, we should all benefit by cutting out these excessive credits, for depend upon it, so long as you continue to give long credit, so much longer are you adding to your worries, and goodness knows we have quite enough just now. You may cheat yourselves into believing that you gain more trade, but on the face of it the facts prove otherwise.

I would like to see the merchants of Vernon go after business, cut out what in my opinion is nothing less than a stumbling block to our progress in this city, and secure some of the good money that is being sent out of the city, money that we need, money that we can so well do with, and gentlemen, let me tell you that imperfect though my ideas or my scheme may appear, there is no reason why we should not put our heads together and our shoulders to the wheel and pull all together in this matter.

Let us discuss this question here and now, earnestly and whole heartedly. Make a beginning at once; no one man ever possessed all the brains, and by a loyal and consistent joining of our forces together I venture to say we can do wonders.

Advertising Campaign Suggested.

One word more. I want to call in the aid of the press in another suggestion, a suggestion which I think would counter-

act to a great extent any feeling created by a curtailment of credit. This would be carried out simultaneously—that is, a campaign of the merchants asking the public to "Shop with the merchant in your own town." Let us have a week of advertising devoted to the merchant alone, or perhaps to the merchants belonging to the Association. This would not only bring us more members, but would wake up Vernon generally, and help our business. Let us for one week give some good values to the public; let us show them that we can do their business if they will give us the opportunity. In fact, there is no end to the ideas and schemes for benefiting the merchants, aye, and the city too, if we will only get together and do something for our mutual good.

Gentlemen, I thank you for your kind attention and although I have by no means exhausted the subject in which I am so interested, I am only too pleased to leave it to some of the good men of business present to take sides against me in this vital question, and I can only ask your pardon if I have taken up too much of the time of the evening.

Grocers' Letter Box

GUESSING CONTESTS ILLEGAL.

Editor Canadian Grocer,—Please let me know if it is within the law to conduct guessing contests where coupons are given away on the purchase of certain quantities of goods. I have always refrained from doing this being under the impression that it was against the law, but I notice a couple of my competitors are doing it now.

"INTERESTED."

Editorial Note. — "Interested" is right. It is against the law to conduct such a competition. The Trading Stamp Act of 1905 stipulates that no coupon shall be given to a customer that can not be redeemed at any time. That of course means that there must be a provision for its redemption the moment the customer gets it, which is impossible in the case of a guessing contest. Of course if the guessing is free—that is, if one does not have to make a purchase to secure a guess—the contest comes within the law, but otherwise it is illegal and the fine attached is an exceedingly heavy one.

OPEN WAREHOUSE IN TORONTO.

Sugars and Canners, Limited, Montreal, Que., have opened a warehouse in Toronto at Nos. 1 to 3 Scott street, where they carry stocks of all their lines. Their Ontario business will in future be done from this branch.



The Clerks' Page



CREATIVE SALESMANSHIP — THE POWER OF SUGGESTION.

By H. R. Daniels.

"Is there money in the grocery business?" "Can I attain a competency, perhaps achieve a modest little fortune?" If nine-tenths of the grocery men of Canada, and everywhere else for that matter, were speaking to you here they would tell you that this is the thought uppermost in their mind.

And the answer is, "Yes, it can be done. But you must know the game to a nicety; and to know it you must study it."

From the standpoint of the average merchant the only solution lies in an extension of his business, and this is apt to present difficulties, especially if competition is keen and competitors are wide-awake. But there is a powerful weapon lying near at hand; right under your nose, if you could only see it. It is not a panacea for all the ills of the grocer's business. Nor an "open sesame" to fortune's gilded doors. But it is mighty near to being both, and it is called "Creative Salesmanship."

With it you can deal sledge-hammer blows to non-success and convert a sickly, anaemic, run-down trade into a healthy, robust, money-making business—and a scarcely-make-profits-meet-expenses sort of business into one that will show a nice fat surplus at the end of the year. To illustrate: In one evening the writer succeeded in selling, in addition to the regular trade, nine lamp burners of a new style, simply by calling the attention of customers to their superior illuminating qualities and giving a little demonstration with a couple of lamps equipped with the different burners. That was creative salesmanship. None of these customers had the slightest intention of purchasing a lamp burner when they entered the store, yet through the simple power of suggestion, coupled with a tactful little display, they had purchased an article which would advertise the store and pay the owner thereof a particular profit.

Right in this lies the psychology of creative salesmanship; the raising of the gross profit without any increase in the expense ratio.

Did it never occur to you that there

are many lines of goods upon your shelves, and perhaps many more that you do not carry) that would pay you a splendid profit if you could only sell them? Well, you can if you only think so. Call up your latent powers of salesmanship and go after these lines good and hard.

For instance, there are jelly powders. Are you aware that perhaps 50 per cent. of your customers are unacquainted with the use of jelly powders? Yet here is a line that pays an extra profit and well worth the little time required to establish a steady and increasing demand for the same. A display achieved by making up a couple of packages of different colored jellies, placing them on neat glass stands surrounded by a quantity of that particular powder has been known to sell a gross of powders in a few days in a locality where little or no demand existed before. A few spoons at hand to permit of customers sampling the jelly will greatly increase the efficiency of the display.

A little study of the stock will show you many more such possibilities. Are you selling fish? If not, you should do so. If you are, then sell more. Have you a fruit trade? Is it limited to a sort of desultory handling of an odd case in each line? Try the effect of a little educational work among your customers as to the merits of the pineapple, the orange, grapefruit and associated lines, and soon you'll be selling them by the case for preserving purposes. And always bear in mind that you are getting more out of the business without putting any more in—the difference being that between a merchant and a storekeeper, between a clerk who is a salesman, and an automaton for handing out parcels over the counter.

INCREASING IN INTEREST.

MacLean Publishing Co.:

Dear Sirs—Kindly send me copy of MacLean's Magazine and Dry Goods Review.

Have been taking Canadian Grocer for several years and find it more interesting as time goes on.

Yours truly,

JOHN KELUSKY.

Bancroft, Ont.

THE ENCYCLOPEDIA

THE ALLIGATOR PEAR.

The Alligator Pear, or Avocado, is a tropical fruit, a native to Mexico and Northern South America but now widely grown also in the West Indies and in Florida and other Southern States.

The tree is a spreading evergreen with large leaves of oval shape and bright green color, a free producer under good circumstances. The fruit, big and heavy, weighing up to four pounds, consists of a single large rugged seed wrapped in a membranous cover, inside a firm, buttery flesh of bright greenish-yellow color, containing from ten to twenty per cent. of greenish oil. The outer skin is tough and leathery, varying in color, some being bright green, others yellow, brownish green, dark purple or red, etc. The most common shapes are the oval, pear-shaped and round or bell. The large green fruits are considered the best.

Alligator pears are now obtainable nearly all the year round — the fresh supplies from Colombo and other parts of South America reach the markets in January or thereabouts. The Cuban fruits following in April and continuing through the summer to October, those from Jamaica continuing to November and from Trinidad and Granada to January. The Florida supply is heaviest during the months of July and August.

Alligator pears have advanced considerably in favor during recent years. They deserve still greater popularity, as the large percentage of easily digested vegetable oil or fat makes their flesh exceptionally nutritious.

The fruit is served in halves or sections, as cantaloupes, to be eaten with salt, and pepper and vinegar if desired, or with a little lime or lemon juice and sugar—or the flesh is cut in slices or cubes, similarly dressed or served with French salad dressing. If the flesh is cut into little grooves with a sharp knife, the dressing will be more easily absorbed.

The flesh of the ripe alligator pear is of about the consistency of well made butter. The fruit is just right when the flesh will yield gently to a slight pressure of the fingers. The skin is then easily peeled off the pulp.

Close Lobster Not Expected

Montreal Fish Men Under Impression That Government Will Not Grant One in 1915 Because Request is Not Unanimous — Another Viewpoint on the Situation.

Montreal, Dec. 17—(Special).—Considerable comment has been made in fish circles on the article in last week's issue of Canadian Grocer in which R. H. Williams, Halifax, representing a large lobster cannery, was quoted in presenting the lobster situation.

The following letter has been received from J. W. Windsor, Montreal, on the subject:

“Editor Canadian Grocer:—

“In your issue of the 11th inst., you have an article headed ‘Lobster Packers ask for close season for 1915.’ In case this gives a wrong impression to the trade might we be allowed to give our view of the matter? One would gather from reading the article in question that half of last year's pack was in packers' hand and unsold. If one gets this impression he is wrong. We venture to say that 97 per cent. of the lobster packers in Canada are all clear of last season's pack and have been for some months. From reports that we have heard we understand that some parties in the Maritime Provinces who are buyers of lobsters and do more or less of an export business have a certain amount of goods in store which they had not exported when war broke out. There was quite an agitation in Halifax for a closed packing season in 1915 urged along, we presume, by the people holding these goods. It was urged that this would be a benefit to the lobster business, inasmuch as it would give the fish a chance to increase by not fishing next year. At a meeting in Halifax this, according to reports, was brought forward as an argument but at the same time the wish of that meeting was that the fishing of lobsters for live shipments should be allowed. It appears to us therefore, that it was more of a selfish motive than a wish to help the fisheries that prompted this argument.

“Undoubtedly prices will be at a lower level next year. We think that everyone, from the packer to the consumer, will agree that the price has been at too high a level but on account of high prices paid to fishermen it was impossible to lower this. From advices we have received we think fishermen are perfectly willing to fish next year at lower figures and our idea is that all buyers who are careful in buying only fresh new packed goods at the lower prices will find they will have greatly increased sales and we think the lower price would be a benefit to all.

“At the start of the war, export demand fell off but this now appears to be coming back and in the last month we have had orders from four different European countries. All the different packers we have got into touch with (and they were many) were all in favor of packing next year and continue having ‘Business as usual.’”

Doesn't Expect Close Season.

In conversation with a representative of Canadian Grocer, Mr. Fisher, a representative of the above firm stated that this movement had begun only among some of the canners. In his opinion there would be no close season. He had received a letter from the Department of Naval Service, Ottawa, dated Dec. 10, in reply to a letter asking whether licenses would be issued as usual this year. The Government replied to the effect that the licenses would be issued this year the same as last, adding that while there was a movement among canners to have operations suspended during the coming season, the matter had not yet come to the attention of the authorities in a final way.

In an earlier letter to this firm, the Department of Naval Service stated that before it would be feasible to consider such a measure (a close season), it would be necessary for the Government to have before them an unanimous request that such should be done, not only from the canners, but from the fishermen affected.

Asked what an open season would mean, Mr. Fisher stated that prices would be considerably lower, and they thought it would not be a bad thing, as prices had been too high in the past. The retailer was now selling ½-lb. tins at from 30 to 35c., which was as high as prices had been. Next year they would be able to sell at a lower price, depending on whether the fishermen would be more reasonable in accepting a lower price. The fisherman's demands gauged the price of canned lobsters.

ST. JOHN RETAILERS AT WORK.

Ask Wholesalers to Confine Their Business to Them After January 1.

St. John, N.B., Dec. 17—(Special).—At the last general meeting of the Grocers' Section of the St. John Branch of the Retail Merchants' Association of Canada, several important matters came before the meeting, one of the most important being that of wholesale houses

selling to consumers. After long and careful consideration of the matter, it was decided to take it up with the wholesale houses, and a letter was sent to each one representing themselves to be in the wholesale trade. The next general meeting of the Grocers' Section will be held Tuesday, Dec. 29th, when it is expected that replies will have been received from the different wholesalers throughout the Province of New Brunswick, and no doubt some action on the part of the retailers will take form. Trade conditions among the grocers is very favorable.

Following is a copy of the letter:—
“Dear Sirs:—

“At the last regular meeting of the Grocers' Section of the St. John Branch of the Retail Merchants' Association of Canada, the question of the wholesale dealers selling to other than legitimate retail grocers was taken up, and after a full discussion of the matter it was unanimously decided that the wholesale houses should not sell to consumers, and that in our opinion, hotels, restaurants, boarding houses, tugs, steam and sail boats, dredges, construction camps and private individuals come under this class, as they do not retail the goods purchased from you, and we are further of the opinion that with your co-operation and support, the abuses complained of could be remedied; and we further believe that such a policy could be adopted by every wholesale dealer to take effect on and after January 1st, 1915, which should be to the mutual advantage of both wholesaler and retailer.

“And in order that we may find out how far we may expect the moral support of the wholesale dealers and manufacturers on this subject, we are asking them every one individually whether or not they will support us in carrying out this policy, which we believe to be for the betterment of the retail grocery trade in this Province.

“We are, therefore, asking you to reply as early as possible and state your attitude in this matter.

“On behalf of the Grocers' Section,

“Yours very truly,

“N. C. Cameron, Secretary.”

CHEERING WORDS FROM THE U.S.

In a letter received by Canadian Grocer from a United States advertiser appear the following cheering words on a separate enclosure:

Here's to you, John Bull!
More power to your elbow.

The MacLean Publishing Co.,

November 16th, 1914.

Dear Sirs.—Enclosed please find express order for \$2. subscription to Canadian Grocer. I appreciate from time to time the valuable information contained therein.

Yours truly,

JAMES H. BAGGS,

Bay of Islands, Nfld.



Current News



Quebec and Maritime Provinces.

R. T. Craig & Co., grocer, Truro, N.S., sustained a fire loss recently.

Honore Duval, a grocer of Quebec, P.Q., passed away last week.

J. L. Durand Ltee., have registered in Three Rivers, Que., as grocers.

E. Nault, general merchant, Montceerf, Que., is succeeded by A. LaChapelle.

Among the new grocery firms in Quebec Province are the following:—Boisse, Daviau & Larose, Lawrenceville; P. Ethier & Co., Montreal—Epicerie Bernard, Montreal; and L. Tessier & Co., Montreal.

The annual meeting of the Maritime Commercial Traveler's association was held at Halifax recently. The sum of \$1,000 was voted to the Canadian Patriotic Fund, and it was decided to retain in good standing on the membership roll, any member who goes to the front. The officers elected were: President, H. O. Wellner, Halifax; vice-president, Nova Scotia, T. H. Keating, Halifax; vice-president, New Brunswick, L. C. Armstrong. Directors, Nova Scotia, H. E. Pyke, C. W. Smith, A. W. Morton, G. H. Laidlaw, F. A. Graham, E. A. Corbett; New Brunswick, G. E. Ellis, A. R. McKenzie, J. H. Pritchard, E. A. Hoyt, H. C. Simmons, J. Pringle; secretary-treasurer, Hon. Geo. E. Faulkner. The membership in the association is 1,308, an increase of 41 over the record in 1913. In Halifax 754 are registered and in St. John, 554.

Ontario.

F. E. Farley, grocer, Toronto, has sold to James Boothe.

E. H. Hansuld, grocer, Hamilton, Ont., is succeeded by S. Cheeseman.

Napoleon Bernier, grocer, Ottawa, Ont., has sold to David Morin.

James Clark, general merchant, Lakeside, Ont., has sold to S. Sinkins.

A. D. McIntyre, general merchant, Argyle, Ont., has sold to T. F. Myers.

Frank Egan, grocer, Port Arthur, Ont., has disposed of his stock and fixtures.

D. Nephew, general merchant, Finch, Ont., has disposed of his stock to S. H. Merkley.

P. A. Kearney, general merchant, Young's Point, Ont., has sold to W. E. Brooks.

Edward Pittman, general merchant, West Huntington, Ont., has sold to Frank Ashley.

S. J. Miller & Co., grocers, Toronto, have disposed of their Carlaw Avenue branch to Donald McLachlan.

W. & C. Fuhr has bought the grocery stock and fixtures of J. E. Newell, Shakespeare Street, Stratford, Ont.

The merchants of Lakefield, Ont., are organizing a branch of the Retail Merchants' Association. Officers will be elected at a meeting in January.

W. J. McCutcheon, grocer, Berlin, Ont., has moved into his new store on King Street East, which has been equipped with many modern fixtures.

Sidney Martin, who has been traveling for the McCormick Biscuit and Candy Company, London, Ont., has taken a position on the road with M. Masuret & Co., wholesale grocers.

Jos. Meyers, a grocer in Bracebridge, Ont., wears a merry smile these days. Travelers, in fact, say he is the happiest man in the town—a son has recently been born to Mr. and Mrs. Meyers.

The retailers and wholesalers of Owen Sound, Ont., are arranging for the distribution in pamphlet form among the farmers of the district the new butter regulations.

There was a meeting in Brantford, Ont., this week of the Retail Grocers' Association there to discuss finally the question of amalgamation with the Retail Merchants' Association. At time of going to press the results had not been received.

Wm. B. Okie, assistant sales manager of the Welch Grape Juice Co., of Westfield, N.Y., and of The Welch Co., St. Catharines, Ont., was in Toronto and Montreal last week on a business trip. Mr. Okie was accompanied by Mr. Roberts, who, after the first of the year, will be the resident representative in Toronto of the company.

At the regular monthly meeting of the Grocers' Section of the Retail Merchants Association, Toronto Branch, on Monday night, the soap question was again one of the important topics of discussion. The grocers are anxious to make a fair profit on soap, but owing to the prevalence of price-cutting they are not now able to do so. They have a committee formed to co-operate with the

committee of wholesalers in the matter, and this committee was urged to bring about the joint conference as soon as possible. Chairman Neil Carmichael occupied the chair. At the January meeting the association will take up the matter of a mid-winter social function.

Western Canada.

J. A. McKerchar has been re-elected a member of the Winnipeg School Board.

L. B. McCormick, Ltd., of Virden, have opened a general store in Carberry, Man.

Geo. Kidd, general merchant, Fairlight, Sask., is succeeded by Kennedy & Baret.

W. Pechet, general merchant, Cupar, Sask., has disposed of his stock to H. Shapera.

Estate of A. G. Otto, general merchant, Plenty, Sask., has been sold to D. M. Hestrim.

H. Berry has opened a grocery store on the corner of Portage Avenue and Lipton Street, Winnipeg. It will be known as Berry's Cash Grocery Store, and will be run on a cash basis.

C. M. Ruttan, of Ruttan, Alderson & Lound, manufacturers' agents, Fort Garry Court, Winnipeg, is now with his company at Salisbury Plains, anxiously waiting for the call to the front. During Mr. Ruttan's absence, J. E. West is looking after the interests of this Winnipeg firm.

BERLIN MERCHANTS TOGETHER.

Berlin, Ont., Dec.—(Special).—Merchants of this city are now a strong section of the Retail Merchants' Association of Canada. Wm. C. Miller, organizer for the R. M. A. was here last week and before his departure there were enrolled no less than 60 members. At the final organization meeting the following officers were elected:—

President—F. Kibler.

Vice-President—A. R. Goudie, of Weseloh & Goudie.

Secretary—Chas. J. Seyler.

Treasurer—E. K. Weber, Wolford & Company.

The members are planning a syllabus of the topics that will be discussed at the various meetings throughout the winter.

Drop of 20 Cents in Sugar; Few Walnuts Here

Cheaper Dried Fruits Expected After Jan. 1—French Candied Fruits Have Come—Tea Prices Are Firmer, but Not Higher—Christmas Orders Many but Smaller Than Usual.

Office of Publication, Toronto, Dec. 17, 1914.

THE feature of the grocery markets this week is the decline of twenty cents per hundred in the sugar market. Reports from our correspondents in the far West as well as in the East all indicate the decline. As previous reports in this paper intimated, the drop was expected so that it isn't at all likely any of our readers were buying on what they considered an advancing market. The direct cause of this decline was the further weakening in the New York market. Refined sugar there is around \$4.85 per hundred while the Canadian duty, including the war tax, is \$1.93. Obviously the wholesale market in Canada cannot go beyond the total of these two figures, else Canadian refiners would have competition from the United States. It should be understood that our refiners are refining to-day the expensive raws they purchased on the advanced market of some weeks ago. The trade generally expect that when these have all been manufactured, further easing in the price of refined will be seen.

The shelled walnut situation is still interesting. The "Hesperian" which arrived at St. John, N.B., some days ago was confidently expected to have had the Christmas supplies on board but the trade has again been disappointed. One or two importers report receipts from New York but the bulk of the retail trade throughout the country will have to get along without the new goods until after Christmas. The price of the shelled walnuts that have come through is high, but when the remainder reach the market next week or later quotations will be much lower.

Difficulty too, is being experienced in getting through Sultanas and figs on account of Turkey's participation in the war, and stocks of these are exceedingly short.

For the holiday trade there will be plenty of oranges and at reasonable prices. Navels are to-day just as cheap as a year ago; the supply is abundant and the demand good.

Prices on turkeys and poultry generally have firmed up from a week ago, but they are not likely to reach the figures of last year. At the corresponding date in 1913 dressed turkey sold wholesale to the trade at from 20 to 24 cents per pound, according to quality, whereas now they are four or five cents lower. Considering the reasonable prices of poultry this year there seems no reason why almost anybody who wants it will not be able to have a turkey, chicken or goose to spread before the guests about the Christmas table.

QUEBEC MARKETS.

Montreal, Dec. 17.—Features of the market this week are the drop of 20c per cwt. in the price of sugar, and the further delay of new shelled walnuts. The former followed a decline in New York refined. The sugar market is a falling one, and it seems only a short time before a further decline will occur. When sugar is selling in New York at \$4.85, it is hard to ask the trade for \$6.75 in Montreal. Expensive raws are, of course, the reason.

The bulk of the walnuts were not on the Hesperian or the Missanabie. It is true there were some, but the big shipments are now believed to be on the Grampian, which is not due in St. John until Saturday. Thus many retailers will be without supplies. One thing is

sure—that the price of shelled walnuts and of all nuts, will fall miserably at the end of the month. While the trade is willing to pay good and plenty now for spot stocks, as soon as Christmas has arrived, they are not likely to take what they should have had three weeks ago.

Something the same may be said regarding dried fruits. There are some lines like Sultanas, candied peels, and currants, which are scarce, and will command high prices even after the turn of the year, but there are other fruits which are considered scarce, which are now being offered freely, holders being fearful lest they be caught with the goods in their hands after Christmas. This is the feeling in the trade; that considerably lower prices are bound to come towards New Year's.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Rolled oats easier.
Feeds and flour quiet.
Snow helps business.

PRODUCE AND PROVISIONS—

Storage eggs much cheaper.
Provision prices shaded.
Cheap turkeys for Christmas.
Dressed chickens cheaper.

FISH AND OYSTERS—

Three fish days this week.
Fresh tom cod \$2 to \$2.25.
Steak cod and haddock plentiful.
No salt sardines.

FRUIT AND VEGETABLES—

Cheaper oranges and lemons.
Beans too high to import.
Cauliflowers scarce.
Apples remarkably firm.

GENERAL GROCERIES—

Sugar down 20c cwt.
Shelled walnuts still delayed.
Sultanas scarce.
Cheaper dried fruits expected.
Split peas easier.
Rios and Santos firm.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Ocean freights killing exports.
Big demand for split peas.
Firm undertone to mill feeds.

PRODUCE AND PROVISIONS—

Butter easier.
Dairy butter poor quality.
Lots of dressed hogs.
No old cheese left.
Decided improvement in eggs.

FISH AND OYSTERS—

New skate wings sell well.
Fine whitefish and fresh trout.
Oysters quiet.
Lobster season opens soon.

FRUIT AND VEGETABLES—

Navels drop still lower.
Cranberries cheaper; little demand.
Onions selling well.
Celery moving well.

GENERAL GROCERIES—

Almonds here; walnuts delayed.
Candied fruits from Paris.
Sugar down 20 cents.
Tea prices firmer.
Brazil nuts sell well.
Christmas buying brightens.

SUGAR.—A weakness in the New York market for refined brought about a decline here on Friday, Dec. 11, at noon, Redpath's, the St. Lawrence and Acadia refineries all dropping their prices 20c per cwt. It has not been customary for Canadian refiners to follow the New York market, but it is admitted that the decline here was brought about by a drop of 25c in New York refined, the disparity between the two prices—\$4.85 and \$6.75—being somewhat great. Consequently extra standard granulated is selling in Quebec Province now at \$6.55. December is usually quiet in the sugar trade, and this decline had no appreciable effect on business. There has been a better demand for extra ground for icing, but that business is now over.

CANADIAN GROCER.

Like other grades, the demand for icing sugar was below what it was last Christmas. Refiners do not see a further decline in sight before Christmas, but it may come any time unexpectedly, as it did last week. Much depends upon what New York does. Raws are still being offered cheap—27½c. The Government is looking around for something to tax. It is hardly likely to be sugar again. Some of the refiners were badly stuck when the new duty was imposed in August. It is their custom not to pay the ordinary duty until the raws are used. Had they thought sugar was going to be taxed they might have paid the duty on all their raws in stock, and evaded the extra war tax. Refiners think sugar has been taxed enough already.

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

TEAS.—No sales of any importance are taking place. The London market stiffened up after a slight sag for a few days brought about by one or two heavy shipments arriving unexpectedly. Shipments are arriving here, some coming direct via Boston. No speculating is going on in Montreal. The only thing is that prices are secured more easily, the feeling being prevalent that if the war tax goes on, a better price will be secured. Importers are using this argument when approaching wholesalers. Feeling continues to gain ground that the Government have very little else to tax but tea. Prices continue strong. There is practically no selection of Japans, the trade taking almost anything offered. Sales of common Ceylons have been made this week at 18½c, which is considered cheap.

DRIED FRUITS.—Great interest is centered in this market and nuts, owing to delayed supplies, and the fact that the market is likely to be flooded just about the time they should be in the hands of the retailers. Crystallized fruits arrived on the S.S. Hesperian and the claim is made that supplies are plentiful for the Christmas trade at prices little above those of last year. Sultanas continue to be scarce. Many of the large bakers appear to have received supplies. A thousand boxes were received by a Toronto house, some of which returned to Montreal. The larger

supplies have not arrived, one of the largest importers being inclined to believe that his large shipment from Smyrna has gone to the bottom. The tendency in many lines which have been scarce is down as Christmas approaches. New bag figs, naturals, are this week being offered to the trade at 1¼c cheaper than they were last week, and will be lower than that next week. These figs were worth 7c to the wholesaler last week. The same applies to dates. Khadraris are being quoted by importers at various prices. One quotes 6¾c, while another asks 4½c. The latter states that price went as high as 7c, but is rapidly falling. Retailers are being quoted 7½c for new hallowee dates. It is believed that cheaper dates will be available next week. One Montreal house has a thousand boxes of finest selected Valencia raisins on hand, which they are offering to the wholesale trade at 7½c, which is a cent per lb. above the opening price. While it is true that the English market is high on Valencias, and would cost over 8c if brought out now, it is significant that the house in question is anxious to get these thousand boxes off their hands as quickly as possible. Telegrams are being received freely for supplies of peels, many houses being sold out, the only stocks being in the hands of wholesalers. Lemon and citron appear to be scarcest. Currants are still strong, and higher prices being asked.

EVAPORATED FRUITS.		Per lb.
Apples, best winter	0 08½
Apricots	0 15
Nectarines, choice	0 11
Peaches, choice	0 09½
Pears, choice	0 13
DRIED FRUITS.		
Candied Peels—		
Citron	0 18
Lemon	0 11½
Orange	0 11½
Currants—		
Amalias, loose	0 07½
Amalias, 1-lb. pkgs.	0 08½
Filiatras, fine, loose, new	0 07½
Filiatras, packages, new	0 08½
Dates—		
Dromedary, package stock, per pkg.	0 08½
Paris, choicest	0 12
Hallowee, loose	0 07½
Hallowee, 1-lb. pkgs.	0 08½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	0 15
7 crown, 12 lb. boxes, fancy, layer, lb.	0 14½
6 crown, 12 lb. boxes, fancy, layer, lb.	0 14
16 oz. glove boxes, box	0 13
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 14
40 to 50, in 25-lb. boxes, faced	0 13
50 to 60, in 25-lb. boxes, faced	0 12
60 to 70, in 25-lb. boxes, faced	0 11½
70 to 80, in 25-lb. boxes, faced	0 10½
80 to 90, in 25-lb. boxes, faced	0 10
90 to 100, in 25-lb. boxes, faced	0 09½
Raisins—		
Malaga table, box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster	3 80
Muscata, loose, 3 crown, lb.	0 08½
Sultana, loose	0 15
Valencia, new	0 08½
Seedless, 16 oz.	0 17½
Seedless, 12 oz.	0 19
Seeded, 16 oz.	0 10
Choice seeded, 16 oz.	0 09½

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

RICE.—Market continues firm, and a change in price is not anticipated for some weeks. Supplies of imported rice arrived here on the last boats to last for two months.

Rangoon Rice—		Per cwt:
Rangoon "B"	3 80
"C.C."	3 40
India bright	3 80
Lowrie	3 75
Polished	5 25
Peard	6 25

Fancy Rices—		Per cwt.
Imperial Glass	6 45
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85

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

Imported Patna—		Per lb.
Bags, 22½ lbs.	0 08
Half bags, 11½ lbs.	0 08½
Quarter bags, 5½ lbs.	0 08½

Velvet head Carolina		Per lb.
Sago, brown	0 08½

Tapioca—		Per lb.
Pearl, lb.	0 05½
Seed, lb.	0 05½

MOLASSES.—One of the largest holders of spot molasses in Montreal has recently made sales here and in Quebec City amounting to nearly a thousand puncheons. The price accepted was a reasonable one, the idea taken by this house being that sugar being comparatively cheap, molasses will likely be cheaper later on. Some of the wholesalers still carry large stocks, and opinions differ regarding what is likely to occur in this market.

Barbadoes Molasses—		Prices for Island of Montreal.
		Fancy. Choice.
Puncheons38 .36
Barrels41 .39
Half barrels43 .42

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal. 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—		Per lb.
Barrels, per lb., 5½c; ¼ bbls., 6c; ½ bbls.	0 04½
Pails, 38½ lbs., \$1.85; 25 lbs.	1 45
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

Maple Syrups—		Per lb.
Pure, per 6½ lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 11

COFFEE.—Rios and Santos have advanced a cent per lb. in the primary market, due to a better demand from Europe. Demand here is still poor.

Coffee Roasted—		Per lb.
Bogotas	0 26 0 30
Jamaica	0 23 0 24
Java	0 30 0 33
Maricao	0 22 0 25
Mexican	0 27 0 28
Mocha	0 29 0 31
Rio	0 17 0 20
Santos	0 21 0 22
Chicory, per lb.	0 10 0 12

NUTS.—The Hesperian and Missanabie came in with small shipments of new shelled walnuts, and it looks now as if the bulk of retailers will not receive supplies until near Christmas, and then it will be necessary to express them from St. John. The Vaterland reached St. John this week with 300 bags and cases. The Hesperian carried only 125 cases for Montreal, and 200 cases for Toronto. One firm alone expected 600 cases on the Hesperian. There was nothing on the Missanabie for Montreal. The Joaquim Numbru has reached New York with 500 bags, some of which shipment is coming to Montreal. The bulk of the new shelled walnuts are now expected on the Grampian at St. John, Dec. 19, and it will be necessary to forward supplies by express to reach Ontario in time for Xmas trade. The bulk of these are sold, the price being paid being 47c to the wholesaler. Prices this week will be down below 40c and ship-

CANADIAN GROCER

ments for February are quoted at 28c, and are expected to be as low as 25c. It is confidently expected that a slump will occur immediately after New Year's and considerable anxiety is being felt by those who have not yet received their supplies. Retailers have begun to cancel orders, believing they can do without walnuts now. There are large quantities of storage nuts on the market which, during the scarcity of the past two weeks have realized high prices. A certain wholesaler here opened a department for shelled walnuts, and made it pay handsomely, his supplies being rapidly bought up.

The chief shipments on the Hesperian were 500 boxed of shelled almonds, 300 of which were consigned to Montreal. The Grampian carries 300 bags of Grenobles, which are all sold. Prices to the retailer are 17½¢ for Grenobles, and 15¢ for Marbots. These prices are likely to be down next week. Grenobles, Marbots, Tarragona almonds, shelled walnuts and shelled almonds are all up today, buyers crying for stuff and can't get it. They are willing to pay high for spot. What will happen when supplies do come in remains to be seen. Fears are expressed for those who are caught with big stocks on hand after the turn of the year.

Almonds, Tara	0 18
Grenobles, new	0 15½ 0 16½
Tarragonas, new	0 18½ 0 19½
Marbots, new	0 12½ 0 13½
Shelled walnuts, new, per lb.	0 43
Walnuts, in shell	0 16
Shelled almonds, 28-lb. boxes, per lb.	0 45
Sicily filberts	0 15
Pecans, large	0 18
Almonds	0 21 0 22
Brazilia, new	0 15
Peanuts, No. 1, 12½¢; No. 2	0 09½
Peanuts, No. 3	0 08½
Canadian chestnuts	0 12

SPICES.—There has been no change in the price of spices to speak of. Cream of tartar continues scarce, and the reduction talked of has not yet materialized. Business is quiet.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14-0 18	0 60-0 70	0 70-0 80
Cassia	0 22-0 25	0 72-0 90	0 80-0 90
Cayenne pepper	0 30-0 35	1 02-1 15	1 10-1 25
Cloves	0 35-0 40	1 15-1 30	1 25-1 40
Cream tartar			
Ginger, Cochin	0 18-0 23		
Ginger, Jamaica	0 20-0 25	0 90-1 05	0 95-1 10
Mace	0 85-1 10		
Nutmegs	0 30-0 35	1 02-1 20	1 10-1 25
Pepper, black	0 22-0 24	0 80-0 90	0 80-1 00
Pepper, white	0 32-0 35	1 05-1 10	1 1-1 20
Pastry spice	0 25-0 32	0 85-1 10	0 95-1 15
Pickling spice	0 25-0 25	0 75-0 80	0 80-0 85
Turmeric	0 20-0 22		

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

Cardamom seed, per lb., bulk	2 00	2 80
Carraway —		
Canadian	0 12	0 20
Dutch	0 20	0 20
Cinnamon, Ceylon, lb.	0 18	0 20
Mustard seed, bulk	0 35	0 45
Cilery seed, bulk	0 25	0 30
Cayenne chillies	0 25	0 30
Shredded coconut, in pails	0 20	0 25

DRIED VEGETABLES.—The trade is expecting lower prices on split peas. It is reported that an exporter from West Indies was in Montreal this week, and made offers to deliver in Montreal at \$4 of good quality, and immediate shipment. At present dealers are only buying hand to mouth at \$4.50. Peas are being bought at \$2.40, guaranteed boilers, but not bugless. First-class peas are

worth \$2.60 wholesale. There is talk of the bean market looking up, as it is believed some exporting is being done; three-pound pickers are bringing \$2.40 but are not of good quality at \$2.35.

Beans —	
Hand picked, per bushel	2 85
Canadian, white, per bushel	2 65
Yellow, per bushel	3 25
Yellow eyes, per bushel	3 25
Lima, per lb.	0 08 0 08½
Peas, Imperial green, per bushel	2 50
Peas, white soup, per bushel	2 85
Barley, pot, per abg	3 60
Barley, pearl	4 50

CONFECTIONERY.—Supplies for the Christmas trade have come through pretty well, and little difficulty should be experienced in getting anything at a price slightly higher than a year ago. The demand for Christmas stockings is said by an importer to be larger than last Christmas.

ONTARIO MARKETS.

Toronto, Dec. 17.—As was forecast some two or three weeks ago, the Christmas trade has been left to the last minute, so far as the buying on the part of the retailer is concerned. This is coming along now, though it is not up to last year's level. Still, in view of the war conditions, wholesalers feel they cannot grumble. They have made every effort to push trade, and the retailer has responded where possible. In one or two lines, dried fruits, for instance, there is considerable buying just now by retailers, who have been compelled to procrastinate, and as it comes all at once, wholesale houses are kept busy getting the stuff out on time. One or two lines, astonishingly enough, are not going well. Layer figs, for example, are in little demand, though pre-eminently a Christmas offering. Buying generally, even now, is of the "just-enough" kind. Large orders have given place to the smaller. The retailer is trying to gauge how much he wants, and is buying that amount and no more when he can help it. Doubtless he has the approaching stocktaking in mind.

There is one feature worth remarking. That is the attitude of the retailer with regard to a shortage of money. Wholesalers report that in several cases, rather than incur debt, retailers have cancelled parts of contract orders.

Retailers have still a chance with those nuts. The almonds, at any rate, are in, though the walnuts are still missing—that is, in any quantity. It behoves the retailer to use all the expedition he knows to push sales of the nuts. There is still a clear week to Christmas Day, and much may be done to remedy the very unfortunate and annoying delay at Liverpool.

SUGAR.—The big feature of the market was the drop in price during the week. Twenty cents was the extent. Local market followed New York, who had to put their prices down, because—in broad—there was so little demand.

The United States consumer, all over the continent, is buying a good deal less sugar. Just why is not apparent; for while the war prices would be preventive to a certain extent, the decline in sales is not accounted for by this alone. It is thought that there will be a further decline in New York pretty soon, because refiners will have used up their high-priced raws. Such decline would likely be followed by similar step here. The Cuba crop looks good; better, in fact, than last year. Much turns upon the foreign sowing. It is rumored that Germany will sow considerable beet, notwithstanding prophecies to the contrary. Given good foreign crops, prices will have no higher tendency; at any rate, not on that account.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 61
20 lb. bags	6 71
10 lb. bags	6 76
2 and 5-lb. cartons	6 90
Nova Scotia refined, 100-lb. bags	6 51
Extra Ground Sugars—	
Barrels	7 01
50 lb. boxes	7 21
25 lb. boxes	7 41
Powdered Sugars—	
Barrels	6 81
50 lb. boxes	7 01
25 lb. boxes	7 21
Crystal Diamonds—	
Barrels	7 36
100 lb. boxes	7 36
50 lb. boxes	7 46
Paris Lumps—	
100 lb. boxes	7 36
50 lb. boxes	7 46
25 lb. boxes	7 66
Cartons (20 to case)	7 91
Cartons (50 to case)	8 41
Crystal Dominoes, cartons	8 51
Yellow Sugars—	
No. 1	6 21

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEA.—Prices continue firm, but do not show the tendency higher-wards that was a feature last week. At the London auction on Tuesday last prices ruled steady with firm prices, but no sign of advancement. While stocks are not scarce, it is still difficult to get stocks for auction. The tea comes forward from India and Ceylon all right, but after that it is held up. It is increasingly difficult to get freights. The tea can be bought, but it cannot be brought, and consequently stocks in this country continue slight. With regard to quality of teas it might be said that—in reference to note in these columns last week—it is in the main the fault of conditions. Tea suffers very much from damp atmosphere. Present situation is liable to hold up supplies in damp climates, with result that when it does come forward it is not tip-top so far as standard goes. Holding tea in London is a different thing to holding it in damper climates. Tea easily spoils. The matter of freights, therefore, becomes one of vital importance.

DRIED FRUITS.—There is nothing startling in this market. While prices remain same, demand imposes somewhat firmer tone, but it is not thought that prices can go much higher. Stagnation—in more or less degree—for some weeks has led the merchants to the conclusion

CANADIAN GROCER

that half a loaf is better than none. They would rather catch the trade that is going than prejudice their doing so by imposing higher prices. Peaches and apricots are firm; prunes are strong, and moving fairly quickly. There is a marked scarcity in figs, particularly layer figs, which is somewhat remarkable in view of Christmas approach. Prices rule around 13c to 19c, which are a trifle higher than last year. Trade is very dull in this line. And yet mat figs are scarce, which fact ought to boost price of layer stuff. Raisins exceedingly scarce, and there is no reason to suppose supplies will become more plentiful. Valencias are in demand, but there are not many seeded lines. From California are taking their place. Currants are moving fairly well. So are dates, at prices which have obtained for some time. Despite war conditions in France, some candied fruit has come forward, on the s.s. Hesperian, and it is just in time. The one or two importers who have it are finding no trouble, on account of lateness, in disposing of it. Demand is heavy. The fruits are in time for the town trade, and may be for the country retailers.

Apricots—		
Apples, evaporated, per lb.	0 06	0 06½
Standard, 25 lb. boxes	0 10	0 12
Choice, 25 lb. boxes	0 12	0 14
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filigras, per lb.	0 07½	0 08
Amalas, choicest, per lb.	0 07½	0 08
Patras, per lb.	0 08	0 08½
Vostizas, choice	0 08½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 50-lb. boxes	0 09	0 09½
Package dates	0 07½	0 09
Hallowers	0 07½	0 08
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 25 lb. boxes	0 10	0 10½
70-80s, 25 lb. boxes	0 09½	0 10
80-90s, 25 lb. boxes	0 09	0 09½
90-100s, 25 lb. boxes	0 07½	0 08
25-lb. boxes ¼ cent more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07½
25-lb. boxes ¼ cent more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 08½	0 09½
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10
Seeded, choice, 12 oz.	0 09	0 09½
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	0 10	0 10½

NUTS.—To some extent the minds of retailers may be made easy by the arrival on the Hesperian of new almonds. Most wholesalers have their supplies, and the demand is good. Many retailers, thinking that these nuts would arrive too late for pre-Christmas trade, either cancelled orders or deferred delivery till New Year. This applies to country trade more particularly. However, there are now enough and to spare. Grenobles are 15c to 16c, Bordeaux 11c to 12c, and Marbots 13c to 14c, all of which show declines of one to two cents. Walnuts are not in, though some may be here by time this is in print. One or two importers have small supplies, some of which are from New York, but generally

there are no shelled walnuts to be had yet. The Scandinavian and later the Vaterland may have them on board. It is a nice point whether they will be gotten to the retailer in time for Christmas, a week hence. Quite a lot of Brazils are being handled. Prices are attractive, 11½c to 12½c and 13c to 15c, and the stuff is good. Nuts generally are easier in price. The mix-up over the delay has led the wholesalers to take the view that they will have to simply get after the trade at any price.

In Shell—	Per lb.
Almonds, Tarragona	0 17½ 0 20
Brazils, medium, new	0 11½ 0 12½
Brazils, large, washed, new	0 15 0 15
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 10½ 0 11
Peanuts, fancy, roasted	0 09 0 10
Pecans	0 17 0 18
Walnuts, Grenoble	0 15 0 16
Walnuts, Bordeaux	0 11 0 12
Walnuts, Marbots	0 13 0 14
Shelled—	
Almonds	0 42 0 44
Filberts	0 35 0 37
Peanuts	0 10½ 0 11
Pecans	0 58 0 60
Walnuts	0 48 0 50

SPICES.—There is virtually no change. Demand is not heavy. Approach of stocktaking is liable to hold back for a month or so any buying which is not absolutely necessary. Possibly prices will advance in January, notably in peppers. Herbs are firmer at ruling prices.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	—0 10	—0 13
Allspice, whole	—	—0 15
Cassia, whole	—	0 21—0 26
Cassia, ground	0 14—0 16	0 21—0 26
Cinnamon, Batavia	—	0 36—0 40
Cloves, whole	—	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	—0 40
Curry powder	—	—0 35
Ginger, Cochin	0 14—0 17	0 20—0 23
Ginger, Jamaica, ground	0 17—0 20	0 24—0 27
Ginger, Jamaica, whole	—	0 24—0 27
Ginger, African, ground	—	—0 16
Mace	—	0 80—1 05
Nutmegs, brown, 64s, 62c;		
80s, 42c; 100s	—	—0 30
Nutmegs, ground, bulk, 45c;		
1 lb. tins	—	—0 50
Pastry spice	0 22—0 25	—
Peppers, black, ground	0 12—0 16	0 19—0 22
Peppers, black, whole	—	0 20—0 22
Peppers, white, ground	0 19—0 24	0 30—0 33
Peppers, white, whole	—	0 27—0 30
Pickling spice	—	—0 15
Turneric	0 18—0 20	—

BEANS.—Quiet market, with little demand. Christmas lines take up retailers' attention just now, and unless a man is right out of beans and peas and so on, he will not place an order till he is through with Christmassy stuff. Lima beans have a fair demand.

Beans—	Per bushel.
Canadian, hand picked	3 00 3 10
Canadian primes	2 85 2 95
Lima, per lb.	0 08½ 0 09
Peas, blue, Canadian, per bush.	3 00 3 10
Peas, whole, white, per bush.	3 00 3 10

COFFEE.—Demand only average. Wholesalers in general don't want to buy because they have some on hand and prices are not attractive enough to warrant them buying surplus stocks for holding. In some quarters, nevertheless, higher prices are forecast.

Coffee—		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 33	0 36
Arabian Mocha	0 33	0 36
Guatemala	0 30	0 32
Rucramanga	0 30	0 32
Mexican	0 30	0 32
Marscaibo	0 26	0 29
Jamaica	0 26	0 28
Santos	0 22	0 25
Rio	0 19	0 22
Chicory	0 14	0 14

RICE.—Rices are keeping firm, with a tendency so far as Patna is concerned to go higher. The colder weather has led to much better demand this week. Business in rices is not noticeable worse than last winter. They are, of course, a winter grocery. Sago prices remain stationary. There has been a noticeably better movement in tapioca.

Rice—		
Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	0 04½	0 05
Patna, per lb.	0 06	0 07½
Japan, per lb.	0 06½	0 08
Java, per lb.	0 08	0 08½
Carolina, per lb.	0 09	0 10
Sago—		
Brown, per lb.	0 08	0 08½
White, per lb.	—	0 08
Tapioca—		
Bullet, double goat	—	0 10½
Medium pearl	0 06	0 7
Seed pearl	0 06	0 07
Flake	—	0 10½

SYRUPS.—Trade is generally quiet in syrups. Molasses has a little better demand, but price is regarded as high for this market. Its rise after the outbreak of war has not been offset by any means as yet, though price is a trifle easier just now. Wholesaler is selling little stock to retailer until after stocktaking. It is expected that the new stuff will be very late this year, despatches from Barbadoes reporting that weather is holding crop back. Rain is badly needed.

Syrups—	Per case.
2 lb. tins, 2 doz. in case	2 65
5 lb. tins, 1 doz. in case	3 00
10 lb. tins, ½ doz. in case	2 80
20 lb. tins, ¼ doz. in case	2 85
Barrels, per lb.	0 03½
Half barrels, lb.	0 04
Quarter barrels, lb.	0 04½
Patia, 354 lbs. each	1 85
Patia, 25 lbs. each	1 40
Molasses, per gallon—	
New Orleans, barrels	0 25 0 28
New Orleans, half-barrels	0 25 0 30
West Indies, barrels	0 24 0 26
West Indies, half barrels	0 23 0 25
Barbadoes, fancy, barrels	0 45 0 48
Barbadoes, fancy, half barrels	0 47 0 51
Maple Syrup—Compound—	
Gallons, 6 to case	4 40 4 80
¼ gals., 12 to case	4 70 5 40
½ gals., 24 to case	4 70 5 40
Pints, 24 to case	2 80 3 00
Maple Syrup—Pure—	
5 gallon cans, 1 to case	6 45 6 80
Gallons, 6 to case	6 60 6 80
¼ gallons, 12 to case	6 85 7 25
Quarts, 24 to case, in glass	7 00 7 25
Pints, 24 to case	4 00 5 80
Maple Sugar—	
Pure, per lb.	0 12½
Maple Cream Sugar—	
24 twin bars	1 80
40 and 48 twin bars	3 00 4 85
Maple butter, lb. tins, dozen	1 80

CANNED GOODS.

CANNED GOODS.—Most lines are slow just now until after stocktaking time. Christmas demand for fresh or dried fruits rather interferes with trade in canned lines. Dealers look for no change in demand until after New Year. They think that higher prices may rule then, because retailers will buy more or less large stocks. Still, in war conditions no merchant wants to prognosticate.

ONTARIO AND QUEBEC PRICES 1914 PACK. VEGETABLES.

	Group A.
2½ Asparagus tips	\$2 25½
2½ Asparagus butts	1 47½
2½ Beans, crystal wax	1 05
2½ Beans, golden wax, midget	1 25
2½ Beans, golden wax	0 95
3½ Beans, golden wax	1 32½
Gals., Beans, golden wax	3 77½
2½ Beans, Lima	1 22½
2½ Beans, red kidney	1 00
2½ Beans, Refuge or Valentine green	0 95
3½ Beans, Refuge (green)	1 32½
2½ Beans, Refuge, midget	1 25

CANADIAN GROCER

Gals. Beans, H.S.	3 77 1/2
3/4 Beets, sliced, blood red, Simcoe	1 00
2/3 Beets, whole, blood red, Simcoe	1 00
3/4 Beets, whole, blood red, Rosebud	1 30
3/4 Beets, sliced, blood red, Simcoe	1 35
3/4 Beets, whole, blood red, Simcoe	1 40
3/4 Beets, whole, blood red, Rosebud	1 45
3/4 Cabbage, H.S.	0 97 1/2
Gals. Cabbage	2 77 1/2
2/3 Carrots	1 27 1/2
2/3 Cauliflower	1 37 1/2
2/3 Cauliflower	1 77 1/2
2/3 Corn	0 95
2/3 Corn, Fancy	1 05
Gals. Corn on Cob	4 52 1/2
2/3 Parsnips	0 97 1/2
2/3 Parsnips	1 17 1/2
2/3 Peas, standard, size 3	0 85
2/3 Peas, early June, size 3	0 97 1/2
2/3 Peas, sweet wrinkles, size 2	1 00
2/3 Peas, extra fine sifted, size 1	1 40
Gals. Peas, standards	4 07 1/2
Gals. Peas, Early June	4 17 1/2
Gals. Peas, sweet wrinkles	4 30 1/2
2/3 Sauer Kraut, Simcoe	0 82 1/2
2/3 Sauer Kraut, Simcoe	0 97 1/2
Gals. Sauer Kraut, Simcoe	2 57 1/2
2/3 Spinach	1 15
2/3 Spinach	1 50
Gals. Spinach	4 55
2/3 Squash	0 97 1/2
Gals. Squash	2 77 1/2
2/3 Succotash	0 97 1/2
2/3 Tomatoes	0 87 1/2
2/3 Tomatoes	1 00
2/3 Tomatoes	2 92 1/2
2/3 Turnips	0 97 1/2

FRUITS

3/4 Apples, Standard	0 82 1/2
3/4 Apples, Preserved	1 00
Gals. Apples, Standard	2 05
Gals. Apples, Preserved	3 00
2/3 Blueberries, standard	1 82
2/3 Blueberries, preserved	1 82 1/2
Gals. Blueberries, std.	6 87 1/2
2/3 Blk. cherries, pitted, H.S.	1 82 1/2
2/3 Blk. cherries, not pitted, H.S.	1 82 1/2
2/3 Red ptd. cherries, H.S.	1 82 1/2
2/3 Cherries, red, pitted, L.S.	1 45
2/3 not ptd. red cherries, H.S.	1 82 1/2
Gals. ptd. red cherries	8 82 1/2
Gals. not ptd. red cherries	8 02 1/2
2/3 Cherries, white, ptd. H.S.	1 82 1/2
2/3 Cherries, white, not ptd. H.S.	1 82 1/2
2/3 Black currants, H.S.	1 77 1/2
2/3 Preserved black currants	5 27 1/2
Gals. black currants, std.	6 87 1/2
Gals. black currants, solid pack	8 27 1/2
2/3 Red currants, H.S.	1 47 1/2
2/3 Red preserved currants	1 77 1/2
Gals. red currants, standard	5 27 1/2
Gals. red currants, solid pack	8 27 1/2
2/3 Gooseberries, H.S.	1 47 1/2
2/3 Gooseberries, preserved	1 77 1/2
Gals. gooseberries, standard	7 02 1/2
Gals. gooseberries, solid pack	8 77 1/2
2/3 Grapes, white, Niagara, preserved	1 42 1/2
Gals. Grapes, white, Niagara, standard	3 82 1/2
2/3 Lawtonberries, heavy syrup	1 97 1/2
2/3 Lawtonberries, L.S. (group B)	1 45
2/3 Lawtonberries, preserved	2 17 1/2
Gals. Lawtonberries, std.	7 07 1/2
2/3 Peaches, white, heavy syrup	1 71 1/2
2/3 Peaches, white, heavy syrup	2 12 1/2
3/4 Peaches, white, heavy syrup	2 12 1/2
1/2 Peaches, yellow, heavy syrup	1 77 1/2
2/3 Peaches, yellow, heavy syrup	2 02 1/2
3/4 Peaches, yellow, heavy syrup	2 12 1/2
3/4 Peaches, yellow, whole, heavy syrup	1 17 1/2
3/4 Peaches, pie, not peeled	1 62 1/2
3/4 Peaches, pie, peeled	3 02 1/2
Gals. Peaches, pie, not peeled	4 77 1/2
Gals. Peaches, pie, peeled	5 27 1/2
Gals. Pie fruits assorted (add 5%)	1 52 1/2
2/3 Pears, Bartlett, heavy syrup	2 02 1/2
2/3 Pears, Bartlett, heavy syrup	2 02 1/2
2/3 Pears, Flemish Beauty, heavy syrup	1 52 1/2
2/3 Pears, Flemish Beauty, heavy syrup	1 77 1/2
2/3 Pears, Flemish Beauty, heavy syrup	2 02 1/2
2/3 Pears, Keiffers, heavy syrup	1 52 1/2
2/3 Pears, Keiffers, heavy syrup	1 77 1/2
2/3 Pears, light syrup, Globe	1 12 1/2
2/3 Pears, light syrup, Globe	1 42 1/2
2/3 Pears, pie, not peeled	1 24 1/2
2/3 Pears, pie, peeled	1 42 1/2
Gals. Pears, pie, peeled	3 77 1/2
Gals. Pear, pie, not peeled	2 77 1/2
2/3 Pineapple, sliced, heavy syrup	1 92 1/2
2/3 Pineapple, shredded, heavy syrup	1 92 1/2
2/3 Pineapple, whole, heavy syrup	2 47 1/2
2/3 Pineapples, whole, Hygeian brand	2 00
2/3 Plums, Damson, light syrup	0 97 1/2
2/3 Plums, Damson, light syrup	1 37 1/2
2/3 Plums, Damson, heavy syrup	1 07 1/2
2/3 Plums, Damson, heavy syrup	1 42 1/2
Gals. Plums, Damson, standard	2 77 1/2
2/3 Plums, Egg, heavy syrup	1 37 1/2
2/3 Plums, Egg, heavy syrup	1 47 1/2
2/3 Plums, Egg, heavy syrup	1 00
2/3 Plums, Green Gage, heavy syrup	1 12 1/2
2/3 Plums, Green Gage, light syrup	1 37 1/2
2/3 Plums, Green Gage, heavy syrup	1 47 1/2
Gals. Plums, Green Gage, standard	3 07 1/2
2/3 Plums, Lombard, light syrup	0 97 1/2
2/3 Plums, Lombard, light syrup	1 27 1/2
2/3 Plums, Lombard, heavy syrup	1 42 1/2
Gals. Plums, Lombard, standard	2 77 1/2
2/3 Raspberries, black, H.S.	1 97 1/2
2/3 Raspberries, black, L.S. (group B)	1 45
2/3 Raspberries, black, preserved	2 17 1/2
Gals. Raspberries, black, std.	7 77 1/2
Gals. Raspberries, black, solid pack	8 82 1/2
2/3 Raspberries, red, H.S.	1 97 1/2

2/3 Raspberries, red, L.S. (group B)	1 45
2/3 Raspberries, red, preserved	2 17 1/2
Gals. Raspberries, red, std.	7 32 1/2
Gals. Raspberries, red, solid pack	9 32 1/2
2/3 Rhubarb, preserved	1 57 1/2
2/3 Rhubarb, preserved	2 32 1/2
Gals. Rhubarb, standard	3 57 1/2
2/3 Strawberries, H.S.	2 17 1/2
2/3 Strawberries, preserved	2 32 1/2
Gals. Strawberries, standard	7 57 1/2
Gals. Strawberries, solid pack	9 82 1/2

(Group B 2 1/2 dozen lower.)

MANITOBA MARKETS.

Winnipeg, Dec. 17.—Christmas goods are still to the fore. It is evident that the retailers are feeling a heavy demand for such lines, for they are placing large supplementary orders with the wholesale houses. For nuts especially has the demand been heavy. General business is reported satisfactory, though the tendency of the retailers to keep their stocks low is still noted. Under present conditions this is generally considered the wise attitude.

SUGAR.—The expected decline of 30c has come, and quotations are now as given below. It now appears that sugar will remain quiet for some little while. Both raw and refined in New York are inactive, and there seems little chance of an advance until either the beet crop is disposed of, or until further large export demands come from abroad.

Sugar, Eastern—	Per cwt.
Sugar, standard granulated	6 70
Extra ground or icing	6 70
Powdered	6 50
Lump, hard	7 15
Montreal yellow	5 80
Sugar, Western Ontario—	
Sacks, per 100 lbs.	6 66
Barrels, per cwt.	5 55
Halves, 50 lbs., per cwt.	5 50
Bales, 20 lbs., per cwt.	5 65
Powdered, barrels	6 90
Powdered, 50s	5 25
Powdered, 25s	6 55
Icing, barrels	6 45
Icing, 50s	6 60
Icing, 25s	6 60
Icing, nails	6 60
Cut loaf, barrels	6 30
Cut loaf, 50s	6 85
Cut loaf, 25s	6 50
Sugar, British Columbia—	
Extra standard granulated	6 50
Bar sugar	6 65
Icing sugar	6 85
Powdered sugar	6 65
H. P. lumps	7 35
Yellow	5 85
B. C. Cane Syrup—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, 3 doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

DRIED FRUITS.—Here there have been few changes this week. Evaporated apples remain at the old prices, and a good demand is noted. There are slight declines in packed currants, but in dates no price changes at all have been struck. It is confidently expected new bulk dates will arrive during the coming week, also Fards. Packages will be a few days later. As there has been a shortage of old bulk dates, a rapid sale of the new stock is to be looked for. Peaches and raisins are quiet. There is a big sale for table raisins and table figs in common with other Christmas lines. Prices

here remain as a week ago. Few changes in dried fruits are to be expected for the next few weeks.

Apples, evaporated, new, 50's	0 06 1/2
Apples, evaporated, new, 25's	0 07
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 13
Apricots, standard, 25's	0 11 1/2
Currants—	
Dry clean	0 08
Washed	0 08 1/2
1 lb. package	0 08 1/2
2 lb. package	0 17
Vostizzas, 1 lb.	0 10 1/4
Dates—	
Hallowee, loose, per lb.	0 06 1/2
Hallowee, 1 lb. pkgs.	0 06 1/2
Fard dates, 12-lb. boxes	1 10
Peaches—	
Standard, 25-lb. boxes	0 06 1/2
Choice, 25-lb. boxes	0 07 1/2
Choice, 10-lb. boxes	0 08 1/2
Raisins, Valencia—	
Fine selected	2 35
Four crown layers	2 45
Table Raisins—	
F. O. S.	2 15
Fine selected, 14s	1 15
Fine selected, 7s	0 60
Vineyard clusters, 5 1/2-lb. boxes	0 85
Vineyard clusters, 20 1-lb. bunches, per box	3 30
Extra dessert, 20 1-lb. bunches, per box	3 80
Royal Buckingham, 20 1-lb. bunches, per box	4 35
Royal Buckingham, 22 lbs. bulk, per box	4 30
Imperial Russians, 20 1-lb. bunches, per box	5 15
Excelsior Windsor, 20 1-lb. bunches, per box	5 55
Raisins, Sultanias—	
California bleached	0 11 1/4
Raisins, Muscatels—	
3 crown loose, 50's	0 08 1/2
3 crown loose, 25's	0 08 1/2
Choice, seeded, lb.	0 09 1/2
Fancy seeded, lb.	0 09 1/2
12-oz. packages, fancy	0 07 1/2
12-oz. packages, choice	0 08
Prunes, in 25-lb. boxes—	
80 to 100	0 07 1/2
80 to 90	0 08 1/2
70 to 80	0 08 1/2
60 to 70	0 09 1/2
50 to 60	0 09 1/2
40 to 50	0 10 1/4
Table Layer Figs—	
7-crown, 25-lb. boxes, per lb.	0 15 1/2
6-crown, 10-lb. boxes, per lb.	0 13 1/2
5-crown, 10-lb. boxes, per lb.	0 12 1/2
4-crown, 10-lb. boxes, per lb.	0 11 1/2
3-crown, 10-lb. boxes, per lb.	0 11 1/2
Glove boxes, per doz.	1 70
Cooking figs, taps, about 25 lbs., lb.	0 05 1/2
Cooking figs, choice naturals, 25-lb. bags, per lb.	0 08 1/2
Nuts.—Possibly the demand for this line is the most brisk noted. The tendency for walnuts is downward, and dealers may expect that arrivals after the first of the year will be quoted at considerably lower prices. Almonds also may be expected to decline slightly. Other lines—especially peanuts—will hold firm, with possible advances.	
Soft shelled almonds (new)	0 20 1/4
Marble walnuts (new)	0 12
Brazils	0 13
Pilberts (new)	0 12 1/2
Almonds, shelled	0 44
Walnuts, shelled (new)	0 45 1/2
Roasted peanuts (new), Jumbos	0 14 1/2
Roasted peanuts (new), fancy	0 12
Roasted peanuts (new), choice	0 09 1/2
Peanuts, choice, polished	0 17
TEAS AND COFFEES.—The week has seen an advance in coffee on the primary market, but this has not been followed by any change locally. The British victory off the Falkland Islands—which practically results in the destruction of the last German ship which has menaced commerce in the Pacific, will undoubtedly result in the reduction of war insurance. This will have some effect on the coffee situation, but will hardly make any local change in prices.	
Coffee—	Per lb.
Rio, No. 5, green	0 13 1/4
Rio, roasted	0 16 1/4
Santos, green, No. 4	0 15 1/4
Santos, roasted	0 22 1/4

CANADIAN GROCER

Chicoory, per lb.	0 07	0 30
Teas—		
Japan—		
Choicest basket, fired	0 40	0 80
Choicest, pan fired	0 40	0 80
Very fine, pan fired	0 35	0 70
Medium, pan fired	0 30	0 60
Common, pan fired	0 25	0 50
India and Ceylon—		
Souchong	0 30	0 60
Pekoe Souchong	0 25	0 50
Pekoe	0 40	0 80
Broken orange and orange	0 40	0 80
China—		
Fine Keelung	0 50	0 60
Good Packlung	0 35	0 70
Common moning	0 25	0 50

BEANS.—The week has seen little change here. The Japanese bean, which is coming on the local market this year for the first time, is expected almost immediately. While the quality of these beans is good, the price is high. Many Canadian beans, on the other hand, are poor.

Beans—		
Foreign, hand-picked	3 30	
Canadian, hand-picked	3 40	
3-lb. pickers	2 25	
California Lima Beans—		
Bag lots	0 08 1/2	
Less than bag lots	0 08 1/4	
Barley—		
Pot, per sack, 66 lbs.	3 90	
Pearl, per sack, 66 lbs.	4 15	
Peas—		
Split peas, sack, 66 lbs.	3 30	4 75
Whole peas, bushel	2 50	

RICE AND TAPIOCA.—No changes are noted at all in this line.

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

NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., Dec. 17.—The arrival of steamers during the week brought supplies of a few lines needed for the Christmas trade. Stocks of certain peels, however, are low, and there are no new shelled walnuts, and there may be no new stock for the holiday market. Orders through the province are heavy, and wholesalers are unable to supply the demands. Sugar is easier with market unsteady. Granulated is now \$6.70 to \$6.80.

Cornmeal is lower, granulated being \$5.75 and ordinary \$1.85. Stocks of dried fruits from abroad are scanty and prices firm. General run of Christmas trade is brisk, but dealers are unable to supply some lines which have not yet been received. Poultry will be plentiful for holiday market.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 17	0 17
Beef, barrel	26 50	27 00
Beef, corned, 1 lb.	3 15	3 30
Pork, American clear, per bbl.	26 00	26 50
Pork, domestic, per bbl.	27 50	28 00
Butter, dairy, per lb.	0 22	0 22
Butter, creamery, per lb.	0 23	0 23
Eggs	0 30	0 31
Lard, compound, per lb.	0 10 1/4	0 10 1/4
Lard, pure, per lb.	0 13	0 13 1/2
Cheese	0 16 1/2	0 16 1/2
Flour and Cereals—		
Cornmeal, gran.	5 75	
Cornmeal, ordinary	1 85	
Flour, Manitoba, per bbl.	7 85	
Flour, Ontario	6 85	
Roller oats, per bbl.	7 00	
Oatmeal, standard, per bbl.	7 70	
Fresh Fruits and Vegetables—		
Lemons, Messina, box	7 00	
Oranges, Val., case	4 00	5 80
Potatoes, bbl.	1 25	1 35
Sugar—		
Standard granulated	6 70	6 80
United Empire	6 40	6 70
Bright yellow	6 50	6 80
No. 1 yellow	6 20	6 30
Paris lump	7 50	7 75
Beans, white, per bush.	2 95	3 00

Beans, yellow eyes, per bush.	3 15	3 20
Canned pork and beans, per case	2 80	3 00
Molasses, per gal.	0 35	0 36
Cream of tartar, per lb., bulk	0 38	0 41
Currants, per lb.	0 08	0 08 1/2
Rice per cwt.	4 60	5 00

SASKATCHEWAN MARKETS.

(Corrected by Wire.)

Regina, Sask., Dec. 17.—Business continues brisk, and with more seasonable weather, as Christmas approaches, the prospect is bright for a lively holiday trade in all lines. The market this week is featured by the fact that practically all the nuts in sight have been cleaned up. This includes both whole and shelled, and all wholesalers are sold out rather earlier than in previous years. The demand for turkeys is slightly better, but for other poultry there is little call. Another decline in the sugar market has occurred, bringing the price down 20 cents per hundred. Fresh eggs are quoted at around 40c, and are scarce. Creamery butter is quoted at 31c. There is a good market for all seasonable fruits.

Produce and Provisions—		
Butter, creamery, per lb.	0 31	
Butter, dairy, No. 1	0 21	
Cheese, per lb.	0 17 1/2	0 18
Eggs, fresh, doz.	0 40	
Lard, 3's, per case	7 80	
Lard, 5's, per case	7 75	
Lard, 10's, per case	7 70	
Lard, 20's, each	2 80	
General—		
Beans, Ontario, per bushel	3 10	
Coffee, whole roasted, Rio	0 17 1/2	0 17 1/2
Cream of tartar, lb.	0 32	
Cocunut, lb.	0 20 1/2	
Evap. apples, 50's	0 07 1/2	0 08
Potatoes, N.R., per bush.	0 09	
Potatoes, Ontario, per bush.	0 09	
Roller oats, ball of 90 lbs.	3 55	
Flour, 98's	3 85	
Oysters, per gal.	2 50	
Rice, per cwt.	4 70	
Sugar, standard, gran., per cwt.	6 87	
Sugar, yellow, per cwt.	6 33	
Walnuts, shelled, 5c; almonds.	0 53	
Canned Goods—		
Apples, gala, case	1 30	
Broken beans, 2's	2 60	
Beans	2 25	
Corn, standard, per 2 dozen	2 25	
Peas, standard, per 2 dozen	2 25	
Plums, Lombard	2 10	2 21
Peaches	3 16	
Strawberries and raspberries	4 00	
Tomatoes, standard, per dozen	2 35	2 60
Salmon—		
Sockeye, 1's, 4 doz. case	9 85	
Sockeye, 1/2's	12 35	
Cohoos, 1's	6 00	
Humpbacks, 1's	4 60	
Fruits and Vegetables—		
Apples, per bbl., Ontario	4 00	4 25
Cranberries, per bbl.	7 00	
Granefruit, per crate	5 50	
Sweet potatoes, per crate	4 50	
Lemons	5 00	5 80
Oranges	3 25	4 00
Dried Fruits—		
Apricots, per lb.	0 12 1/2	
Apples, per lb.	0 07 1/2	
Currants, per lb.	0 08 1/2	

ALBERTA MARKETS.

(By Wire.)

Edmonton, Dec. 17.—Destruction of the Pacific German fleet has brought a sharp decline in ocean freight war risks, which one time demanded an extra six and a quarter per cent. There has been a quantity of beet sugar imported from Ontario. Prunes are firm. Looks like an advance in flour, cheaper grades being particularly active. Christmas trade is good, but the public is in no hurry to buy expensive lines of goods. Cheese has advanced to 17 1/2 and 18c. Japan beans are now \$3.20. Rio coffee is lower at 14 to 16c. Potatoes are now

higher, 60c being quoted per bushel. Rice has decreased to \$4, while granulated sugar (standard) shows a drop to \$7.10 and \$7.20. Yellow also shows decline of twenty cents. Lemons are down from \$7 to \$5.50.

Produce and Provisions—		
Cheese, per lb.	0 17 1/2	0 18 1/4
Butter, creamery, per lb.	0 31	
Butter, dairy, No. 1, 26c; No. 2	0 21	
Lard, pure, 3's, per case	7 85	
Lard, pure, 5's, per case	7 80	
Lard, pure, 10's, per case	7 80	
Lard, pure, 20's, each	2 53	
General—		
Beans, Ontario, per bushel	2 95	
Beans, Japan, per bush.	3 20	
Coffee, whole roasted, Rio	0 14	0 16
Evaporated apples, 50's	0 07 1/2	0 08
Potatoes, per bush.	0 09	
Roller oats, 20's	0 79	
Roller oats, ball	3 25	3 75
Flour, 98s, \$3.55-\$3.65; roller oats, 30's	2 50	
Rice, per cwt.	4 00	
Sugar, standard gran., per cwt.	7 10	7 20
Sugar, yellow, per cwt.	6 45	
Canned Goods—		
Apples, gala, case	1 50	
Corn, standard, per two dozen	2 05	2 10
Peas, standard, 2 dozen	2 16	
Plums, Lombard	2 25	
Peaches	3 25	
Strawberries, \$4.45; raspberries	4 00	
Tomatoes, standard, per dozen	2 50	
Salmon, sockeye, 4 doz. tall, case, 1s	9 50	
Cohoos, 1's, \$5.75; humpbacks, 1's	4 35	
Fruits—		
Lemons	5 50	

SENATOR JAFFRAY ONCE A GROCER.

Toronto, Dec. 17.—(Special.)—In the death of Senator Robert Jaffray, which occurred on Wednesday morning, there passed away a former member of the grocery trade. At the age of 15 he was apprenticed to a grocer in Edinburgh,



THE LATE SENATOR JAFFRAY

Who was formerly in the grocery business in Toronto and made a success of it.

Scotland, and later came to Toronto to seek his fortune, and opened out in the grocery business on Yonge street under the name of Smith & Jaffray, Mr. Smith being his brother-in-law. Later on Mr. Smith withdrew, and Mr. Jaffray conducted the business alone. In 1883 he was in a position to retire.

The late Senator was president of the Globe Printing Co., and in 1906 was called to the Senate by Earl Grey.



Fruit and Vegetables



Cheaper Oranges and Lemons; Celery Sells Well

California Navels Drop Still Further in Both Markets—So Do Messina Lemons—Apples, Despite Cuts in Prices, Not in Big Demand—Cranberries Slow, Even at Lower Price—Tomatoes Are Up, and Are Moving Fast.

MONTREAL.

FRUIT.—The feature of the market is without doubt the cheap oranges and lemons on the market. California oranges dropped from 5.50 to 3.50 with the arrival of navels. Florida oranges are also reasonable, being down a dollar a box from first arrivals. Mexicans are down 50c a box. The reason given is a plentiful supply rather than a dropping off in demand. A drop in lemons of \$1 to \$1.50 per box has occurred, new crop Messinas being quoted \$2.50 to \$3. One of the greatest surprises of the fruit trade has been the way in which apples have steadily advanced, Fameuse and McIntosh Reds having advanced \$2 since the opening of the season, and are now quoted \$5 to \$6. There are 60,000 bbls. more apples stored in Montreal than a year ago. Only limited supplies of holly and mistletoe have arrived. Holly is quoted \$4.50 per case; no prices are available on mistletoe yet.

Apples—	
Baldwins, No. 1, bbl.	3 50
Spys, No. 1, bbl.	3 75
Russets, No. 1, bbl.	3 50
Greenings, No. 1, bbl.	3 50
Fameuse, No. 1, bbl.	5 00
McIntosh Reds, No. 1, bbl.	5 00
No. 2, all varieties, 50c less per barrel.	
Bananas, crate	2 00
Cranberries, bbl.	5 50
Grapefruits, Jamaica, case	3 00
Grapes, Malaga, keg	5 00
Holly, case	4 50
Lemons—	
Messina Verdelli extra fancy, 300 size	2 50
Malaga, 420 size	5 00
Oranges—	
Cal. Navel, 150-175-200-216	3 50
Cal., 100-125-250-288 size box	3 25
Florida, 175-200-216	2 75
Florida, 125-150	2 50
Mexican, 125-150-175-200-216-252	2 50
Evergreen, 160 yards to bale	2 50
Holly case	4 50

VEGETABLES.—American beans are very almost out of the question, few being able to bring them in at high prices prevailing, which would be around \$9 per basket. Brussels sprouts are being brought in from the West, worth 12½ to 15c per quart. A week ago cabbages were bringing as low as 25s per bbl., there being too many on the market. A week later, the price had jumped to its original position—1.25. Cauliflowers are

scarce, but several cars are expected from California in double crates, 25 to a crate. Prices to-day are 1.75 crate, but it is impossible yet to say what those from California will be worth. Cucumbers are up in Boston to \$10 a crate for fancy, which means that the price here will be considerably over \$2 a dozen. At present, fancy mediums are quoted here \$1 to \$1.50. California celery is bringing \$5 crate; other brands are cheaper. Leeks have advanced to \$1.85 per doz. Head lettuce is cheaper, bringing 1.25 box. Spanish onions are about the same. Parsley jumped, and will be dearer still before long. Green peppers slightly cheaper—50c small basket. Good potatoes can be bought for 70 to 75c. Tomatoes are inclined to be scarce, and will cost 22c. Watercress is slightly cheaper.

Artichokes, bag	1 25
Beans, American, basket	4 50
Beets, bag	0 75
Brussell Sprouts, bunch	1 00
Cabbage, per bbl.	1 25
Carrots, bag	0 50
Cauliflower, dozen	1 75
Cucumbers, doz.	1 50
Celery, crate	3 00
Leeks, doz.	1 85
Lettuce, head, per box	1 25
Curly lettuce, per box	1 25
Onions—	
Spanish, per case	3 75
Spanish, per ¼ case	2 25
Red, 75-lb. bags	1 50
Parsnips, bag	0 50
Parsley, doz. bunches	0 20
Peppers, green, 3½-qt. basket	0 50
Potatoes—	
Montreal, bag	0 65
Potatoes, sweet, Jersey, hbr.	2 15
Spinach, American, in bbls.	2 50
Turnips, bag	0 50
Tomatoes, hothouse, lb.	0 22
Watercress, doz.	0 75

TORONTO.

FRUIT.—California navels are down 25c below low price of last week. Demand is good but supplies are better. Apples are going well, particularly spies, Kings and snows. They all show slight decrease in price, although the best are fetching a little more than week ago. There is no real demand, as there should be, for Christmas. Where a wholesaler would sell 25 or 30 cases of oranges last year, eight or ten is the order of the

day now. With regard to oranges it is pointed out that these should be bought now, and kept in the store, where they would ripen still more, and become sweeter. Messina lemons are in good demand, but dealers are asking a little more for best. Cranberries are down anywhere from 25c to 75c, and selling is slow at that. Most prices show a tendency to lower levels; it is the only way to catch the business that is going. Grape fruit is in better demand and price is up 25c. The fruit is of exceedingly good quality. Pineapples are down in price, and are going fairly as Christmas sellers.

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

VEGETABLES.—There is some fine celery in from California, and dealers report good demand therefor. Holly is down from last week, about fifty cents. Boston hothouse cucumbers are selling fairly well, though this is a time for hot vegetables rather than for salads. For this reason head lettuce moves but slowly. Onions and horseradish are in brisk demand. Carrots are not going well; price has been reduced about 15 per cent, but so far has not caught the fancy of purchasers. Cauliflower is over virtually. Any more supplies will come from the South. Generally, the re-

(Continued on page 45.)



Fish and Oysters



Good Demand for Fresh Trout and Whitefish

In Toronto These are Selling Well—New Brunswick Lobsters in at Montreal; Good Demand—New Skate Wings Popular—Oysters Have Regular Sale.

MONTREAL.

FISH AND OYSTERS.—There are three fish days this week, which together with the colder weather should make business good. Green cod which was not plentiful last week is in better supply now for large and medium, small sizes being hard to secure. Price of large in bbls., is 5c., and for medium 4c. Fresh caught steak cod and haddock enjoy fairly good demands, and prices are reasonable. These are about the only fresh fish on the market, and with further colder weather, these lines, too, will probably disappear. There are no salt sardines on the market yet. New tom cods are in, and are selling freely at \$2 to \$2.25. Finnan haddies are in good supply. Fresh lobsters are coming in plentifully from New Brunswick. The season on the western shore of Nova Scotia has also opened up. There has been considerable talk of canneries being closed owing to the large stocks lobsters on hand from last year, but as this would put a large number of fishermen out of work, it is hardly likely to happen. As a result of European market being more or less cut off this year, large stocks of dried fish had to be carried over, but things are becoming normal again, and those who held their supplies are beginning to get good prices for them. This does not concern Montreal so much, as more skinless and prepared cod is consumed here. Oysters are picking up with the approach of Christmas and colder weather.

TORONTO.

FISH AND OYSTERS.—Fresh fish are generally relegated for the present in favor of frozen lines, although smoked fish divides the honors in some sorts. There is, always a public taste for this. Ciscos, herring and haddie sell well at prices which have ruled for some time. Haddie is particularly a good line just now. There is some very fine whitefish on market. It is selling well. So is the

fresh trout, though this won't last much longer. Skate wings, at 10c sell well. They are new, and look good. On the 15th the lobster season opens, and shipments from Halifax in abundance will send prices down a little. It is said to be very plentiful. Oysters have only their regular sale. The cold weather is making for better trade in all lines of fish, and if it will keep up to Christmas, dealers think the combined influences for good of the cold weather and the Christmas call for fish should help them to pick up quite a little.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	.07 1/2	.08-10
Haddies, 15-lb. and 30-lb. boxes, lb.	.07 1/2	.08-10
Haddies, fillets, per lb.	.10	.11-12
Haddies, Nicobe, boneless, per lb.	.08 1/2	..
Herrings, Ciscos	1.30	.12
St. John boats, 100 in box	1.00	1.20
Yarmouth boats, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	..
Smoked boneless herrings, 10-lb. box	1.10	..
Kipper herrings, selected, 60 in box	1.40	1.25-1.60
Smoked salmon, per lb.	.25	.25
Smoked halibut	.20	.20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Gaspe, large, per lb.	.14	.12
Red, steel heads, per lb.	.12-13	.12-13
Red, sockeyes, per lb.	.10-11	.10
Red, Cohoes or silvers, lb.	.10	.10
Pale, qualla, dressed, per lb.	.07 1/2-.08	.07 1/2-.10
Halibut, white western, large and medium, per lb.	.09-.09 1/2	.08
Halibut, eastern chicken and medium, per lb.	.08-.09 1/2	.10
Mackerel, bloater, per lb.	.10-.10 1/2	.09
Haddock, medium and large, lb.	.04 1/2-.05	.07-.08
Market codfish, per lb.	.06-.06 1/2	.07-.08
Steak codfish, per lb.	.08-.08 1/2	.09
Canadian soles, per lb.	.08	.08
Blue fish, per lb.	.16-17	.15
Smelts	.11	.16-20

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	..
Dried pollock, medium and large, 100 lb.	6 00	..
Dressed or skinless codfish, 100-lb. case	7 25	8 00
Skinless codfish, 2-lb. blocks, 20-lb. boxes, per lb.	0 08	0 08
Skinless codfish, 2-lb. blocks, 20-lb. boxes, per lb.	0 07	0 07
Skinless codfish, strips, 20-lb. boxes	0 12	0 10
Skinless codfish, 12-lb. boxes, 24 cartons, a box	1 00	1 00
Skinless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 65
Standards, ordinary, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 00
Post clams, imp. gallon	1 80	..
Post scallops, imp. gallon	2 25	..
Post prawns, imp. gallon	2 00	..
Post shrimps, imp. gallon	2 25	..
Sealed, best standards, quart cans, each	5 50	..
Sealed, best select, quart cans, each	6 00	..

CLAMS, MUSSELS AND SHELL FISH. CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	8 00	..
Malpeque shell oysters, selected J.A.P., per bbl.	9 00	10 00
Malpeque shell oysters, C.C.I., bbl.	12 00	..
Clams, per bbl.	6 00	..
Live lobsters, medium and large, lb.	0 25	0 45
Live lobsters, medium and large, lb.	0 25	..
Boiled lobsters, medium and large, lb.	0 25	..
Winkles, bush	2 00	..
Little Necks, per 100	1 25	..

FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb.	0 05	0 07
Steak cod, fancy, express, lb.	0 06 1/2	0 08-0 09
Market cod, per lb.	0 05	..
Smelts, lb.	0 12	0 12
Live lobsters	0 25	..

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.10 1/2-.11	.10
White fish, small tulbees, per lb.	.06 1/2-.07	.07
Lake trout, large and medium, lb.	.10-11	.12
Dore, dress or round, lb.	.09 1/2-.10	.08-10
Pike, dressed and headless, lb.	.07-.07 1/2	.07
Pike, round, per lb.	.06-.06 1/2	.07-.08
Tom Cods, new, per bbl.	2 50	..

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	..
Salmon, Labrador, bbls., 200 lbs.	14 00	..
Salmon, Labrador, half bbls., 100 lbs.	7 00	..
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Haffin's Bay, bbls., 200 lb.	12 00	..
Sea trout, Labrador, bbls., 200 lb.	12 00	..
Sea trout, Labrador, half bbls., 200 lb.	6 50	6 50
Mackerel, N.S., bbls., 200 lb.	12 00	..
Mackerel, N.S., half bbls., 100 lb.	7 00	..
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 50	5 25
Herrings, Labrador, half bbls.	3 00	3 25
Herrings, Nova Scotia, bbls.	5 00	5 25
Herrings, Nova Scotia, half bbls.	2 50	3 40
Lake trout, 100-lb. kegs	6 00	..
Quebec sardines, bbls.	6 00	..
Quebec sardines, half bbls.	3 50	..
Tonges and sounds, per lb.	0 07 1/2	..
Scotch herrings, imported, half bbls.	8 00	..
Holland herrings, imp'ted milkers, hf bbls	7 00	..
Holland herrings, imp'ted milkers, kegs.	0 85	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	..
Holland herrings, mixed, kegs.	0 75	0 70-0 95
Lochfyne herrings, box	1 25	..
Turbot, bbl.	14 00	..

WINNIPEG.

FISH.—After several unexpected delays, winter-caught lake fish have at last come on local market. The supply is good and gives every indication of remaining good. Since these new arrivals the demand has improved materially, business being brisk the past week. Arrival of fresh-caught lake fish has, of course, changed quotations materially. Outside of this there is a decline in oysters to \$2.50 per gallon.

New fresh jackfish	0 63 1/2
Lake Superior herring	0 49 1/2
New tulbees	0 04
Fresh mulletts	0 03
Fresh whitefish	0 08 1/2
Fresh pickerel	0 07 1/2
Trout	0 12 1/2
Gold eyes	0 05 1/2
Halibut	0 12
Frozen halibut	0 09 1/2
Salmon	0 15
Frozen salmon	0 10
Fresh cod	0 11
Fresh smelts	0 11
Oysters, per gal.	2 00
Shell oysters, per cwt.	2 00
Shell oysters, per bbl.	17 00
Haddies	0 09
Haddies, fillets	0 12 1/2
Boaters, per box	1 50
Kippers, per box	1 75

Joseph Wake, grocer, Saskatoon, Sask., is succeeded by H. L. Massey.



Produce and Provisions



Easier Undertone to Provisions; Turkeys Up

Demand Better in Most Lines, Helped by Seasonable Weather and Approach of Christmas—Turkey Dearer This Week in Toronto—Deliveries Light—A Cut-throat Policy?—Compound Lard Advanced—Fresh Made Butter of Poor Quality—Storage Eggs Down in Montreal.

MONTREAL.

PROVISIONS.—Abattoir killed dressed hogs are cheaper this week, being quoted at \$10.25 to \$10.50. This fact is having effect on the provision market, lower prices being asked for many lines, with still lower prices anticipated. Cooked ham is being offered at 24c, roast hams 28c, boiled shoulders 25c, and roasted shoulders 26c, prices on three lines of barrelled pork are also down, heavy mess bringing \$27, heavy clear \$27, and clear pork \$26. The price of clear fat pork is maintained at \$29, owing to slight scarcity. Business is inclined to be quiet, and those who shade prices are getting what business is going. Breakfast bacon can be purchased for 18 to 19c. Lard prices remain the same as a week ago, with steady demand.

Hams—		
Medium, per lb.	0 17	
Large, per lb.	0 16	
Bacon—		
Plain, bone in	0 21	
Boneless	0 23	
Peameal	0 24	
Bacon—		
Breakfast, per lb.	0 18	0 19
Roll	0 16	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16 1/2	
Cooked Meats—		
Hams, boiled, per lb.	0 24	
Hams, roast, per lb.	0 25	
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15 1/2	
Long clear bacon, 80-100 lbs.	0 14 1/2	
Flanks, bone in, not smoked	0 15 1/2	
Barrelled Pork—	Per bbl.	
Heavy short cut mess	27 00	
Heavy short cut clear	27 00	
Clear fat pork	29 00	
Clear pork	28 00	
Lard, Pure—		
Tierces, 350 lbs., net	0 12	
Tubs, 50 lbs., net	0 12 1/2	
Boxes, 50 lbs., net	0 12 1/2	
Pails, wood, 20 lbs., gross	0 12 1/2	
Pails, tin, 20 lbs., gross	0 12	
Cases, 10-lb. tins, 60 in case	0 12 1/2	
Cases, 3 and 5-lb. tins, 60 in case	0 15	
Bricks, 1 lb., each	0 13 1/2	
Lard, Compound—		
Tierces, 375 lbs., net	0 09 1/2	
Tubs, 50 lbs., net	0 10	
Boxes, 50 lbs., net	0 10	
Pails, wood, 20 lbs., net	0 10 1/2	
Pails, tin, 20 lbs., gross	0 10 1/2	
Cases, 10-lb. tins, 60 in case	0 11	
Cases, 3 and 5-lb. tins, 60 in case	0 11	
Bricks, 1 lb., each	0 12	
Hogs—		
Dressed, abattoir killed	10 25	10 50

BUTTER.—There is a steady feeling here, but the demand is only fair, as inquiries are only for small lots. Receipts

during past week were 1,000 packages below corresponding week last year, which fact is helping to keep prices firmer than they otherwise would be. Sales of finest creamery are made at 29—30c, but some late made stuff is selling for lower prices.

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

CHEESE.—With continued good demand for export, cheese market continues firm, more new make being sold for 17c than for 16c. Receipts are heavier than they were at this time last year, but total receipts from May until now are considerably below those of 1913.

Cheese—
New make 0 16 0 17
Old specials, per lb. 0 15 0 19
Stilton 0 15 0 19

EGGS.—Receipts are away down compared with last year, probably due to the fact that farmers are killing more poultry, or are not feeding them as well as they should. New laids are bringing 60c, and are hard to get at that. Cheaper fresh eggs are not expected before Christmas, but there should be marked decline towards the new year. An easier feeling is seen in market for storage eggs, due to large stocks on hand, selects being down to 30c, No. 1's, 27, and splits 20. Business is almost on a par with last year, which is very creditable under the circumstances.

Eggs, case lots—
New laids 0 60
Selects 0 30
No. 1s 0 27
Splits 0 20

HONEY.—The demand is poor, and market would be weak but for fact that offerings are not large.

Honey—
White Clover Buckwheat
per lb. per lb.
Barrels 0 11 1/2 0 06 1/2
Tins, 50 lbs. 0 12 0 09
Tins, 30 lbs. 0 12 1/2 0 10
Tins, 5 and 10 lbs. 0 12 1/2 0 10
Comb, 13-14 oz. section 0 17-0 18 0 14-0 15

POULTRY.—With approach of Christmas it is expected that market for turkeys at least will be considerably firmer, and dealers insist that prices are

firmer right now. There is little indication of it, however, up to present. Whereas fancy turkeys were offered at 14—15 a week ago, the price this week is 14—16. It is hard to say what they will be selling at around Christmas, but it is safe to say they will be cheaper than they were last year. All the big buyers have taken advantage of the low prices of the past two weeks and laid in large supplies for their Christmas trade. Dealers confidently predict higher prices for next week. No. 2 turkeys are not much in demand, and are selling very low. Live chickens, the demand for which fell off entirely last week, are moving a little now. Dressed fancy crate-fed chickens are quoted lower this week—14c to 17c. A good demand is commencing for dressed geese and ducks for the Christmas trade. These have been quiet for some weeks. On the whole, the poultry business is satisfactory, but behind that of last year.

Fresh Stock.—	Live.	Dressed.
Fowl	0 08-0 10	0 10-0 14
Spring chicken	0 07-0 08	0 10-0 13
Fancy, crate-fed chicken, 5 lbs.	0 10-0 13	0 14-0 17
Turkeys, fancy	0 12-0 13	0 14-0 16
Ducks	0 12-0 13	0 11-0 13
Geese	0 11-0 12	0 10-0 12

TORONTO.

PROVISIONS.—Prices on fresh stuff are easier all round. Lots of dressed hogs are now coming in, and prices are therefore down. The demand though better does not offset the improvement in supplies. Bacon is down, as are cooked meats. Lard, as forecast last week, is easier by half a cent in pure. An advance of a quarter cent in compound is recorded. Christmas demand has not yet materialized, though there is some improvement in general movement.

Hams—		
Light, per lb.	0 15	0 16 1/2
Medium, per lb.	0 15 1/2	0 16
Large, per lb.	0 15	0 15 1/2
Bacon—		
Backs, per lb.	0 21	0 22
Boneless, per lb.	0 22	0 23
Pea meal, per lb.	0 23	0 24
Bacon—		
Breakfast, per lb.	0 17	0 18
Roll, per lb.	0 14	0 14 1/2

CANADIAN GROCER

Shoulders, per lb.	0 13 1/2	0 14
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13 1/2	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 22	0 23
Hams, roast, per lb.	0 23	0 24
Shoulders, boiled, per lb.	0 20	0 21
Shoulders, roast, per lb.	0 20	0 21
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	25 00
Short cut, per bbl.	27 00	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11	0 11 1/2
Tubs, 60 lbs.	0 11 1/2	0 11 3/4
Pails, 20 lbs.	0 11 1/2	0 12
Tins, 3 and 5 lbs., per lb.	0 12 1/2	0 12 3/4
Bricks, 1 lb., per lb.	0 13	0 13 1/2
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09 1/2
Tubs, 60 lbs., per lb.	0 09 1/2	0 09 3/4
Pails, 20 lbs., per lb.	0 09 3/4	0 10 1/4
Hogs—		
F.O.B. live, per cwt.	7 45	
Live, fed and watered, per cwt.	7 75	
Dressed, per cwt.	11 00	12 00

BUTTER.—Easier market in Montreal is reflected in Toronto. Comparisons as to shipments from this market to British Columbia. They are not one-third of what they were last year, nor one-fifth of 1912 quantity. To balance this, it should be said there has not been so much butter made. One dealer says that only real strength of the butter market is the American market. Fresh made is coming in well, but it is the poorest quality in years. Farmers, it is thought, have been keeping the cattle on inferior diet. Of course, the very best butter, for that reason, can command high prices and be sure of them. Dairy butter is more plentiful, and the price is easier. Creamery is up a cent.

Butter—		
Creamery prints, fresh made	0 30	0 32
Separator prints	0 27	0 28
Dairy prints, choice	0 26	0 27
Dairy, solids	0 22	0 24
Bakers	0 18	0 20

CHEESE.—Britain is still buying Canadian cheese, though demand appears to have fallen off a little. They will not likely order very freely until stocks at the end of the year are ascertained. Prices, however, according to cables are firmer, netting shippers in big lots 16c. There is practically no old cheese obtainable now. Local quotations are all up a quarter of a cent. There is not too much cheese of any sort.

Cheese—		
Old, large	0 17 1/2	0 17 3/4
Old, twins	0 17 1/2	0 18 1/4
New, large	0 16 1/2	0 16 3/4
New, twins	0 16 1/2	0 17

EGGS.—There is a decided improvement in the tone of the market. Quotations are not changed much, but there is a much firmer undertone. Demand is much better, possibly owing to the Christmas baking, and making of puddings. There are quite a few choice storage eggs, but there are no seconds around. Demand is possibly a little slow. American market for export has advanced a cent a dozen. New laids are still as ridiculously high to the general public's way of thinking, but are just as scarce. Museums may soon be dickering at fabulous prices, for a new laid egg of December, 1914.

Eggs, case lots—		
Strictly new laid, in cartons	0 50	0 50
Selects	0 32	0 33
Straights	0 29	0 30
Trade eggs	0 25	0 26

POULTRY.—Once again the poultry situation has more or less switched round, so far as prices are concerned. Two weeks ago they were high. Last week they were low. This week again they are higher. The market generally is considerably firmer. Toronto deliveries, particularly of geese are light, and turkey shows a gain of four to five cents a pound over last week. Geese, two to three cents. These refer to dressed stuff. There is not a demand just now for live. Deliveries will undoubtedly be heavier nearer Christmas, and a big slump in price is nearly sure to follow. It is a question whether or not the farmer is not cutting his own throat by holding now. The number of birds dumped upon the market at Christmas will make the price less advantageous to the farmer and countryman generally than the present one. Chicken is moving a little better. Duck is up three cents, and is none too easy to procure at present.

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

WINNIPEG.

PRODUCE.—Pork continues strong, and there is a firm tone to lard. No price changes have been made, however, and none are expected.

Cured Meats—		
Hams, per lb.	0 20	
Shoulders, per lb.	0 15	
Bacon, per lb.	0 25	
Long clear, D.S., per lb.	0 14	
Mess pork, bbl.	23 00	
Lard—		
Tierces	0 11	
Tubs, 60s	6 75	
Pails, 20s	2 32 1/2	
Cases, 6s	7 12 1/2	
Cases, 3s	7 20	

BUTTER.—Here also there is a firm tone to the market. The demand is good, and stocks are becoming rather light. At the present time there is little or no manufacturing in the West, and it may be necessary to bring in stock from the East. Should such be the case, an advance is practically certain to be struck.

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

CHEESE.—There is absolutely no change to the market here. Still there is no Western cheese being exported, and available supplies are quite sufficient to meet the demand.

Cheese—		
New, large	0 16 1/2	
New, twins	0 17 1/4	

EGGS.—The firm tone noted a week ago continues. Still there is some exportation from the West, four or five cars having gone out in the past week. The supplies are still good, however, and prices remain steady.

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

POULTRY.—Deliveries are a good deal better than a week ago. Even more marked than usual has been the tendency this year to hold back stocks until near Christmas in the hope of thus getting the very highest price. So many farmers have followed this practice that it seems the Christmas market is likely to be glutted, and prices will tend rather downward than upward. The low prices which are now being asked for poultry are resulting in a growing demand from the public.

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

FRUIT AND VEGETABLES.

(Continued from page 42.)

tailer seems to be waiting till last minute to get his stuff. A week from Christmas—and still he buys hand-to-mouth. Tomatoes are in good demand, and are up one cent. Likely they will go higher. Correlative with the Advent boom in fish is one in parsley, though in smaller way.

Beets, Canadian, bag	0 60	0 65
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 50	0 60
Cauliflower, doz.	1 00	1 25
Citrus, doz.		0 45
Cucumbers—		
Slicing, hothouse	1 50	1 75
Medium pickling sizes	0 35	0 75
Celery, California, case	3 50	
Holly	3 25	3 50
Mushrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket		0 50
Onions—		
Spanish, big crate	3 50	3 75
Can., 75-lb. bags	1 50	
Green peppers, basket	0 75	
Potatoes, Delaware	0 80	0 85
Potatoes, Canadian, bag	0 70	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 20
Tomatoes, hothouse, lb.	0 17	0 20
Turnips, bag		0 40
Sweet potatoes, hamper		1 65
Squash, Hubbard, doz.		2 00
Lettuce, box		0 75
Parsnips, Canadian, bag	0 65	0 70
Persimmons, California, crate		2 50
Pomegranates, doz.		8 75
Pomegranates, crate	3 00	3 25

WINNIPEG.

FRUIT.—Grape fruit has dropped in price. There is a big supply on hand, and about all that that be secured is \$3.50 per case. Messina lemons are off market. Californias, however, still sell at \$5.50. Few Valencia oranges are available, and price has dropped to \$4. Navels also have been put on lower basis, being now quoted at \$3.50. Japanese oranges also have moved downwards, these now being wholesaled at 60c per box.

Apples—		
Washington	1 25	
Apples, bbls.	3 75	4 00
B. C. box apples	1 50	
Cranberries, bbl.	7 50	
Bananas, lb.	0 04 1/2	
Grapes—		
Almeria, keg	7 00	
Grape fruit	3 50	
Lemons—		
California	5 50	
Oranges, California Valencias	4 00	
Navels	3 50	
Japanese, box	0 60	
Pears	2 00	3 00
Celery, California	6 00	
Cabbages, per lb.	0 01 1/4	
Cauliflower, per doz.	1 75	
Head lettuce, California, per doz.	1 00	
Leaf lettuce, doz.	0 45	0 50
Onions—		
California, 100-lb. sacks	1 75	
Valencia, per case	4 50	
Parsley, per doz. bunches	0 40	
Tomatoes, California, per case	2 00	
Honey, comb, per case (24 sections)	5 50	



Flour and Cereals



Local Flour Trade More Active; Export Dull

Arrival of Real Cold Weather Has Reviving Effect—Flour Trade Better in Lower Provinces—Good Demand for Mill Feeds, and Millers are Loosening Up—Split Peas From Ontario Going Well.

MONTREAL.

FLOUR.—The arrival of heavy snow is having a good effect on business, farmers being able to bring 60 bags on their sleighs compared with only 20 on their wagons. In the meantime the market remains sluggish for both feeds and flour, hand-to-mouth business being the order of the day still. Export demand is not exceptionally good, prices being too high to be inviting in that direction. However, business is usually quiet here following the closing of navigation, but it is a good many years since there was such a quiet December. Demand from city and country is likely to be poor for some time to come as dealers are nearly all well stocked, and there can be no activity until these stocks are worked off. First spring patents are steady at 6.70, seconds at 6.20, and strong bakers' \$6. The movement of winter wheat is also slow.

Manitoba Wheat Flour—		Per bbl.
First patents	6 70
Second patents	6 30
Strong bakers'	6 00
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		Car lots. Small lots.
Fancy patents	6 00 6 25
90 per cent. in wood	5 50 5 90
90 per cent. in bags	2 50 2 60
Straight roller	5 70 5 90
Blended flour	5 75 6 25

CEREALS.—Rolled oats are inclined to be quiet just now, most retailers being inclined to ignore staples in order to give more attention to Christmas goods. There is a steady sale, but quietness is anticipated until after the holidays. It is understood that exceptionally attractive prices are being offered for big business, as low as \$3.07½ being asked. This weakness follows a recent decline in oat market. It is believed sales are being made as low as \$3 per bbl.

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

FEEDS.—Quietness prevails again in all millfeeds, and little change is noticed

since week ago. Bran is quoted at \$25, but mixed car lots may be secured at \$24. The oat market continues to show weakness, and prices for Quebec feed oats are down. The only people buying oats just now are those who produce none, the large consumers, such as the farmers, having large supplies of their own.

Mill Feeds—	Car lots, per ton
Bran 25 00
Shorts 27 00
Middlings 31 00
Wheat moulee 33 00
Feed flour 40 00
Mixed chop, ton 38 00
Crushed oats, ton 40 00
Barley, pot, 98 lbs. 4 00
Oats, chop, ton 38 00
Barley chop, ton 36 00
Feed oats, cleaned, Manitoba, bush. 0 68

TORONTO.

FLOUR.—There is little to relate so far as local conditions are concerned. Trade is bettered in the lower provinces, but for the most part buyers are stocked up till beginning of the year, and won't buy because they don't want to carry over heavy stocks. It is just possible that it would pay them to buy now. Wheat must keep at its high level as long as war conditions remain, and when the New Year comes, deliveries on bakers' new contracts will count, which is bound to have a strengthening effect. Higher prices are forecast freely. Export trade is still dull. Ocean freights are largely responsible. When it is remembered that these have doubled since the outbreak of war, showing month after month a rise of 3c, or 4c, it is not to be wondered at that the American gets the business. Great Britain cannot see that Canadian prices are in line. Possibly, the Imperial spirit which is talked may have some effect upon the lines of inducing foreign buyers to get their flour from Canada, even if it costs a little more.

Manitoba Wheat Flour—		Small lots, per bbl.	Car lots, per bbl.
First patent	6 30	6 60
Second patent	6 30	6 10
Strong bakers'	6 10	5 90
Flour in cotton sacks, 10c per bbl. more.			
Winter Wheat Flour—		Small lots, per bbl.	Car lots, per bbl.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—Market is firmer. Cereals generally find better market during colder weather. There is quite a big demand for split peas. Supplies which come from Germany are now of course cut off, and Ontario farmers find readier market for their products. They are fetching \$4.80 to \$5 and demand shows signs of increasing rather than slackening.

Barley, pearl, 96 lbs.	5 00
Buckwheat grits, 96 lbs.	6 00
Corn flour, 96 lbs.	2 60
Cornmeal, yellow, 96 lbs.	2 55
Graham flour, 96 lbs.	3 00
Hominy, granulated, 96 lbs.	3 00
Hominy, pearl, 96 lbs.	3 00
Oatmeal, standard, 96 lbs.	3 92½
Oatmeal, granulated, 96 lbs.	3 92½
Peas, Canadian, boiling, bush.	2 90
Peas, split, 96 lbs.	5 00
Rolled oats, 90-lb. bags	3 37½
Rolled wheat, 100-lb. bbl.	3 75
Rye flour, 96 lbs.	3 00
Wheatlets, 96 lbs.	3 75
Whole wheat flour, 96 lbs.	4 00

MILL FEEDS.—Trade is considerably more active, doubtless due to colder weather, and there is a stronger undertone to the market. The demand grows and it becomes apparent that there is no surplus such as was talked when business was dull. Dealers look for higher prices. Millers who held on to their stocks show willingness to loosen up; it pays them better to get what they can now rather than wait for a demand that may never materialize. There are a number of millers, it is said, who are selling shorts as middlings.

Mill Feeds—	Mixed cars, per ton
Bran 25 00 27 00
Shorts 28 00 29 00
Middlings 30 00 32 00
Wheat moulee 30 00
Feed flour, per bag 1 55 1 90
Oats—	
No. 3, Ontario, outside points 0 50 0 51
No. 3, C.W., bay ports 0 60

WINNIPEG.

FLOUR AND CEREAL.—This market is exceedingly quiet at present time. Volume of business is satisfactory, and from the country this has been improved by reason of the snowfall. No price changes are noted either in flour or cereals, and there seems no reason to expect any changes for some time.

Manitoba Wheat Flour—		Per bbl.
First patents	6 40
Second patents	5 80
Strong bakers'	5 10
Cereals—		
Rolled oats, per 90 lbs.	2 50
Oatmeal, fine, standard and gran'd, 96 lbs.	2 80



*Merry
Christmas
and
Happy
New Year*



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

Canadian Products
MADE IN CANADA
BY CANADIANS

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

Tillson's Oats and Rainbow Flour

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

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

Canadian Cereal and Flour Mills
LIMITED

Methodist ... in ... will ...
Send the present along in Richmond ...

That's My Boy!

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

TILLSON'S OATS

Friday Night is Gift Night

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

RAINBOW FLOUR MAKES GOOD BREAD

Canadian Cereal and Flour Mills, Ltd.

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



THAT you may enjoy a most Happy Christmas and that the year 1915 will be one of unprecedented peace, plenty and prosperity for you is our sincere wish.

C. H. Catelli, Ltd.
MONTREAL

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

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

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

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

Also in tins. Prices on application.

ROYAL BAKING POWDER

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

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

FOREST CITY BAKING POWDER.

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

BLUE.

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

COUPON BOOKS—ALLISON'S.

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

UN-NUMBERED.

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

CEREALS.

WHITE SWAN. Per case.

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

Per case.

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

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

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

Aylmer Pure Jellies

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

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

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

Aylmer 14's and 30's per lb.

Strawberry	0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 15
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

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

Only a Scrap of Paper

Germany regarded her solemn treaty with Belgium as a mere "scrap of paper" and devastated the country she swore to protect.

Britain, a party to the same agreement, took up arms to make good her guarantee of protection the minute that protection was needed.

Britain saw more than a mere "scrap of paper" in that treaty. She saw that behind it stood the national honor and national honesty—the qualities that maintain confidence in national agreements.

The warranty which guarantees the absolute purity of every package of White Swan Pure Food Products is more than a "scrap of paper." It is a solemn treaty between your customer, you and The White Swan Spices and Cereals, Ltd., in which we solemnly declare that the goods are absolutely pure and that we will back up that declaration with all our resources whenever and wherever it is challenged.

Back of that little piece of paper which seals every package, stand the reputation—the character—the honor and the honesty of The White Swan Spices and Cereals, Ltd. And behind us stands the Canadian Government to see that we carry out our promises to the letter.

That warranty may look insignificant to you—the men selling the goods—but it has a significance as far as you, your customer and ourselves are concerned as the "scrap of paper"—the ignoring of which sealed the doom of the German Empire.

Be sure you get it on the goods you buy. Be sure it is on the goods you sell.

WARRANTY

We hereby warrant the contents of this package, as manufactured by us, to be pure and unadulterated in accordance with the warranty provided for in the third Schedule to the Adulteration Act, chap. 133 of the Revised Statutes.

WARNING

Any person or persons found guilty of substituting the contents of this package with inferior or impure goods will be prosecuted according to law.

White Swan Spices & Cereals, Limited
Toronto, Canada

The White Swan Spices & Cereals, Limited
Toronto, Ontario

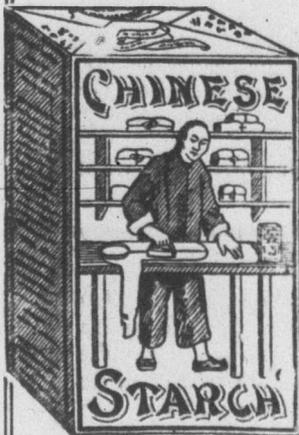
Here's Our Heartiest Wish

That all our grocer friends enjoy the Merriest of Merry Christmases, and a year of unalloyed success, developed with the greater certainty of continuance with the prestige-building power of H. de L. brand goods



HENRI de LEEUW, Import and Export Grocery Broker
MONTREAL 28 FRONT STREET EAST, TORONTO HALIFAX

Better Dealer Service



The greatly increased demand for

CHINESE STARCH

has made necessary the installation of new and improved machinery that will more than double the present capacity of our plant. This will enable us to make prompt deliveries on all orders and insure a neater package.

Chinese Starch fits in with the

"Made in Canada"

movement, so don't lose sight of the fact, that when pushing this superior brand you not only please your customers but keep the money at home.

OCEAN MILLS, Montreal

Order from any Wholesale Grocer

Hams

AND

Bacon

FOR

Christmas

Send in your orders now.

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

"STAR BRAND"

F. W. Fearman & Co.

LIMITED

HAMILTON

Diamond, 8's, 6 and 12-lb. boxes	0 29	Peerless Brand, Hotel, each, 2 doz.	4 25
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26	Jersey Brand, Hotel, each, 2 doz.	4 25
Diamond, 4's, 6 and 12-lb. boxes	0 27	St. Charles Brand, gallons, each 1/2 doz.	4 75
Icings for Cake—		"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in 1/4-lb. packages, 2 doz. in box, per doz.	1 00	"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
Chocolate Confections Per lb.		"Regal" Coffee and Milk, each, 2 doz.	4 50
Maple buds, 5-lb. boxes	0 37	"Reindeer" Cocoa and Milk, each, 2 doz.	4 50
Milk medallions, 5-lb. boxes	0 37		
Chocolate wafers, No. 1, 5-lb. boxes	0 31		
Chocolate wafers, No. 2, 5-lb. boxes	0 26		
Nonpareil wafers, No. 1, 5-lb. boxes	0 31		
Nonpareil wafers, No. 2, 5-lb. boxes	0 28		
Chocolate ginger, 5-lb. boxes	0 31		
Milk chocolate wafers, 5-lb. boxes	0 37		
Coffee drops, 5-lb. boxes	0 37		
Lunch bars, 5-lb. boxes	0 37		
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36		
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85		
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 37		
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 37		
Nut milk chocolate, 5c bars, 24 bars, per box	0 85		
Almond nut bars, 24 bars per box	0 85		

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, 1/4's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/4's	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 26

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 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 50

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39
1 lb. tins, 4 doz. to case, weight 80 lbs.	38
ENGLISH BREAKFAST COFFEE.	
1/4 lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

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

MINTO BROS.

MELAGAMA COFFEE.

	Whol.	Retail.
1s, 1/2s, Grd.	25	30
1s, 1/2s, B. & G.	32	40
1s only, B. & G.	35	45
1s, 1/2s, B. & G.	38	50
Packed in 30 and 50-lb. cases.		
Terms net 30 days prepaid.		

(MINTO COFFEE (Bulk)

M Bean or Gr.	38
1 Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25
Packed in 25 & 50-lb. tins.	

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz.	
weight 3 lbs.	\$ 1 15
2 oz. bottles, per doz.	
weight 4 lbs.	2 28
2 1/2 oz. bottles, per doz.	
weight 6 lbs.	2 50
4 oz. bottles, per doz.	
weight 7 lbs.	4 00
8 oz. bottles, per doz.	
weight 14 lbs.	7 50
16 oz. bottles, per doz.	
weight 23 lbs.	14 40
32 oz. bottles, per doz.	
weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada

	Per doz.
1/2-oz. (4 doz. case), weight 3 lbs., retail each 15c	\$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each \$3	25 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50	47 75
Gallons, each, retail each \$20	17 15

We wish our
patrons a
Jolly Xmas
and a Happy
New Year



In presenting the season's greetings to the trade let us thank one and all for their support during the past twelve months. Our Christmas present to the trade is the promise of even better service to the manufacturer and wholesaler than ever.



Nicholson & Bain

Wholesale Commission Merchants and Brokers

HEAD OFFICE: WINNIPEG, MAN.

Branches: Regina, Saskatoon, Edmonton, Calgary Vancouver





A King's Food

The zesty, condensed nutrition and deliciousness of the "King Oscar" Sardines is appreciated by Royalty as well as the buying public everywhere.

King Oscar BRAND SARDINES

Widespread publicity makes initial sale easy for the dealer. A big all-round-year seller.

Ask your wholesaler for prices.

CANADIAN AGENTS
J. W. BICKLE & GREENING

(J. A. Henderson)

HAMILTON - CANADA

Holiday Fruits

We are offering for the Xmas trade a very fine assortment, and solicit your orders.

"Royal Crest" Brand Navels, very thin skinned, fine color and eating.

Florida Oranges, Mexican Oranges.

Malaga Grapes, Pineapples, all kinds of Nuts, Figs, Dates.

Holly, Holly Wreaths and Wreathing.

Our Xmas Price List now being mailed. Write for one.

Mail orders a specialty, and orders carefully filled.

WHITE & CO., LIMITED

TORONTO
Branch at Hamilton

GELATINE.

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

W. CLARK, LIMITED,
MONTREAL.

Compressed Corned Beef, 1/2, \$1.75; 1, \$3.00; 2, \$5.50; 3, \$17.00; 14, \$45.00.
Roast Beef, 1/2, \$1.75; 1, \$3.25; 2, \$6.25; 6, \$18.00.
Boned Beef, 1, \$3.25; 2, \$6.25; 6, \$18.00.
Jellied Veal, 1/2, \$1.75; 1, \$3.25; 2, \$5.00; 6, \$18.00.
Corned Beef Hash, 1/2, \$1.75; 1, \$2.25; 2, \$3.35.
Beefsteak & Onions, 1/2, \$1.75; 1, \$3.00; 2, \$6.00.
Cambridge Sausage, 1, \$3.00; 2, \$5.00.
Boneless Pigs' Feet, 1/2, \$1.75; 1, \$2.50; 2, \$5.00.
Lamb's Tongues, 1/2, \$2.50.
Sliced Smoked Beef, Tins, 1/2, \$1.80; 1, \$2.90.
Sliced Smoked Beef, Glass, 1/4, \$1.50; 1/2, \$2.00; 1, \$3.00.
Tongue, Ham and Veal Pate, 1/2, \$1.30.

Ham and Veal Pate, 1/2, \$1.20.
Potted and Devilled Meats, Tins - Beef, Ham, Tongue, Veal, Game - 1/4, 50c.; 1/2, \$1.00.
Potted Meats, Glass - Chicken, Ham, Tongue, 1/4, \$1.50.
Ox Tongues - Tins, 1/4, \$2.75; 1, \$6.00; 1 1/2, \$9.00; 2, \$10.50.
Ox Tongues - Glass, 1 1/2, \$10.00; 2, \$12.00.
Minced - Hermetically sealed tins, 1, \$1.25; 2, \$1.95; 3, \$3; 4, \$4; 5, \$5.
In Pails, 25 lbs., 8c. lb.
In Tube, 45 lbs., 7 1/2c. lb.
In Glass, 1, \$2.25.

Plum Pudding, 1, \$1.90; 2, \$2.40.
Clark's Peanut Butter - Glass Jars, 1/4, 95c.; 1/2, \$1.40; 1, \$1.85.
Clark's Peanut Butter - Pails 24 lbs., 15c. per lb.
Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.95; 16 oz., \$2.40.
Pork & Beans, Plain Talls, 1, 60c.; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Pork & Beans, Tomato Sc. Talls, 1, 60c.; 2, \$1.00; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Pork & Beans, Chili Flat, 1, 60c.; 2, \$1.00; 3, \$1.15.
Pork & Beans, Tomato Flats, 1, 60c.; 2, \$1.00; 3, \$1.15.
Pork & Beans, Plain Flats, 1, 60c.; 2, \$1.00; 3, \$1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder - "Anchor" Per case.
50 cases, 6 doz. \$2 50
10 cases, 3 doz. 2 50
5 case lots, freight prepaid, Ontario points .. 2 25
Baking Powder - "Anchor" Per doz.
4 oz. tins, cases 4 doz. 0 67 1/2
8 oz. tins, cases 4 doz. 0 90
8 oz. tins, cases 3 doz. 1 20
12 oz. tins, cases 3 doz. 1 65
16 oz. tins, cases 2 doz. 2 00
2 1/2 lb. tins, cases 1 doz. 4 50
5-lb. tins, cases 1 doz. 8 40
Chocolate - Unsweetened - "Anchor"
10c cakes, boxes 2 doz. 0 90
Cocon - "Anchor" Per doz.
10c tins, cases 4 doz. 0 90
Per lb.
1/4s. tins, cases 4 doz. 0 36
1/2s. tins, cases 2 doz. 0 35
1s. tins, cases 1 doz. 0 85

Coffee - "Anchor" Per lb.
1 lb. tins, whole or ground, ea., 30 lb. 0 36
2 lb. tins, whole or ground, ea., 30 lb. 0 35
Cream of Tartar - "Anchor" Per doz.
2 oz. pkgs., box 4 doz. \$ 0 90
3 oz. pkgs., box 3 doz. 1 25
1/4 oz. pkgs., box 4 doz. 1 75
1/2 oz. pkgs., box 4 doz. 3 50
1/4 oz. tins, box 4 doz. 3 75
1 oz. tins, box 2 doz. 6 00
Flavoring Extracts - "Anchor"
20c bottle \$ 1 15
1/2 oz. bottle 2 50
4 oz. bottle 4 00
8 oz. bottle 7 50
16 oz. bottle 14 40
32 oz. bottle 28 80
80 oz. bottle 60 00
Flour - Potato - "Anchor" Per doz.
Cases 2 doz. 1 20
Tins, Prepared - "Anchor"
10c pkgs., cases 3 doz. .. 1 00
Mustard, D.S.F. - "Anchor"
50c tins, boxes 4 doz. ... 0 50
10c tins, boxes 4 doz. ... 0 95
Per lb.
1/4s. tins, boxes 12 lbs. ... 0 40
1/2s. tins, boxes 12 lbs. ... 0 39
1s. tins, boxes 12 lbs. ... 0 38
Rice, Special Grain - "Anchor" Per doz.
Cases 2 and 4 dozen 0 90
"Anchor" Brand Per case.
Shaker Table Salt, free running, cases 2 doz., case 1 60

"GOLD MEDAL" COFFEE.

Whole or Ground - Per lb.
1/2 lb. tins, cases 30 lbs. ... 0 37
1 lb. tins, cases 30 lbs. ... 0 36
2 lb. tins, cases 30 lbs. ... 0 35

"GOLD MEDAL" ROLLED WHITE OATS.

Per case.
25c pkgs., cases 12 pkgs. ... 2 50
"KING" NAPHTHA BORAX WASHING COMPOUND.
5c pkgs., cases 50s 1 90
5c pkgs., cases 100s. 3 75
10c pkgs., cases 3 doz. 3 50

"KOLONA" CEYLON TEA.

Per lb.
40c black, green or mixed, 1/2 and 1 lb. pkgs. 0 30
50c black, green or mixed 0 35
60c black, green or mixed 0 42
80c black, green or mixed 0 55
Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz. ... 1 45
"Wheat - O's" Breakfast Food, cases 2 doz. 1 45
Per doz.
"Piccaninny" pancake and buckwheat 1 00

LAPORTE, MARTIN, LIMITED, MONTREAL. Agencies.

BASIN DE VICHY WATERS.
L'Admirable, 50 qts., case... 6 00
Efficace 6 50
Neptune 7 00
San Rival 8 00

VICHY LEMONADE.

La Savoureuse, 100 pts., case 10 00
CASTILE SOAP.
"Le Soleil," 72 p.c. Olive Oil, Ca. 25 1/2 lb. bars, lb. 0 11
Ca. 200 3/4 lb. pieces, ca. 5 50

ALIMENTARY PASTES. BLANC & FILS.

Macaroni, Vermicelli, Spaghetti, Small Pastes, etc.
Box, 25 lbs., 1 lb. 0 08 1/2
Box, 25 lb., loose 0 08

MINERVA PURE OLIVE OIL.

Case -
12 litres 8 00
12 quarts 7 00
24 pints 7 50
24 1/2 pints 5 00
Tins -
20s, 1/2 gal. 3 00



The Season's Greetings from Griffin & Skelley Company and their Canadian representatives:

The G. W. Nickerson Co.	-	Prince Rupert
Geo. H. Gillispie	-	London
A. B. Lambe & Co.	-	Hamilton
Grant, Oxley & Co.	-	Halifax
A. P. Tippet & Co.	-	Montreal
W. G. A. Lambe & Co.	-	Toronto
Mason & Hickey	- -	Winnipeg
Saskatoon, Calgary, Regina,		Edmonton



Have No Hesitation
in recommending to your best customer
'Bluenose' Butter

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

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

**SMITH
AND
PROCTOR**
SOLE PACKERS
Halifax, - N.S.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

CANNON'S Pure English Gelatines

For all purposes.

Prompt Shipments from
Toronto and Montreal Stores

Sole Agents for:

B. Cannon & Co., Limited

LINCOLN, ENGLAND

FINEGAN & ELLIS

506 Board of Trade Bldg.

TORONTO

HEINZ HEINZ HEINZ HEINZ HEINZ

HEINZ

HEINZ

HEINZ

HEINZ

HEINZ

"Yes, Madam, Here
It Is"

T

HAT'S about all you have to say to sell a *Heinz* product, because, our national advertising does the talking for you by teaching your customers the purity and quality of our products.

Our Grocers' Service Department will help you increase your sales.

"What is this department?"

"How can it help?"

Write to us or ask our salesman to explain—it's well worth finding out about.

H. J. HEINZ COMPANY
MADE IN CANADA
PURE FOOD PRODUCTS
Factory—Leamington, Ont.

HEINZ HEINZ HEINZ HEINZ HEINZ

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

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

F. O. B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

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

Per jar.

Durham, 4-lb. jar	0 87
Durham, 1-lb. jar	0 28

WHITE SWAN LYE

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

JELLY POWDERS.

WHITE SWAN SPICES AND
CEREALS, LTD.

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

JELL-O.

Assorted case, contains 2 doz 1 80	
Straight.	

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

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50	
Straight.	

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

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

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

FELS NAPTHA.

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

STARCH.

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

BRANTFORD BRANDS

Boxes. Cents.

Laundry Starches—

40 lbs., Canada Laundry06%
40 lbs., Boxes Canada white gloss, 1 lb. pkg.06%
48 lbs. No. 1 white or blue, 4 lb. cartons07%
48 lbs., No. 1 white or blue, 3 lb. cartons07%
100 lbs., kegs No. 1 white06%
200 lbs., bbls., No. 1 white06%
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.07%
48 lbs. silver gloss, in 6-lb. tin canisters08%
36 lbs., silver gloss 6-lb. draw lid boxes08%
100 lbs., kegs, silver gloss, large crystals07%
28 lbs., Benson's Satin, 1-lb. cartons, chrome label07%
40 lbs., Benson's Enamel (cold water) per case ...	3 00
20 lbs. Benson's Enamel (cold water), per case ...	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

Culinary Starch.

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

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

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

UNCHANGED!

From Coast to Coast the price on

WETHEY'S CONDENSED MINCE MEAT

is absolutely unchanged.

THERE HAS BEEN NO
ADVANCE.

We have protected the trade and
ourselves for some time to come.

J. H. Wethey, Limited
ST. CATHARINES, ONTARIO

RUSH ORDERS

We are ready to serve you until the
last minute. Anything you require
in a hurry, phone or wire us for it
and same will go forward by first
train.

Our Xmas oranges turned out even
better than we expected. Did you
have some?

All other lines right up to our usual
high standard.

THE HOUSE OF QUALITY

Hugh Walker & Son

Established 1861

Guelph and North Bay



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

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following:

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

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

6-doż. Lots and up delivered (Ontario)

Walter Woods & Co.
HAMILTON

Buyers' Guide

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
 TORONTO, ONT. GEO. J. CLIFF, Manager

Dr. JACKSON'S
ROMAN MEAL
 Made in Toronto
 ROMAN MEAL CO.
 MONARCH ROAD

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

The Best for all forms of Coughs, Asthma,
 Bronchitis, and all ailments of Respiratory
 Organs.
MERIT SYRUP
 FOR AGENCY, WRITE
THE MERIT CHEMICAL CO.
 725 Notre Dame E. MONTREAL

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

WRITE TO
 10 Garfield Chambers, Belfast, Ireland,
 for Sample Copy of the
**Irish Grocer, Drug, Provision and
 General Trades' Journal**
 If you are interested in Irish trade.

Raw Materials and Equipment
 Some of the largest bakers in America are
 placing the buying of their materials and
 equipment in our hands. They know that they
 get better value through us.
The Biscuit & Cracker Mfrs. Co.
 105 Hudson St. New York City

STORAGE IN OTTAWA
 BOND AND FREE
 Direct Railway connection. Car distri-
 buting. Write for rates.
Dominion Warehousing Co., Ltd.
 Phone R54. 46 to 56 Nicholas St.,
 Ottawa.

**THEY ARE GOOD
 OLD STAND-BYS**
**Baker's Cocoa
 and Chocolate**



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

Registered
 Trade-Mark

Trade-mark on every
 genuine package

MADE ONLY BY
Walter Baker & Co. Limited
 Established 1780
 Montreal, Can. Dorchester, Mass.

Every Merchant who handles—
Mathieu's Nervine Powders



knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's is a specific in all forms of colds.*

Syrup of Tar and Cod Liver Oil

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

Please send regular box of Mathieu's Nervine Powders to the following address:—
 Name
 With (Name of firm)
 Street
 City or town Prov.....

HOLLAND RUSK
 a food product for all seasons. It will please your cus-
 tomers and build a profitable trade for you.
HOLLAND RUSK COMPANY
 HOLLAND, MICH.



When writing to
 advertisers kindly
 mention this paper

CLASSIFIED ADVERTISING

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

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

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

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

MISCELLANEOUS

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

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

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

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

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

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (1f)

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

WANTED

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

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

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

AGENCIES WANTED

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

FOR SALE

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

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

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

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

GENERAL MERCHANT'S BUSINESS, POST office attached, for sale, on Vancouver Island. Turnover \$15,000 yearly. Sound business; \$10,000 will handle; \$3,000 yearly can be made. Apply Box 68, Canadian Grocer, Toronto. Principals or solicitors only treated with.

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



Mail Contract

SEALED TENDERS, addressed to the Postmaster General, will be received at Ottawa until noon, on Friday, the 8th January, 1915, for the conveyance of His Majesty's Mails, on a proposed Contract for four years, eighteen times per week each way, between Brampton P.O. and Canadian Pacific Ry. Station, from the Postmaster General's pleasure.

Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the Post Offices of Brampton, and at the office of the Post Office Inspector, Toronto.

A. SUTHERLAND, Post Office Inspector.

Post Office Inspector's Office, Toronto, Nov. 26th, 1914.

Safe Investments

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

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

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

The Financial Post of Canada
Toronto

'The Canadian Newspaper for Investors'

HOLLY DAYS

are confection days.

MAPLEINE

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

Order from

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

CRESCENT MFG. CO.
SEATTLE, WASH.



Oakey's

The original and only Genuine Preparation for cleaning Cutlery

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of

Emery, Black Lead Emery Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

20th Century Retailing DEMANDS the use of

ALLISON COUPON BOOKS



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

HERE'S HOW THEY WORK:

When a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No passbooks, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

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

Place Your Christmas Window in the 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. It may be in the money.

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.

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

The Christmas Ad. Writing Contest

For the best Christmas newspaper advertisement submitted by end of year *Canadian Grocer* will give a prize of \$3; to the second best, \$2. Clip it from the newspaper and briefly outline your ideas concerning advertising and its selling advantages.

Address:

THE EDITOR, CANADIAN GROCER

143-153 University Avenue

TORONTO



What doctors recommend is worth your while to push.

**THE JOHN MACKAY'S BARLEY FOOD
FOR BABIES AND
INVALIDS**

is unanimously recommended by the leading physicians and generously used in all hospitals of any importance. The best and most nourishing form in which barley can be prepared; an exclusive process of The John MacKay's. Once used, Barley Food becomes the family mainstay, and excellent uses can be found for it in the homes of all classes. Just try a can, to see how Barley Food will "take hold" of you and build you up, especially if you suffer from indigestion and all kindred ills, for it will stay with you when nothing else will. It means 50% to you, Mr. Retailer.

We have the only exclusive barley mill on the continent. Order to-day from your wholesaler or direct.

John MacKay Co., Ltd., Bowmanville, Ont.

The only exclusive Pot and Pearl Barley Mill in Canada

Apples

We will pack

10,000

barrels

of the celebrated
Georgian Bay Apples
this Fall. Place your
orders early.

LEMON BROS.

Owen Sound, Ontario

They're
Now on the Market

B.L.O.E.

(Best Lemons on Earth)

Mention when ordering:

**St. Nicholas
Home Guard
Queen City
Puck
Kicking**

They're the Brands.

J. J. McCABE

Agent

Toronto

Like the onward march of the glacier, the force of example is irresistible, but infinitely slow; advertising 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.

Over

18,100

pounds of

SAUSAGES

made last week.

Amount always increasing on account of their purity. Increase your provision sales by selling a few of Schneider's

"Twelve Varieties"

Try a shipment of Pure
Country Pork Sausage,
absolutely all Pork Meat

**J. M. SCHNEIDER & SONS
LIMITED**

Berlin, Ontario

Are You Protected?

You have been consistently informed of the new law in regard to Maple Products coming into force Jan. 1st, 1915. If you haven't read it, see the editorial in this issue. In any event you are safe if you stock

PRIDE of CANADA



It is genuinely pure, from the pure sap of the maple only. Look at the Government reports and we'll prove that it has never been adulterated. You can bank on its purity.

Maple Tree Producers' Assoc. Limited

58 Wellington Street, Montreal

AGENTS:—W. L. Mackenzie & Co., Winnipeg; Oppenheimer Bros., Vancouver; S. H. P. Mackenzie, 32 Church Street, Toronto; Canadian Maple Products Co., Limited, 1 Endell Street, Long Acre, London, W.C., England.

1914 1915



*There's Christmas
Joy and Happiness
to Every Canadian
Grocer and a Year
of Bountiful Pros-
perity During
1915*

Furnivall-New, Limited
Hamilton, Ont.

S

OME manufacturers in their eagerness to reach the consumer shoot over or under the retailer's head or try to shoot through him. The retailer is getting tired of being shot up. Work **with** him and **for** him and note the difference.

INDEX TO ADVERTISERS

A		M	
Allison Coupon Co.	59	MacGregor Paper Co.	13
Anglo-B.C. Packing Co.	9	MacKay Milling Co.	61
B		MacLean's Magazine	64
Baker & Co.	58	MacNab, T. A., & Co.	16
Balfour-Smye & Co.	10	Magor, Son & Co.	22
Benedict, F. L.	58	Major & Co., S. J.	8
Betts & Co.	13	Malcolm's Condensing Co.	14
Bickle & Greening	52	Maple Tree Producers	62
Biscuit & Crackers Mfrs.		Mathieu & Co., J. L.	58
Assn.	58	McAuley, W. T.	16
Borden Milk Co.	3	McCabe, J. J.	61
C		McLaren, Limited, W. D.	4
Campbell Brokerage Co.	16	McLarens, Limited	9
Canada Starch Co.	22	Measam, George E.	16
Canadian Cereal & Flour		Millman, W. H., Sons	16
Mills, Ltd.	47	Minto Bros.	5
Carr & Co.	18	Montreal Biscuit Co.	19
Catelli & Co.	48	Mott, John P., & Co.	57
Chark, Ltd., W.	11	Mount Royal Milling Co.	17
Classified Condensed Ads.	59	N	
Coles Mfg. Co.	2	National Licorice Co.	5
Connors Bros.	56	Nicholson & Bain	31
Continental Bag & Paper Co.	4	O	
Comte & Cie.	58	Oakey & Sons, John	59
Crescent Mfg. Co.	59	Ocean Mills	50
D		Ott Co., Inc., W. T.	20
Dominion Cannery, Ltd.	15	P	
Dominion Warehousing Co.	58	Paterson & Sons	17
E		Patrick & Co., W. G.	16
Eckardt, H. P., & Co.	55	Pennock, H. P., Co., Ltd.	16
Escott & Co., W. H.	16	R	
Estabrooks, Limited	7	Reckitts, Ltd., Inside back cover	
Eureka Refrigerator Co.	21	Richards Pure Soap Co.	18
F		Robinson & Co., C. E.	13
Fairbanks Co., N. K.		Roman Meal Co.	58
Inside back cover		Rock City Tobacco Co.	19
Fearman, F. W., Co.	50	Rowat & Co.	5
Finegan & Ellis	54	Ruttan, Alderson & Lound,	
Forbes & Nadeau	10	Ltd.	16
Fretz, Limited	21	S	
Furnivall-New, Ltd.	62	Salada	21
H		Sanitary Can Co.	12
H.O. Company, Inside front cover		Schneider & Sons	61
Hargreaves (Canada), Ltd.	9	Smith & Son, E. D.	2
Heinz Co.	54	Smith & Proctor	53
Hillock & Co., John	2	St. Lawrence Sugar Refining	
Hobart Mfg. Co.	18	Co.	13
Holland Rusk Co.	58	Sugars & Cannery	10
Horne Co., Harry	16	T	
Hudon, Hebert, & Cie.	6	Tippet, Arthur P., & Co.	1
I		Toronto Salt Works	58
Imperial Extract Co.	4	Trent Mfg. Co.	58
Irish Grocer	58	Tucketts, Limited	
J		Inside front cover	
Jonas & Co.	20	W	
K		Walker, Hugh, & Son	57
Knox Co., Charles B.	20	Walsh, Martin M.	16
L		Watson & Truesdale	18
Lake of the Woods Milling		Wellington Mills	17
Co.	Back cover	Western Canada Flour Mills	
Lambe & Co., W. G. A.	16	Co.	12
Laporte, Martin & Co.	63	Wethey, J. H.	51
Leeuw, Henri de	16 and 49	White & Co.	52
Leitch Bros.	18	White Swan Spices & Cereals	49
Lemon Bros.	61	Wiley, Frank H.	16
Lindners, Ltd.	14	Woodruff & Edwards	10
		Woods & Co., Walter	57

1915



A
Merry
Christmas
and a Happy
New Year

is the sincere
wish we extend
to the Grocery
Trade of
Canada

Laporte, Martin
Limitée

Wholesale Grocers
MONTREAL

This Answers Your Gift Problem

Whether you are selecting a holiday gift or a birthday gift you aim to pick something appropriate and which will be appreciated. It is not easy to do so. Subscriptions to magazines always prove appropriate gifts. And besides, it saves you the worries of shopping.

MACLEAN'S
MAY



TWENTY CENTS A COPY TWO DOLLARS A YEAR
MACLEAN PUBLISHING COMPANY

Gift 1.

A year's subscription to MacLean's Magazine is a most suitable gift for any man, business or professional, for the mother, the son or daughter, or the whole family.

Gift 2.

A year's subscription for The Farmer's Magazine will prove a very appropriate gift for anyone connected with agriculture, from the woman with the little flower garden to the big farmer, or your parents or family on the old homestead.

THE
FARMER'S
MAGAZINE



May 1914
TWO DOLLARS A YEAR
MACLEAN PUBLISHING COMPANY

No other gift will be more welcome than a year's subscription to either of the above magazines. The monthly arrival of the magazine will prove a pleasant reminder of the donor's thoughtfulness.

The MacLean Publishing Company, Limited
143-153 University Avenue TORONTO, ONTARIO

Fill in the enclosed form and mail it to us; a beautiful card in colors will be sent, along with first number announcing the donor of the gift.

The price of single subscriptions is \$2 per year. Three subscriptions for \$5.

Don't overlook mailing the form to us at once.

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

Please send a copy of the magazine stated to each of the following for one year commencing with the current Number, along with one of your special announcement cards. Herewith is Dollars to pay for the same.

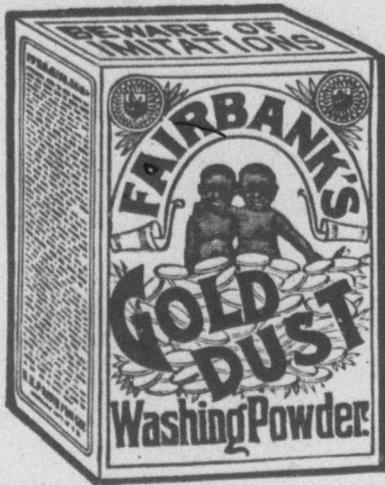
Full name of one to whom the subscription is to be given.	Address.	Publication to be sent. MacLean's or Farmer's.

Name of Donor

Address

CANADIAN GROCER

GOLD DUST



Four words tell the story of "GOLD DUST": it "SELLS, Satisfies, Keeps Selling" because of the combination of wide usefulness and extensive, persistent advertising. Just be sure to keep it where your customers can SEE it.

That's enough!

THE N.K. FAIRBANK COMPANY
LIMITED

Quality and Reputation behind both

"BRASSO" and "ZEBRA" are not experiments. By stocking them you are *not speculating* on the genuineness of their worth or the possibilities of public demand. Every tin of

ZEBRA & BRASSO

is the product of a House with a Reputation for Quality. There is *real* merit in their manufacture, and it's up to you to benefit in the large sales.

RECKITTS (OVER SEA), LTD., 122, Wellington St. West, Toronto

Quali  and Re  tion

"Apples make the filling, but FIVE ROSES made the crust"



Good morning! Have you eaten your apple, Brother Grocer?

Everybody's doing it—it's patriotic—it's fashionable—it's businesslike. This is YOUR opportunity. Now's the time for the apple pie trade, apple puddings, apple sauce cake, "National Fruit" dumplings. Apples and Flour, Apples and *FIVE ROSES!*

The choicest pages of the FIVE ROSES Cook Book give all the delightful details. Sell FIVE ROSES flour, Brother Grocer. Don't let your customers spoil good apples with a poor pie crust made from poor flour.

FIVE ROSES FLOUR

Sir George E. Foster's "finest in the world" deserves a better fate—the finest crust to wrap its toothsome lusciousness.

More pies than ever before will be *swiped* if you sell FIVE ROSES—the kind that made mother famous.

More apples eaten where FIVE ROSES is sold.

Think of a million apple pies, cakes, dumplings — think of your responsibility, Brother Grocer! The filling is only half the pie—the FIVE ROSES crust is the thing, the dainty brown jacket that dresses the juicy pippins so becomingly! Sell apples. Be patriotic.

Sell FIVE ROSES. *Be WISE!*

LAKE OF THE WOODS MILLING CO., LIMITED
MONTREAL. DAILY CAPACITY 13,200 BBLs.

Sell a Barrel of Apples—Sell a Barrel of ROSES